



INNOVATION

RECONSTRUCTION FOR DISCOVERY

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Outcome

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





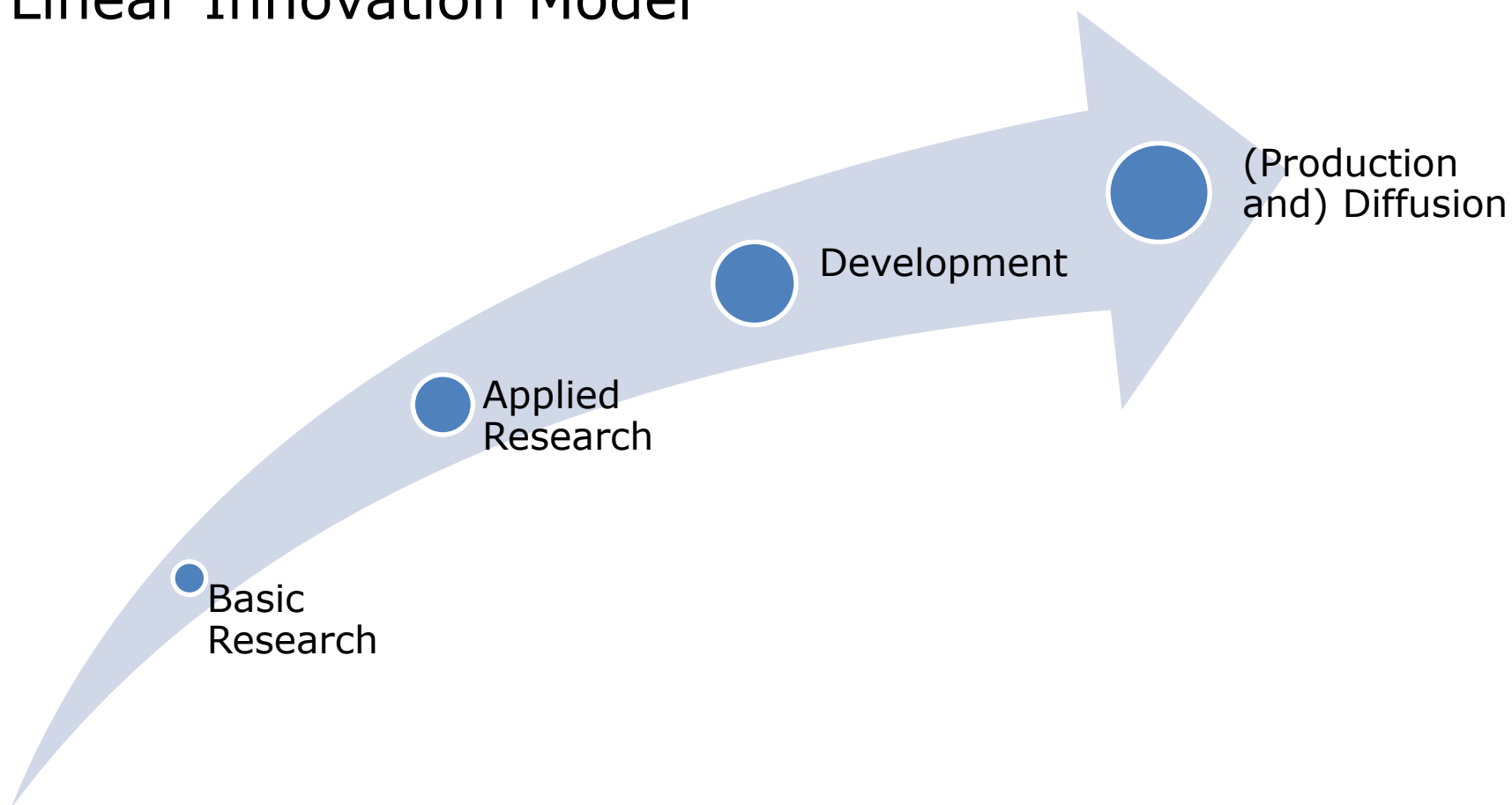
What is an Effective Model?





