

How Can We Train Innovation?

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BESIG 2023

For details about Ben and Michelle, visit:

<https://www.the-distance-cert-ibet.com/tutors>



DISTANCE CERT
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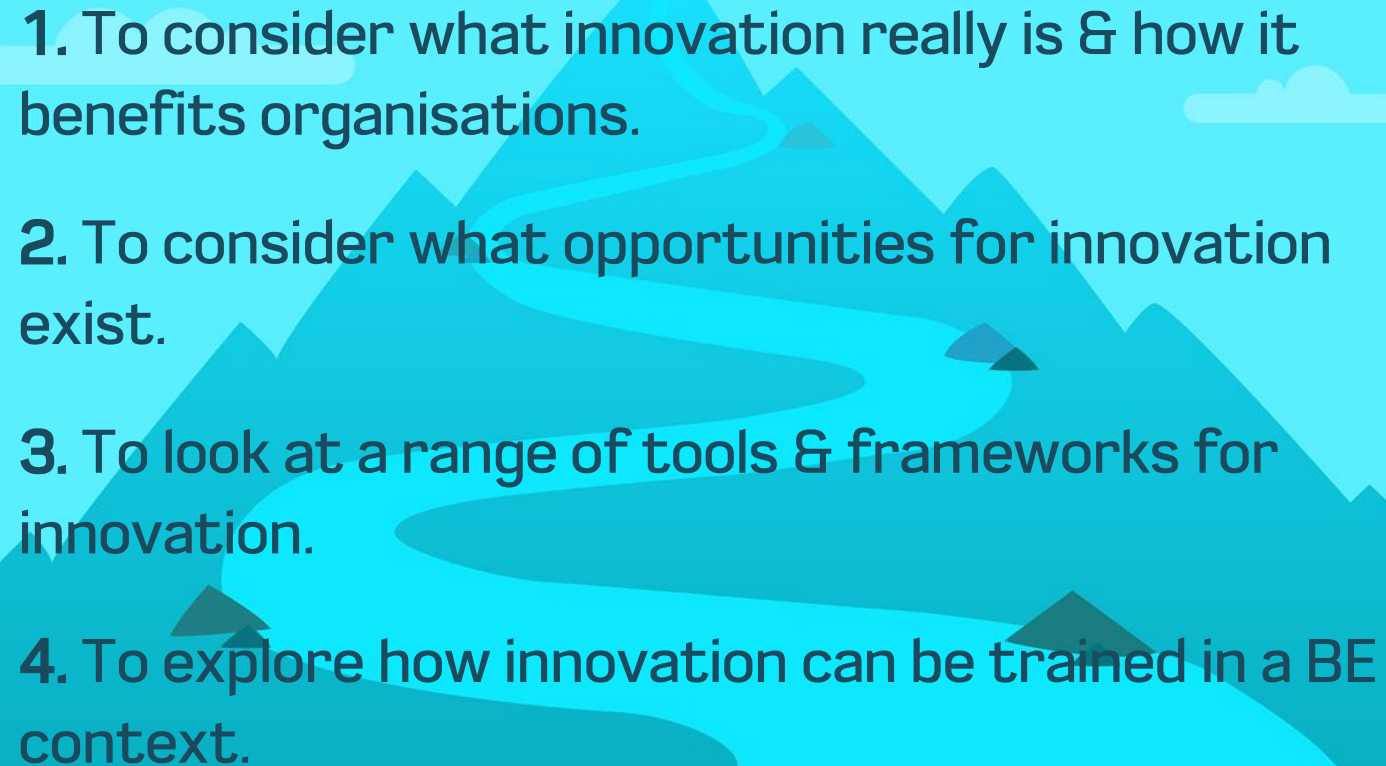
On a scale of
classical art,
how do you
feel about
innovation?



Image source:
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Our Objectives

- 
1. To consider what innovation really is & how it benefits organisations.
 2. To consider what opportunities for innovation exist.
 3. To look at a range of tools & frameworks for innovation.
 4. To explore how innovation can be trained in a BE context.

What is Innovation?

What is
innovation?



