

Ideas into Action: From Creativity to Innovation

Preview

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Course Objectives

Upon completion of this course, you'll be able to:

- Recognize common myths and misconceptions about innovation.
- Use multiple intelligences to generate a variety of ideas.
- Apply the characteristics of creative people to any problem or issue.
- Follow a four-step process for team innovation.
- Promote innovation without regulating it.
- Use cross-functional teams to foster innovation.
- Spot sacred cows in your organization.

Ideas into Action

Chapter One: Myths and Misconceptions

What Is Innovation?

Innovation is any idea that improves the cost/benefit ratio, either by increasing benefits or decreasing costs. At its essence, the goal of innovation is to make something better.

Increase benefits

- Effectiveness
- Speed
- Pleasure or fun
- “Coolness”
- Safety
- Health

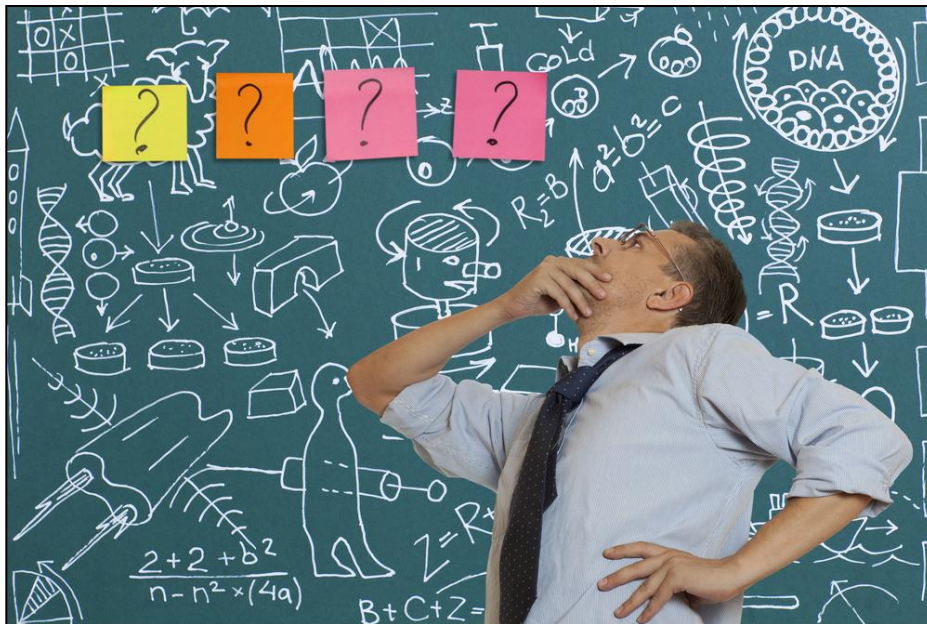
Reduce costs

- Money
- Effort
- Complexity
- Skill level
- Risk
- Inconvenience
- Boredom
- Pollution



What Is Innovation? (cont.)

Innovation can be applied to any aspect of running an organization—its products or services, internal processes, individual tasks, etc. A good place to begin looking is wherever you hear people saying, “If only...” Whatever that “if only” is, it could probably benefit from innovation.



“Creativity is not the finding of a thing, but the making of something out of it after it is found.”

James Russell Lowell

