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## Creativity and Innovation – 2



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WELCOME the group.

*You may choose to use a short icebreaker or mixer exercise to get the session started, but don't let it go too long. Rather than have people introduce themselves around the room, encourage them to do this during exercises and breaks.*

*Once this has been done move to the next slide.*

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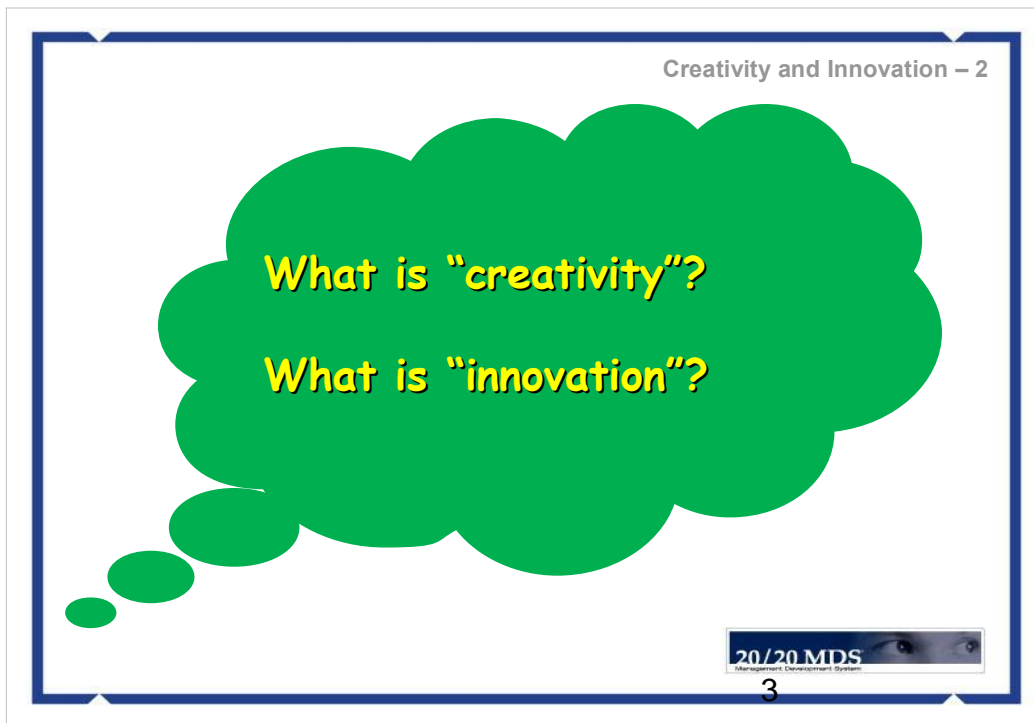
### **ACTIVITY**

***Using your workbook to take notes, talk to as many other people as you can within 5 or 6 minutes, asking them:***

***“To share the greatest innovation they have ever seen***

***“To identify the best innovation they have personally come up with at work***

After 5-6 minutes, DEBRIEF by asking each person to read out the best innovations ever seen and then the best innovations that have been made personally



In the first module on Creativity and Innovation in this 20-20 MDS® series, we suggested that human creativity or innovation was a very large and complex subject area with a considerable amount of debate about what it is, and how it is practiced. However, we did manage to come up with a broadly based definition of the whole topic as follows:

**“Creativity is finding, thinking and making new things.**

**Innovation is doing and using new things”.**

In the first module in this topic area, we spent most of our time on the first part of this definition or the creative side of the equation. This involved time investigating what it means to be creative and at different ways in which this can occur.

In this module, although we will spend time looking at creativity to some extent, we therefore will be spending most of our time on the innovation side of the equation or how creativity is put into action/used in practice. This is simply because creativity or idea generation is only of practical use if it succeeds in making a difference or in changing things for the better (and in specific or tangible ways that really matter to people)

## Why be innovative?

***“The enterprise that does not innovate inevitably ages and declines. And in a period of rapid change such as the present, an entrepreneurial period, the decline will be fast”***



- Peter Drucker

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Let's look what is specifically meant by innovation?

*The classic definitions of innovation include:*

*the process of making improvements by introducing something new*

*a new idea, method or device.*

*the successful exploitation of new ideas*

*change that creates a new dimension of performance*

So if this is what it means, why is it so important in organisational life-?

In this quotation, Peter Drucker offers us one definition:

*“The enterprise that does not innovate inevitably ages and declines. And in a period of rapid change such as the present, an entrepreneurial period, the decline will be fast”*

### ACTIVITY

**In teams of 3-4 people, spend 5-minutes or so, looking at why you think that it is important to innovate in your team or part of the organisation (and what the risks are if you don't)**

## Why be innovative?

Think about your organisation or your area of the organisation ... What are 3 major challenges you can foresee?

“ How to ... / What to do about ...?

“ Where will ... / Who will ... / How will ...?

“ What will ... / What do ... / When will ...?

### Follow on ACTIVITY

Now let's take the exercise one stage further and in the same groups identify the three major challenges you face in the near to medium term future-how will innovation help you to solve these problems.

You have 5 more minutes to answer these questions

## Why be innovative?

- “ Products & services
- “ Advertising & marketing (incl. branding)
- “ Customer service
- “ Processes
- “ Productivity

*“The problems that exist in the world today cannot be solved by the level of thinking that created them”*

- Albert Einstein



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In a business situation, researchers have identified a variety of types of innovation, including for example:

**Business Model innovation** involves changing the way business is done in terms of capturing value.

**Marketing innovation** is the development of new marketing methods with improvement in product design or packaging, product promotion or pricing.

**Organisational innovation** involves the creation or alteration of business structures, practices, and models, and may therefore include process, marketing, people side model innovation.

**Process innovation** involves the implementation of a new or significantly improved production, operational or delivery method.

**Product innovation**, involves the introduction of a good or service that is new or substantially improved. This might include improvements in functional characteristics, technical abilities, ease of use, or any other dimension.

**Service innovation**, is similar to product innovation except that the innovation relates to services rather than to products

**Supply chain innovation** where innovations occur in the sourcing of input products from suppliers and the delivery of output products to customers

In all of the above areas, innovation may be small/incremental or large/significant in terms of the change it represents. It may also involve simple change (or have low levels of complexity of innovation) or involve sophisticated change (such as the introduction of a major new technology).

In all cases though, (as Einstein observed) it needs a new level of thinking to be applied.

## Overview

- “ Innovation Leadership
- “ Innovation Culture
- “ Innovation Risk Appetite
- “ Innovation Strategy
- “ Innovation Tools
- “ Innovation Competence
- “ Innovation Metrics
- “ Summary



Because this is a large and diverse subject area-the rest of this workshop will aim to help us navigate the topic by talking about innovation in several sections. These are:

- “ Innovation Leadership
- “ Innovation Culture
- “ Innovation Risk Appetite
- “ Innovation Strategy
- “ Innovation Tools
- “ Innovation Competence
- “ Innovation Metrics

We will then summarise some of the main themes to have emerged during the workshop and conclude the workshop.