Our View on Innovation



Broadly speaking, we can say that innovation is an action or a process that results in something new. It is a critical success factor (CSF) for a modern organisation.

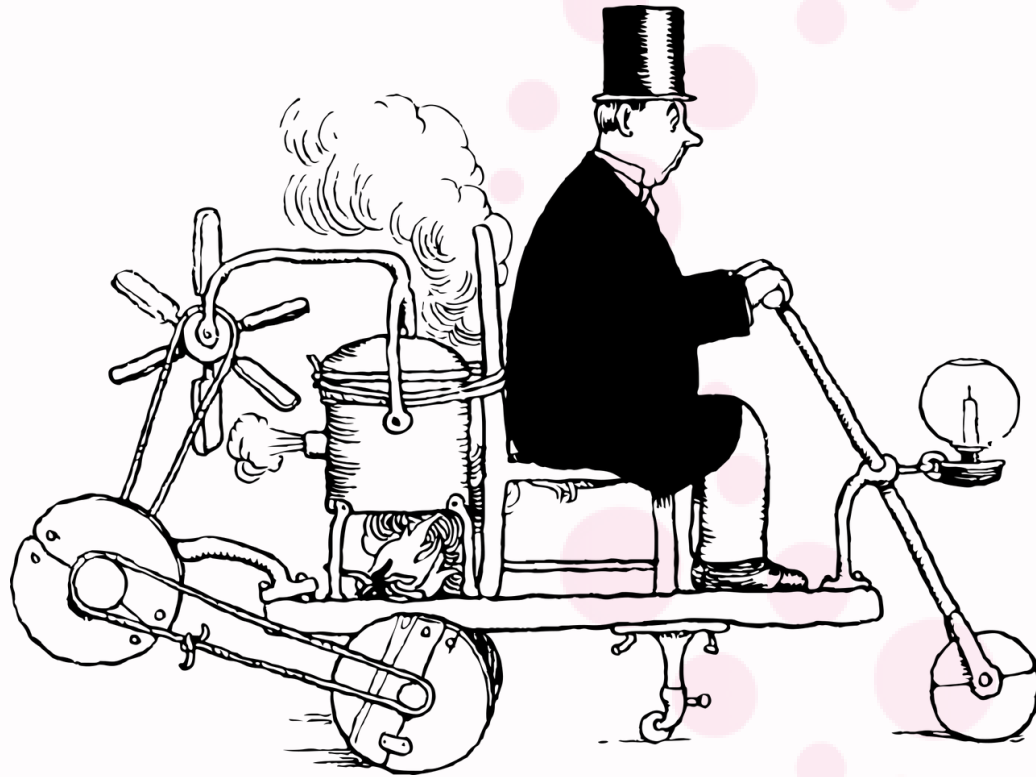
Innovation is not only new things in physical form, it is the application of solutions and ideas to meet new requirements, unspoken or unidentified needs, or existing needs. It is a change that creates a new practice, standard or performance. Broadly speaking, innovation makes life easier.

While innovation is mainly about the mindset of those practising it, it can result in measurable growth reflected in indicators such as product sales, reduced complaints, stronger customer satisfaction, fewer defects and more.

Related Concepts

- Invention vs. innovation
- Innovation vs. exnovation
- Overengineering

Related Concepts - Invention vs. innovation



Related Concepts - Overengineering



Source: Convair : Modell 118 flickr

Opportunities for Innovation

What, where and when
are there opportunities
for innovation in
organisations?



Opportunities for Innovation

What, where and when are there opportunities for YOU to be innovative in your BE practice?

