INNOVATION RECONSTRUCTION FOR DISCOVERY

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Nursing professional development attendees will apply their knowledge of innovation when problem solving or working collaboratively for unique design by the end of the course.
MODELS FOR INNOVATION
What is an Effective Model?
Innovation Models

• Linear Innovation Model

- Basic Research
- Applied Research
- Development
- (Production and) Diffusion
Innovation Models

• Technology Push Model
  • Basic Research → Applied Research → Development → (Production and) Diffusion → Marketing and Sales

• Market Pull Model
  • Market Need → Development → Production → Sales
Innovation Models

- The Phase Gate Model
  - Modified linear model
  - Contains feedback loops and time variations between steps
  - Establishes readiness criteria for moving between major phases of innovation development
  - Represented by a funnel
Degrees of Innovation

• Architectural Innovation
  – Incremental, series of small steps
  – Upgrades existing system or product

• Radical Innovation
  – Supplants an existing model
  – “Blows up” existing system and replaces it with something new

• Discontinuous Innovation
  – Breakthrough, Transformative
  – Significant change

New Car Model
Electric Cars
Flying Cars
DEVELOPING IDEAS
Idea Generators

- Brain writing
- Zero draft
- S.C.A.M.P.E.R.
- Questioning assumptions
- Wishing
- Group sketching
Canva is an wonderful tool to create fun & engaging visuals!

Sarah Barker

https://www.canva.com/
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Habits of Innovative Thinkers

- Ego control
- Confidence
- Curiosity (did not kill the cat)
- Listening, REALLY listening
- Emotions, what emotions?
- Direction
- Empathy

Emotional Intelligence
Design vs. Design Thinking

What is the difference?
A Framework for Design Thinking

1. Discovery
Choose an affirmative, strategic topic.
Gather data. Understand & empathize with unmet needs.

2. (Re)Frame opportunity
Look for patterns & insights.
Question assumptions.
Frame your POV. Define your scope.

3. Incubate
Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.

4. Ideate/illuminate
Experiment. Explore possibilities.
Envision a desired future. Co-create in diverse team. Make your ideas visible.

5. Evaluate/Refine ideas
What is desirable, feasible, viable about your ideas? What are the constraints?

6. Rapid Prototype/test
Think big, act small, fail fast; learn from end-users and refine.

7. Deliver
Final testing, approval and launch.

8. Iterate & Scale

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