



DEMOCRATIZING
IN THE
AMERICAS

Introduction to Innovation

Introduction to Innovation

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Module 3 Description

In the final module for the Introduction to Innovation course, students will use the information, knowledge and skills gained from modules 1 and 2 to start creating outlines for their innovations.

Module 3 – Experiencing Innovation

Module 3 – Experiencing Innovation (10 minutes)

- Activity # 4: Let's start creating

“Individual talents get magnified many times over through the collective lens of an effective team.”

Dalal Haldeman

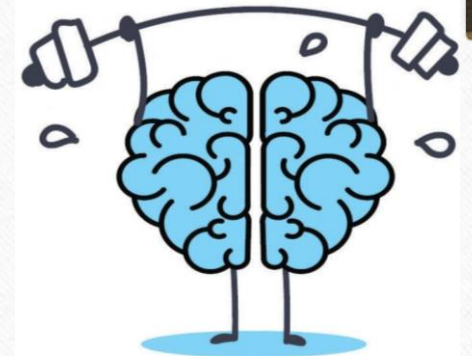


- ❖ Come up with 3 issues that are currently plaguing your community.
 - Community can include where you live, groups or organization to which you belong
- ❖ Rank these issues according to which is most pressing.
- ❖ Now, you will come up with 3 potential solutions for this top ranking issue then choose the best one!



❖ Keep in mind the following when choosing the ideal solution:

- Is the solution a product or service?
- Who would the solution be for?
- Has this solution been done before?
- How creative can this solution be?
- Will this solution mitigate or eradicate the issue?
- Is this solution sustainable?
- Can I turn this solution into a business or social enterprise?



Additional Reading and Viewing

The art of innovation | Guy Kawasaki | TEDxBerkeley

<https://www.youtube.com/watch?v=Mtjatz9r-Vc>

Seven Steps to Creating A Culture Of Innovation

<https://www.forbes.com/sites/amberjohnson-jimludema/2019/02/12/seven-steps-to-creating-a-culture-of-innovation/?sh=127b3797198e>

Modules

Module 1 – What do you know about Innovation

Quiz #1: What do you know about Innovation?

- Spotting Innovation
- Defining Innovation
- Activity #1: Are you a natural innovator?

Module 2 – Types Innovations

Types of innovation

- -Incremental & Disruptive
- -Definition and characteristics
- Innovation Case Studies - Incremental
 - Coca Cola (International Example)
 - Grace (Local Example)
- Activity #2: Identifying Incremental Innovations
- Innovation Case Studies -Disruptive
 - Netflix vs Blockbuster
 - Encyclopedia vs Wikipedia
- Activity #3: Identifying Disruptive Innovations

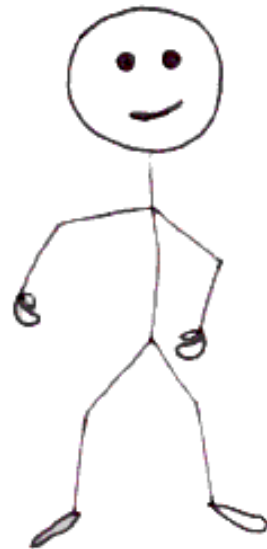
Module 3 – Experiencing Innovation

Activity # 4: Let's start creating



Thank you!

This is
my
thank you
dance!



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