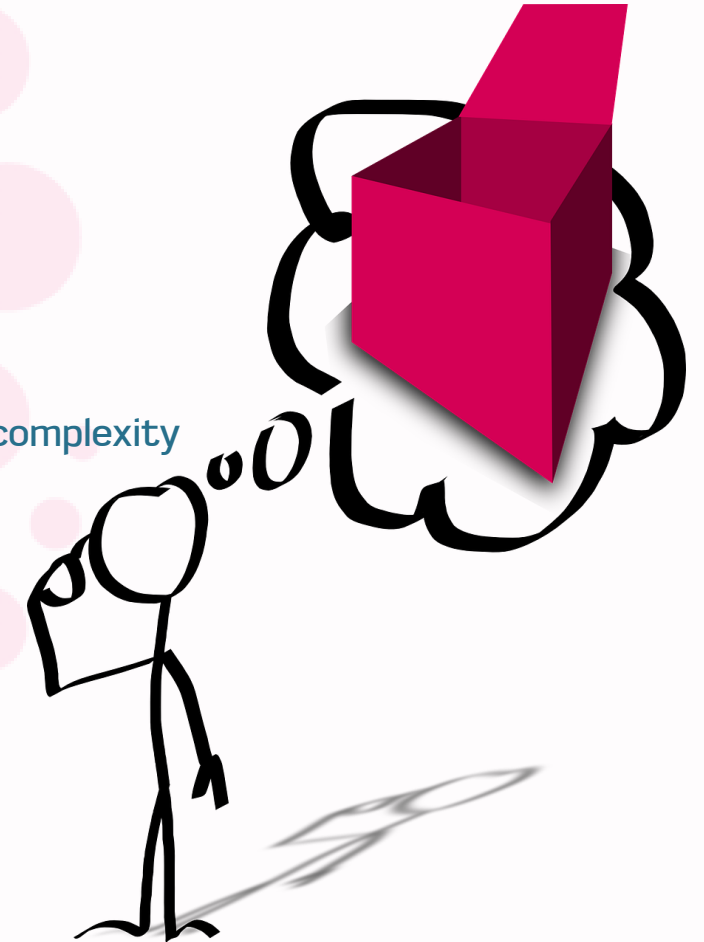


Image source: https://de.fiverr.com/physics_doe/help-with-math-for-grade-1-to-12

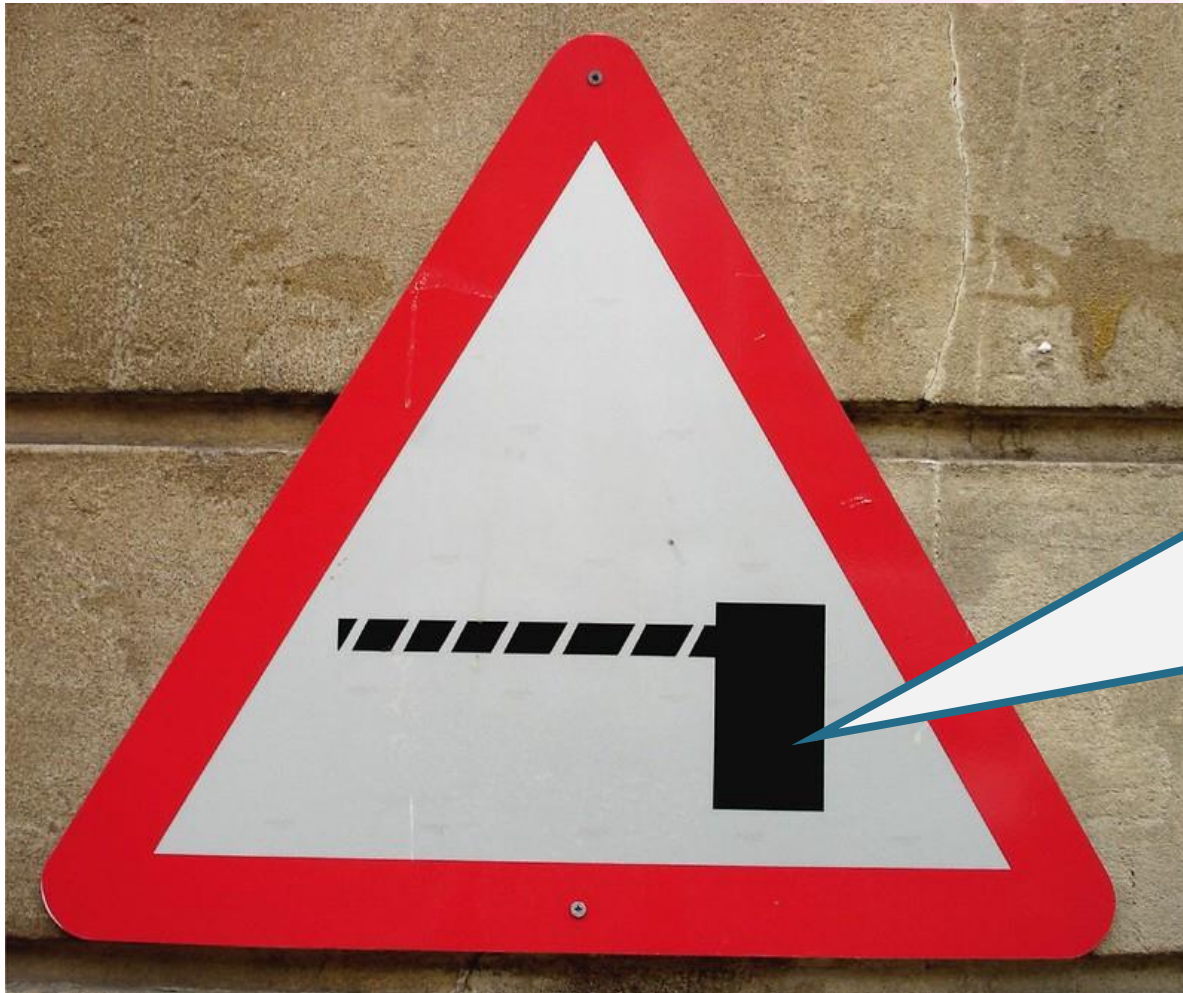
Opportunities for Innovation

New ideas and creativity
Unexpected success
Luck
Missing things
The business environment
New policies
New technology
Reducing waste
Complaints and crises
Accidental discoveries
Recovery
Investment and resources
Diversity of ideas

Responding to outside pressures
Learning from mistakes
How things should be
Changes to trends and fashions
Population changes
Responding to needs
Industry trends
The need to simplify / the need to reduce complexity
Competition (their action or inaction)
Research results
Involving others / new talent
Partnerships and synergy



Barriers to Innovation



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What barriers to innovation might exist?

