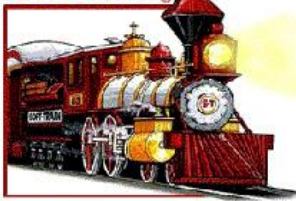


Soft-Train



*At Soft-Train
Technology Works*

Innovative Thinking (1 Day) ST00048

COURSE GOAL: To teach organizations how to elicit and benefit from creative, revolutionary thinking of current employees, and to build a revolutionary business culture around them.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand their own style of thinking
- Modify their style of thinking to allow for more innovation.
- Foster innovation in the workplace
- Put together innovative thinking teams
- Finding balance between innovation and the current method of doing things.

KEY TOPICS:

I. The Innovative Organization

- A. The Three Arenas of Innovative Competence
- B. Categories of Innovation:
 - i. Finance
 - ii. Process
 - iii. Offerings
 - iv. Delivery
- C. Manager Checklist

II. Innovation 101

- A. Use the Right Process for the Problem
- B. Innovative Problem Solving
- C. Role of Divergent and Convergent Thinking
- D. The Five Pitfalls That Hinder Innovation
- E. Skills Needed by New Product Team Leaders

III. Creative Thinking

- A. Cultivating Natural Creativity
- B. Ideas from Brainstorming
- C. The Ladder of Abstraction and Idea Generation
- D. Ideas from Pattern-Breaking Thinking
- E. Ideas from Suggestion Systems
- F. TRIZ – Left-Brained Idea Generation

IV. Process of Innovative Problem Solving

- A. Phases of the Process
- B. Example of Success: An International Publisher
- C. Example of Success: Whirlpool Corporation

- D. Example of Success:
United Way
- E. Attributes of Successful
Facilitators of Innovation

**V. Developing a Challenge
Statement**

- A. Understand the Situation
- B. Craft the Challenge
Statement
- C. Clarify What You Really
Want – The Four
Quadrants

VI. Defining the Right Problem

- A. WIBNI – The Self-
Seeking Process
- B. Conversion to Problem
Statements
- C. The Magic of Criteria in
the Selection Process
- D. Selecting the Right
Problem

**VII. Brainstorming to Empty the
Box**

**VIII. Thinking Out of the Box:
Breaking Patterns**

- A. Experience the Power of
Pattern-Breaking
Thinking
- B. Requirements for Pattern-
Breaking Thinking
- C. Creative Thinking Tools
- D. Idea Pool

**IX. Convergence and
Implementation**

- A. Staged Criteria Process
- B. Convergence Process
- C. Opportunity for Personal
Commitment
- D. Idea Implementation

**X. Setting the Climate for
Innovation**

- A. The Essence of the Right
Climate
- B. Intrinsic Motivation and
Extrinsic Motivation
- C. Hygienic Factors and
Motivating Factors
- D. Power of Intrinsic
Motivation
- E. Dimensions of the
Climate for Innovation
- F. Implement Ideas

XI. Leading Innovation in Teams

- A. Develop a Social Contract
- B. Ensure Organizational
Alignment
- C. Maximize the Value of a
Compelling
Mission/Vision Lead
Change
- D. Create Self-Sustaining
Culture of Innovation

**XII. Getting the Right People into
the Right Jobs**

- A. Jobs Are All About
Solving Problems
- B. Job Demand for Problem-
Solving Style
- C. Jobs on a Continuum
- D. Calculating Coping
Energy ($E = dt$)
- E. Options for Dealing with
Coping Stress
- F. Styles on a Team
- G. Valuing the Differences
in Problem-Solving Style
- H. Making Problem-Solving
Style Diversity Work for
Your Team

XIII. Coaching for Innovation

- A. Flexibility in Leadership
Style
- B. Four Leadership Styles
for Creativity and
Innovation

- C.** Caring Creates Curiosity
and Discovery
- D.** Theory X and Theory Y
and the Leadership Style
Continuum
- E.** Making the
Transformation to Coach
Leader
- F.** Transformation at a
Financial Institution
- G.** Breakthrough Products at
a Major U.S. Corporation
- H.** Leader Coaches Involve
People All the Way