Innovation Models

- Linear Innovation Model





Innovation Models

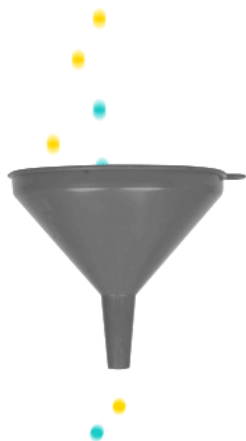
- Technology Push Model
 - Basic Research → Applied Research → Development → (Production and) Diffusion → Marketing and Sales
- Market Pull Model
 - Market Need → Development → Production → Sales





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

New Car Model

- Incremental, series of small steps
- Upgrades existing system or product

- Radical Innovation

Electric Cars

- Supplants an existing model
- “Blows up” existing system and replaces it with something new

- Discontinuous Innovation

Flying Cars

- Breakthrough, Transformative
- Significant change

DEVELOPING IDEAS





Idea Generators





Idea Generators

- Brain writing
- Zero draft
- S.C.A.M.P.E.R.
- Questioning assumptions
- Wishing
- Group sketching

ENGAGEMENT



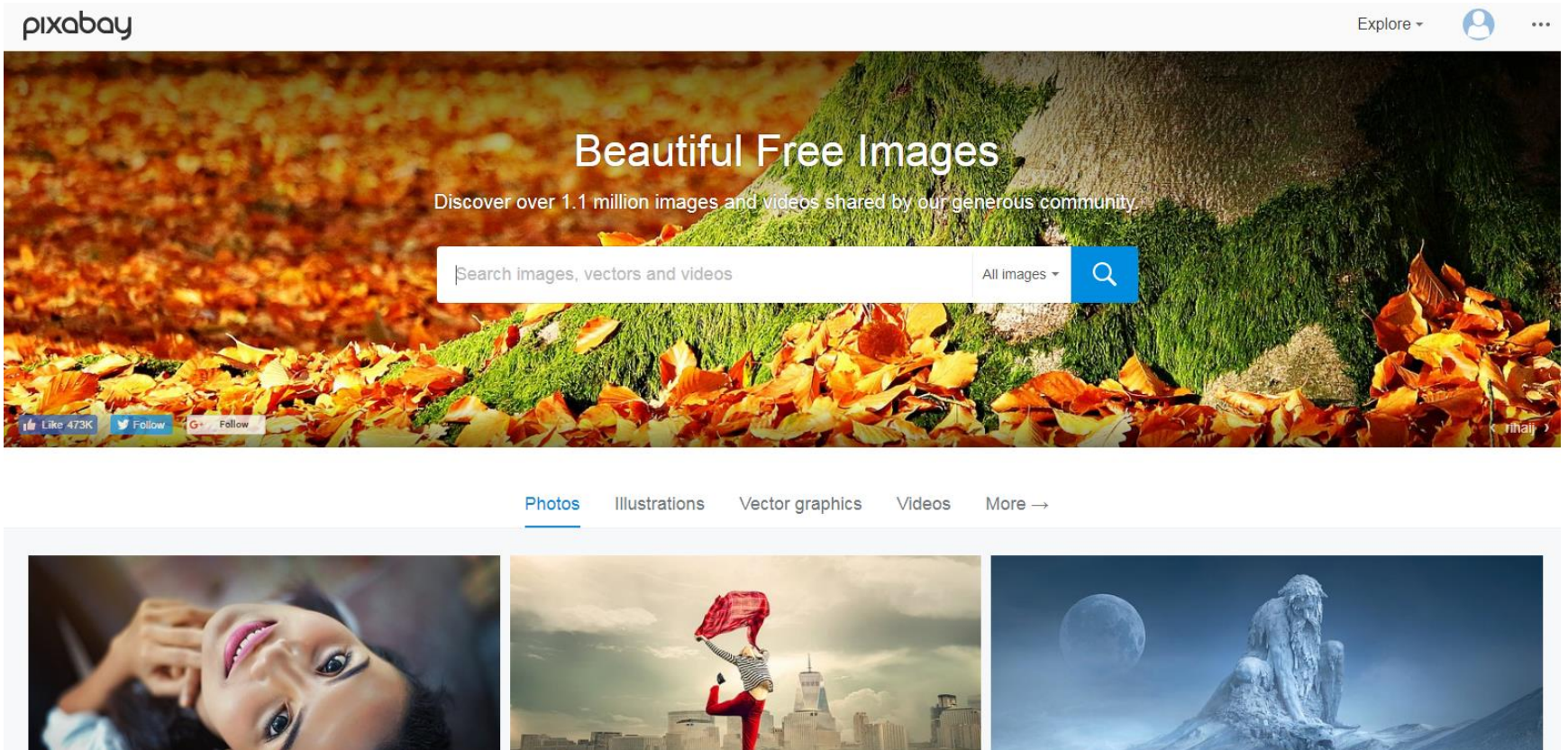


Canva





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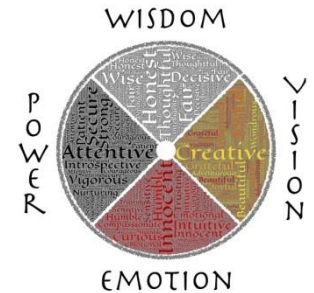