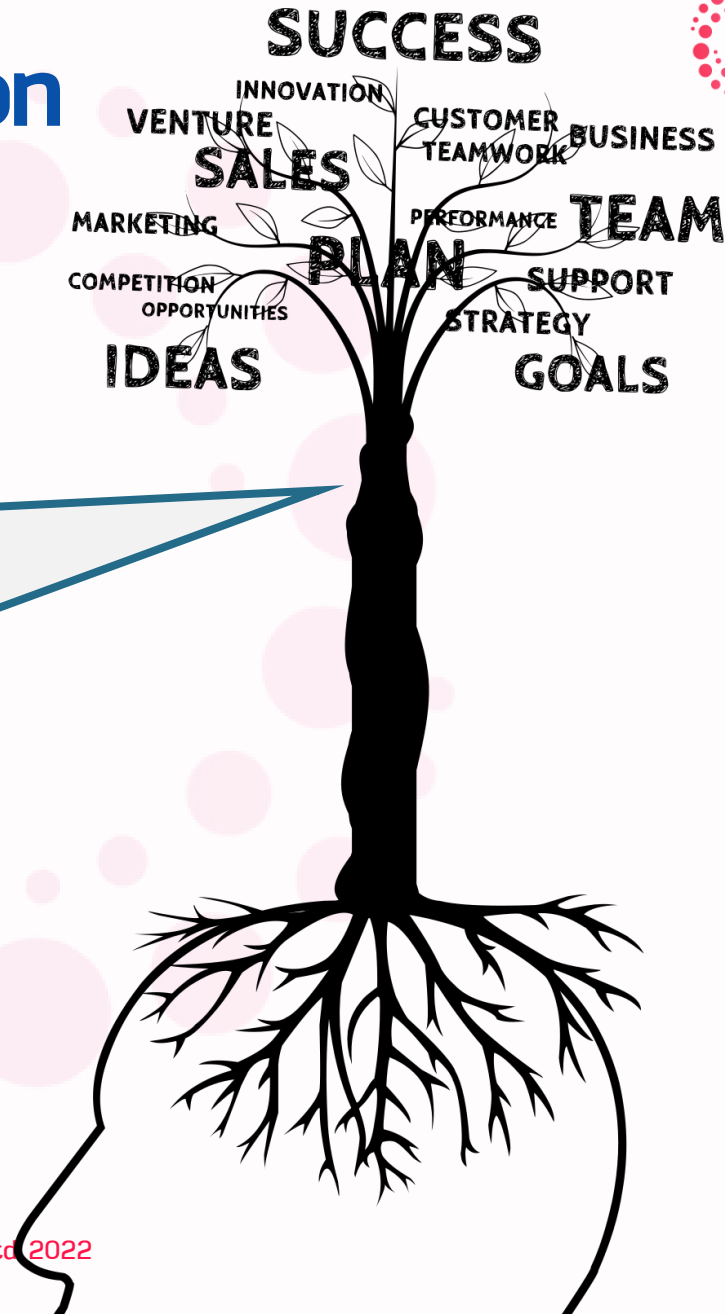
Barriers to Innovation



- A bureaucratic culture in which procedures and paperwork cause reluctance to put forward ideas
- A management culture or leadership style that is too directive and does not encourage involvement
- Team members not having freedom of thought
- “We’ve always done it this way”
- A blame culture that fails to learn from errors

