

Innovation Expert

Boost your organization's organic growth potential with a structured, repeatable methodology for innovation.

Today's successful businesses realize the importance innovation plays in building a path to a sustainable future. But with all the talk about innovation, most organizations still lack a process for making innovation a structured, scalable, repeatable and predictable part of their business.

To address this need, BMG offers the **Innovation Expert** course to provide companies with a powerful and specific method for developing innovative ideas and transforming them into successful new products, processes and business models.



"Structured innovation programs add tangible value to companies that implement them by making them more productive and competitive."

- David Silverstein
Founder and CEO
Breakthrough Management Group

Course Description

Innovation Expert guides participants through a structured innovation process from end to end. Featuring proven tools and techniques for creative problem solving, the course covers the areas of problem definition, idea generation, idea analysis/selection and testing.

The course is offered onsite for teams working on a pre-defined problem or individuals who want to gain the skills to be more consistently innovative. The class is led by a BMG Innovation Master and can be customized to fit an organization's specific needs.

Featuring the D4 Innovation Methodology

The **Innovation Expert** course features D4, BMG's flexible innovation methodology for results-oriented project execution. The D4 roadmap includes four phases (Define, Discover, Develop and Demonstrate), which combine to make the process of innovation structured, scalable, repeatable and predictable.

The D4 methodology was specially designed to accommodate the natural flow of the innovation thought process. Thus, it encourages participants to agree upon a specific problem, and then depart enough from the current way of thinking that novel solutions can be discovered.

AT A GLANCE

Course Length

10 days spread over two or three weeks, depending on client needs

Who Should Attend

- Innovation teams that have identified a problem they want to work on together
- Innovation leaders who desire to learn the D4 methodology

Agenda

Over the course of 10 days, students are led through the D4 methodology to:

- Define** the problem
- Discover** alternatives
- Develop** and harvest new ideas
- Demonstrate** success with prototyping and piloting

To aid them in this process, teams are taught a number of different tools and methods in each of these phases.

(continued)

KEY LEARNING OUTCOMES

After completing this course, participants will be able to:

- Develop innovative products and services that are aligned with strategic goals
- Transform the organization's business model
- Apply a structured, repeatable method for innovation
- Identify unarticulated customer needs
- Solve business problems using a variety of innovation tools

Innovation Expert

An Overview of the D4 Innovation Methodology

The D4 innovation methodology includes four phases, shown below. The specific tools taught in each phase will vary depending on the organization's needs and the type of problem being addressed.

► Define Phase

In the Define phase, the goal is to ensure that organizations are attempting to solve the correct problem. This involves considering the "unarticulated customer need" and then focusing on the desired outcomes to generate a creative hit list.

► Sample Define Tools

- Area Focus
- Purpose Focus
- Ethnography
- Outcome Measures
- KAI (Kirton Adaption Innovation)
- Heuristic Redefinition
- Sustaining or Disruptive Strategies
- Ideal Final Result
- Functional Analysis & Trimming
- Resources
- Trend Prediction

► Discover Phase

In the Discover phase, creative teams broaden their focus with idea generation tools and outside-the-box thinking. The goal is to come up with as many ideas for solving the problem as possible.

► Sample Discover Tools

- Nine Windows
- Concept Abstraction & Alternatives
- Creative Challenge
- Random Entry
- Provocation and Movement
- Resolving Contradictions
- Brainwriting 6-3-5
- Imaginary Brainstorming
- Word Picture Association
- TILMAG

► Develop Phase

The Develop phase takes a few of the selected solutions and evaluates each one's ability to solve the problem effectively.

► Sample Develop Tools

- Idea Harvesting and Treatment
- Six Thinking Hats
- Function Structure
- Axiomatic Design
- Morphological Matrix
- Pugh Matrix

► Demonstrate Phase

The Demonstrate phase is where ideas are piloted and tested.

► Sample Demonstrate Tools

- Rapid Prototyping
- Piloting
- Conjoint Analysis
- DOE (Design of Experiments)
- Six Thinking Hats

BMG schedules this course onsite for groups of six or more.



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