



MANAGING INNOVATION

Leveraging the Collective Genius of Your Organization

Innovation is often compared to lightning or flying sparks spontaneous and uncontrollable. Although randomness and serendipity clearly play a role in innovation, and no single analytical tool can innovate for you, the innovation process can be managed effectively through a set of scientific principles and analytical tools. This Learning Sprint presents key scientific principles that underlie successful innovation and frameworks and methods for mastering innovation.

You'll discover how you can manage and benefit from the process of innovation as you generate creative and innovative ideas to help your company! You'll see how innovation creates stronger, more capable, and more profitable organizations

First, we'll draw on much of what has been studied and written about in the field of innovation. Second, we'll learn from Karl's and Christian's experience with hundreds of companies that have made these topics core elements of their enterprise strategies. Finally, we'll draw from our own and each others' experiences in our personal and professional lives.

This combination of expertise, our collective experiences, and the science behind a process-based approach to innovation will provide both theoretical and practical insights into this opportunity to fundamentally change the way we work.

Developed in partnership with:



OUTCOMES

- Generate solid ideas in response to a challenge posed to the organization.
- Understand how to develop creative solutions to existing issues or future opportunities through a proven, standardized approach that doesn't limit the potential for creative magic.
- Know how to apply and replicate innovation tournaments successfully in your organization.

YOU WILL

- Understand the fundamental concepts of innovation.
- Experience innovation tournaments as a useful tool for generating opportunities.
- Learn to apply theory to a real organizational challenge.
- Build an innovation tool kit to help you become a more effective innovator.

ABOUT THE EXPERTS



CHRISTIAN TERWIESCH

- *Professor of Operations and Information Management at The Wharton School of the University of Pennsylvania*
- *His research on Operations Management and R&D and Innovation Management appears in many leading academic journals*



KARL T. ULRICH

- *Vice Dean of Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania*
- *Co-author of Product Design & Development, a textbook used by a quarter of a million students worldwide.*

SPRINT OUTLINE

WEEK 1	DEFINING THE INNOVATION CHALLENGE	WEEK 2	IDENTIFYING OPPORTUNITIES	WEEK 3	UNDERSTANDING NEEDS	WEEK 4	GENERATING SOLUTIONS	WEEK 5	DEVELOPING OPPORTUNITIES
<ul style="list-style-type: none"> • You as an Innovator • The Power of Tournaments • Linking Innovation With Strategy • Defining an Innovation Challenge 	<ul style="list-style-type: none"> • Filling the Innovation Pipeline • Screening Opportunities: Round 1 • More Ideas Lead to Better Ideas • The Power of Variance: Where No One Has Gone Before 	<ul style="list-style-type: none"> • Understanding Customer Needs • Observing Customers • Preparing to Pitch Your Ideas • You Are the Judge 	<ul style="list-style-type: none"> • Generating Solution Concepts • The Power (& Limitations) of Brainstorming Teams • Getting Started with Round 3 • Judging Time 	<ul style="list-style-type: none"> • Doing a Little Is Better Than Planning a Lot • Experimentation & Iterative Problem Solving • Getting Ready for the Grand Finale • Show Time 					