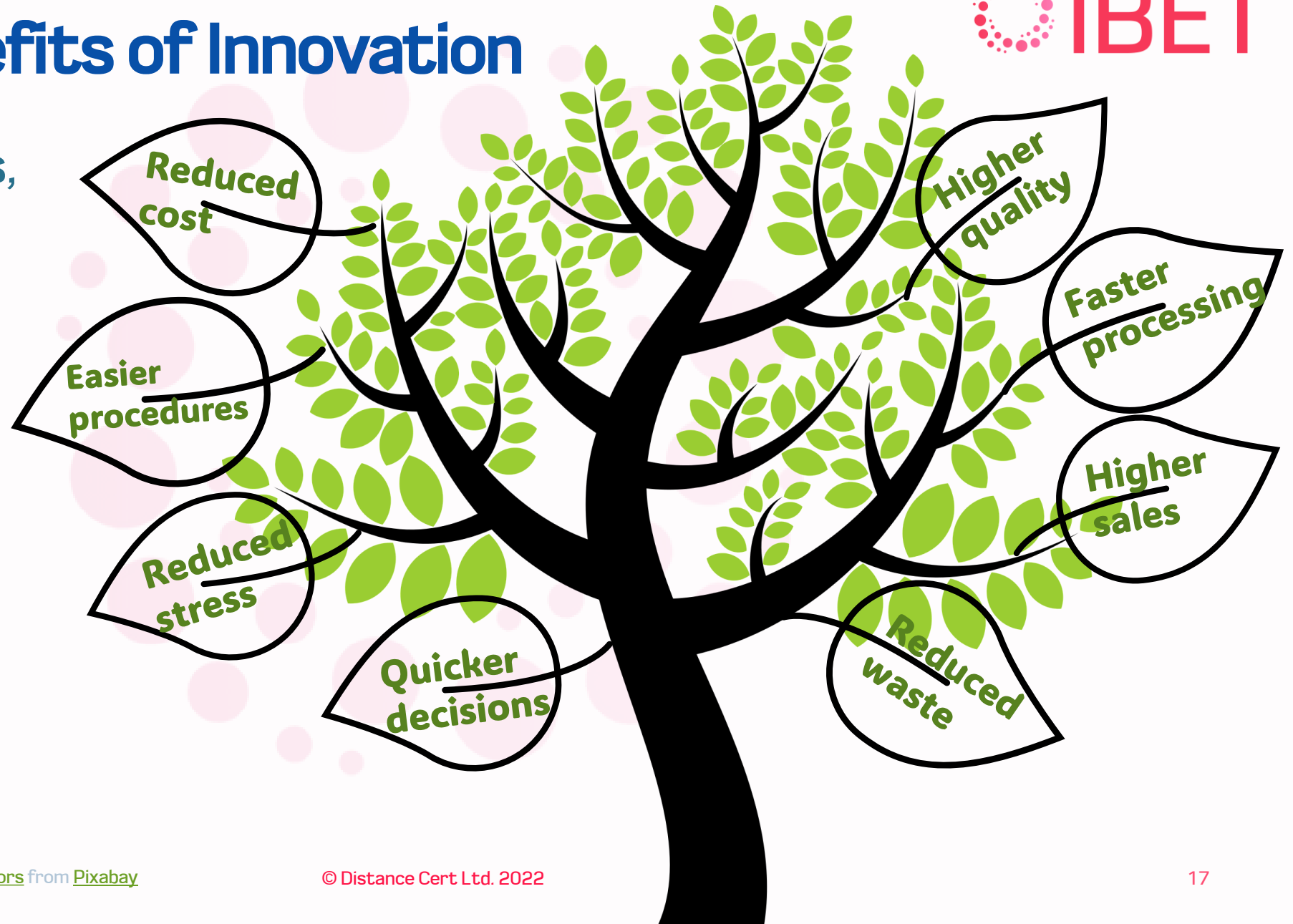
The Benefits of Innovation

Who benefits from innovation and what benefits can we see?



The Benefits of Innovation

For customers,
staff and
organisations



Measurable Growth and Innovation

How can the success of innovation be measured?



How companies measure growth & innovation

Measurable Growth and Innovation - Innovation itself is difficult to measure; however, we can measure the impact of any innovation by comparing the “before” and “after” figures for certain Key Performance Indicators (KPIs):

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Delivery time

Sales, revenue, profits

Number of complaints


Processing time

Customer satisfaction



**Defects
Rework
time / costs**

How to Train BE Learners...



BE training
methods...

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Controlled discussion questions to engage in the subject

2. Application of analytical tools and innovation frameworks followed by presentations

3. Projects

4. Case study analysis

5. Proposal writing (integrating the theme and a language skill)

Workshop Time!



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Tool 1 - The Innovation Canvas


1. Our Organisation:	2. Our Culture:	3. Our Capabilities:
4. How Our Clients See Us:	7. Our Challenges:	
	6. Our Partners and Community:	
8. Recommendations (based on the above):		

Tool 2 - SCAMPER

Seven opportunities for innovation linked to products - NOT process steps, but individual ideas:

Variable	Meaning	Explanation
S	Substitute	Replace one element with something better
C	Combine	Put things together to improve a product
A	Adapt	Update the product to new preferences
M	Modify	Change how the product looks or works
P	Put to other use	Use the product for a different purpose
E	Eliminate	Remove elements not used by customers
R	Reverse	Deconstruct the product or rethink it

Tool 3 – SIPOC and CTQs

Determine what customers want  Critical To Quality elements
Do company processes lead to what customers want?

SIPOC Factors					Defects	CTQs
Suppliers	Inputs	Processes	Outputs	Customers		
<p>Companies must understand what customers do not want - defects - and what they do want - the Critical to Quality elements known as CTQs. This allows a company to meet expectations. To do this, a company needs to understand their own processes. A process is a series of activities that converts inputs into outputs. One way to understand processes in your organisation is to use a SIPOC diagram:</p>						

How might you (as the BE trainer) elicit the kind of language required to complete this table?

Your Task...

- In your group, recheck your understanding of the tool (1 min)
- Brainstorm how you might integrate it into a lesson / activity aimed at teaching “language for innovation” (5 mins)
- Note down key points for reflection (2 mins)
- Would you use the tool in class?



What did you think....?