www.pixabay.com



Habits of Innovative Thinkers

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



Emotional Intelligence



DESIGN



Design vs. Design Thinking

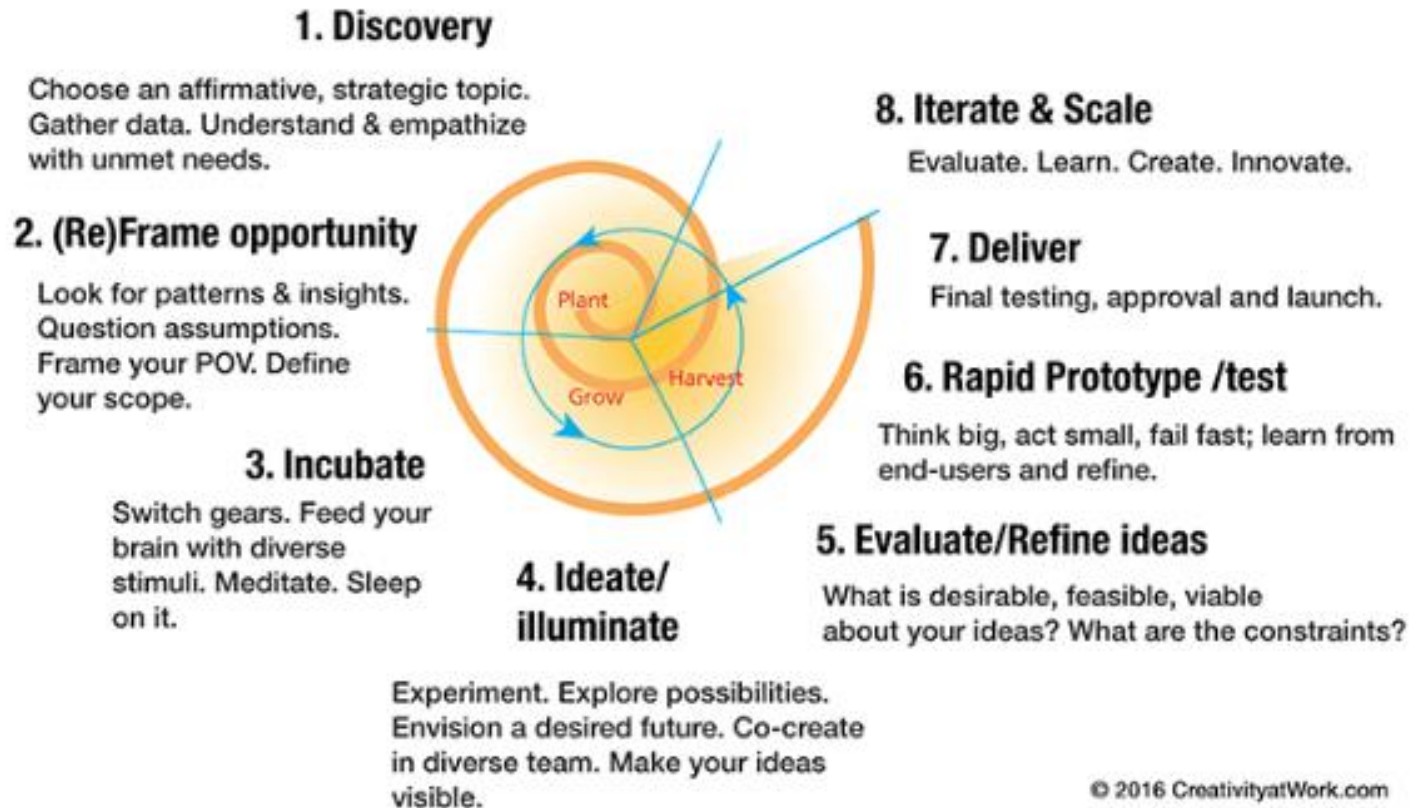
What is the difference?





Design Thinking

A Framework for Design Thinking



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Thank you!
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