Innovation in a Day

Part 1 : Yvonne Koert
Deliverables part 1 & timetable

Value Proposition: What's Your Gift and for Whom and Why?
Based on chosen technology
<table>
<thead>
<tr>
<th>Penguin</th>
<th>Tree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big data</td>
<td>Bicycle</td>
</tr>
<tr>
<td>My mom</td>
<td>Present</td>
</tr>
<tr>
<td>My favorite possession</td>
<td>Gardener</td>
</tr>
<tr>
<td>Table</td>
<td>Lion</td>
</tr>
<tr>
<td>Laptop</td>
<td>Internet</td>
</tr>
</tbody>
</table>
This is what I ask you to do.

<table>
<thead>
<tr>
<th>ATTRIBUTES, at least 12!!!</th>
<th>NEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smooth skin</td>
<td>Speed</td>
</tr>
<tr>
<td>Fast</td>
<td>Nutrition/safety</td>
</tr>
<tr>
<td>Walks funny</td>
<td>Makes us smile</td>
</tr>
<tr>
<td>Great hunter</td>
<td>Fuel/nutrition</td>
</tr>
</tbody>
</table>
BRAIN-WRITING: PART 1

Application

3x

individual

Need for whom?
BRAIN-WRITING PART 2:

1) Pass the Paper
2) **Build** on the idea before you application/needs and whom?
3) Take a piece of paper out of the pot on the table
4) Incorporate the sticky note in one way or another
5) Connect & combine, draw, extend, replace,
6) Then pass it on.........
Rules of the game......

1. All ideas are acceptable
2. No idea killers (to big, to small, not possible, no budget)
3. No yes, but instead go for yes....and
4. If you have a reservation, add something that will compensate your reservation
5. Connect, combine, replace, add, change, draw........
6. Pass it on....... 
7. Divide your time, each idea must at least reach back to it's original owner
"Before coffee the ideas, after coffee criticism!"
- Alex Osborn
  (father of the term brainstorming)

diverging & converging
TEAM BRAIN EFFORT

After coffee: Decide on the two best applications, with the strongest need that can be fulfilled and refine it together
## Timetable:

<table>
<thead>
<tr>
<th>TASK</th>
<th>DELIVERABLE</th>
<th>AMOUNT</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brainwrite 1: Individual</td>
<td>Application/Need/Whom</td>
<td>3 separate ideas</td>
<td>14.15-14.30</td>
</tr>
<tr>
<td>Brainwrite 2: 4 rounds</td>
<td>Build on ideas of others + attributes from pot</td>
<td>At least 12 ideas</td>
<td>14.30-15.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 round = ok, more = better</td>
<td></td>
</tr>
<tr>
<td>coffee</td>
<td>break</td>
<td>Your choice</td>
<td>15.30-15.45</td>
</tr>
<tr>
<td>Selecting &amp; Perfecting</td>
<td>Choose two best ideas and perfect them</td>
<td>1 or 2</td>
<td>16.00-17.00</td>
</tr>
<tr>
<td>Over dinner</td>
<td>Application/Need/Whom</td>
<td>Present Best idea</td>
<td></td>
</tr>
</tbody>
</table>
1) All ideas are acceptable
2) Defer judgment
3) Be positive
4) Wild ideas are good!
5) Quantity is encouraged
6) Build on ideas of others
7) Connect & combine
8) Be visual
9) Stay on topic
10) One conversation at a time
11) Ensure all ideas are captured
Look out for the idea killers

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

Yes, but... It already exists! Our customers won't like that!
WE DON'T HAVE TIME... NO! It's not possible...
It's too expensive! Let's be realistic... That's not logical...
We need to do more research... THERE'S NO BUDGET...
I'm not creative... We don't want to make mistakes...
The management won't agree... GET REAL...
It's not my responsibility... It's too difficult to master...
THAT'S TOO BIG A CHANGE...
The market is not ready yet... Let’s keep it under consideration...
It is just like... The older generation will not use it...
WE ARE TOO SMALL FOR THAT...
It might work in other places but not here...
SINCE WHEN ARE YOU THE EXPERT?... That's for the future...