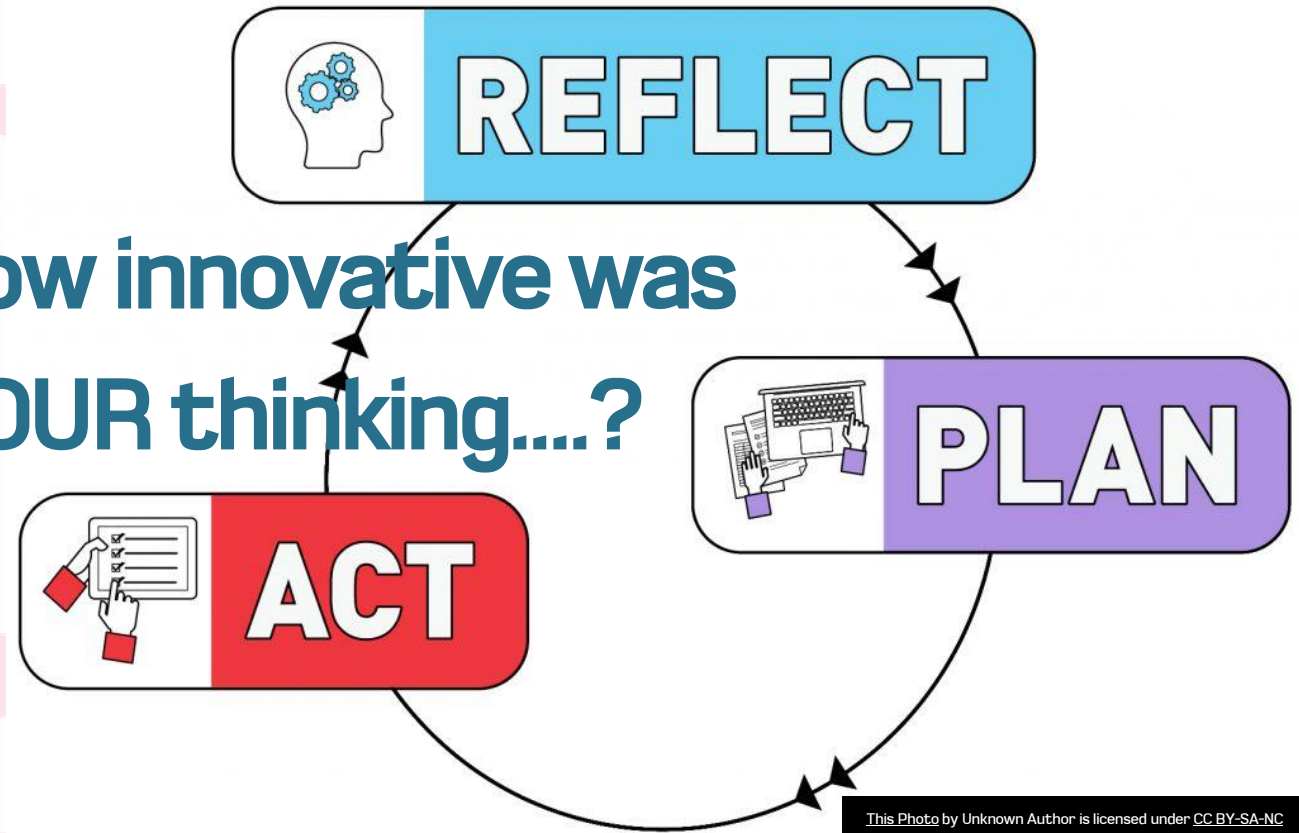
Useful tools?

Adaptable tools?

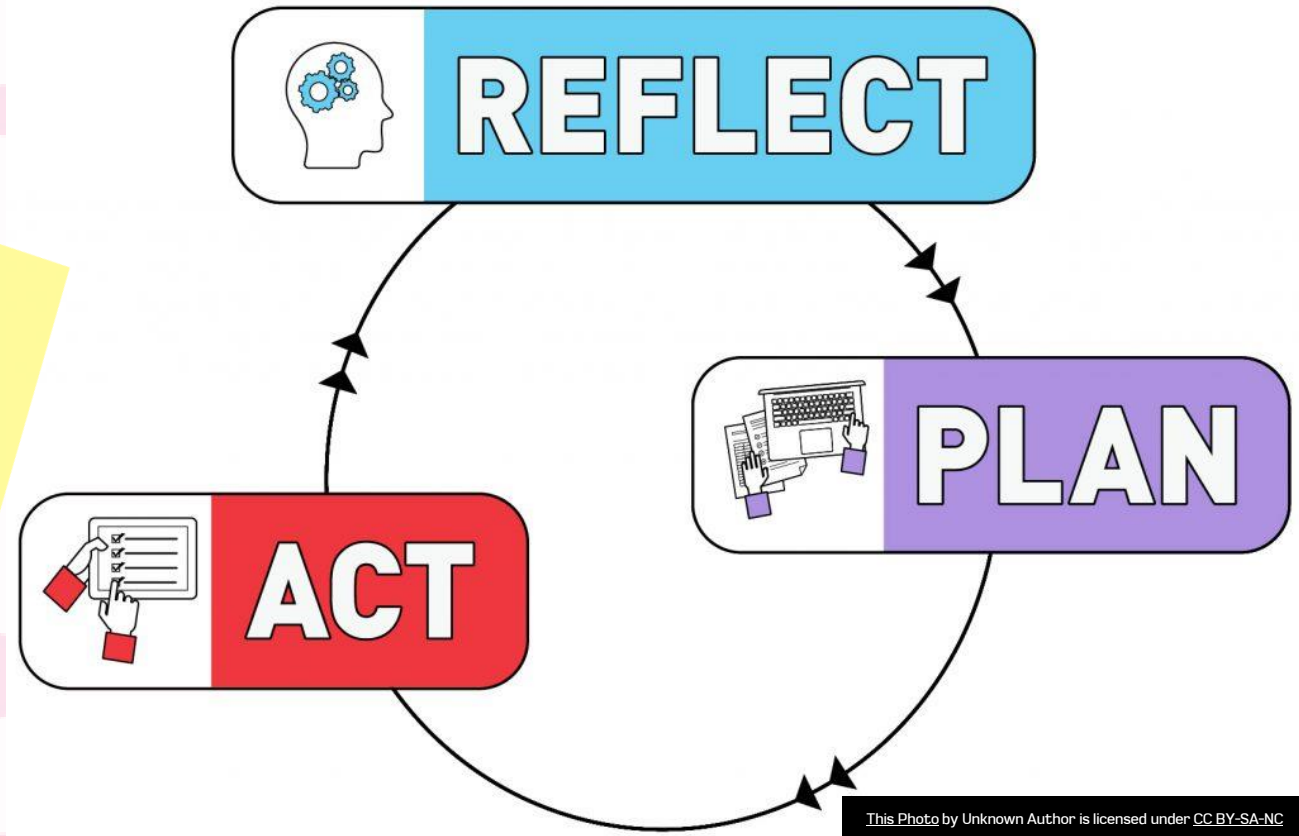
Applicable tools?

Throw out tools?

How innovative was
YOUR thinking....?



What did you think...?



Conclusions and Plans

What are your conclusions
and plans from this session?

Let us know how you get on....



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The Distance Cert
IBET group



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Your Task: Tool 1: The Innovation Canvas

- In your group, recheck your understanding of the tool (1 min)
- Brainstorm how you might integrate it into a lesson / activity aimed at teaching “language for innovation” (5 mins)
- Note down key points for reflection (2 mins)
- Would you use the tool in class?

1. Our Organisation:	2. Our Culture:	3. Our Capabilities:
4. How Our Clients See Us:	7. Our Challenges:	5. Our Position in the Marketplace:
	6. Our Partners and Community:	
	8. Recommendations (based on the above):	

Your Task: Tool 2: SCAMPER Framework

- In your group, recheck your understanding of the tool (1 min)
- Brainstorm how you might integrate it into a lesson / activity aimed at teaching “language for innovation” (5 mins)
- Note down key points for reflection (2 mins)
- Would you use the tool in class?

Variable	Meaning	Explanation
S	Substitute	Replace one element with something better
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SCAMPER provides us with seven opportunities for innovation linked to products. These are NOT process steps but individual ideas:

Your Task: Tool 3: SIPOC & CTQ Table

- In your group, recheck your understanding of the tool (1 min)
- Brainstorm how you might integrate it into a lesson / activity aimed at teaching “language for innovation” (5 mins)
- Note down key points for reflection (2 mins)
- Would you use the tool in class?

Companies must understand what customers do not want - defects - and what they do want - the Critical to Quality elements known as CTQs. This allows a company to meet expectations. To do this, a company needs to understand their own processes. A process is a series of activities that converts inputs into outputs. One way to understand processes in your organisation is to use a SIPOC diagram:

SIPOC Factors					Defects	CTQs
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