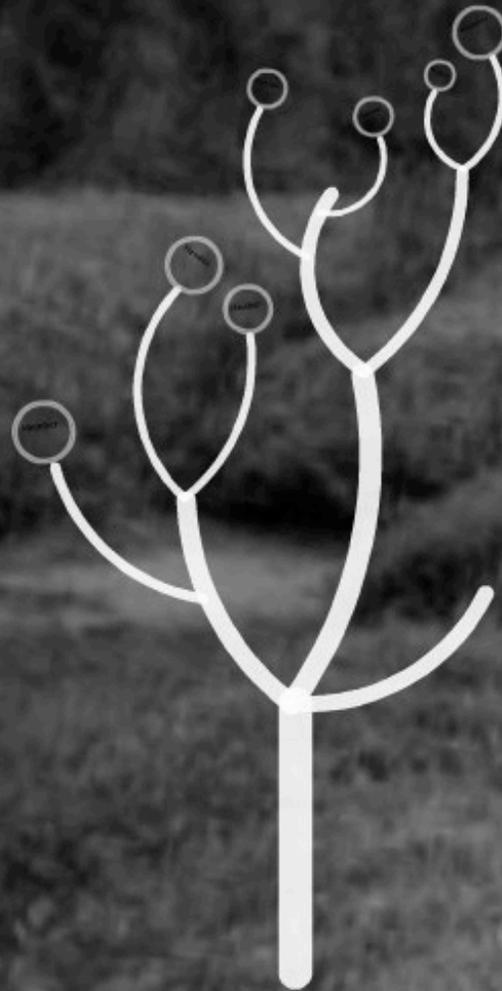
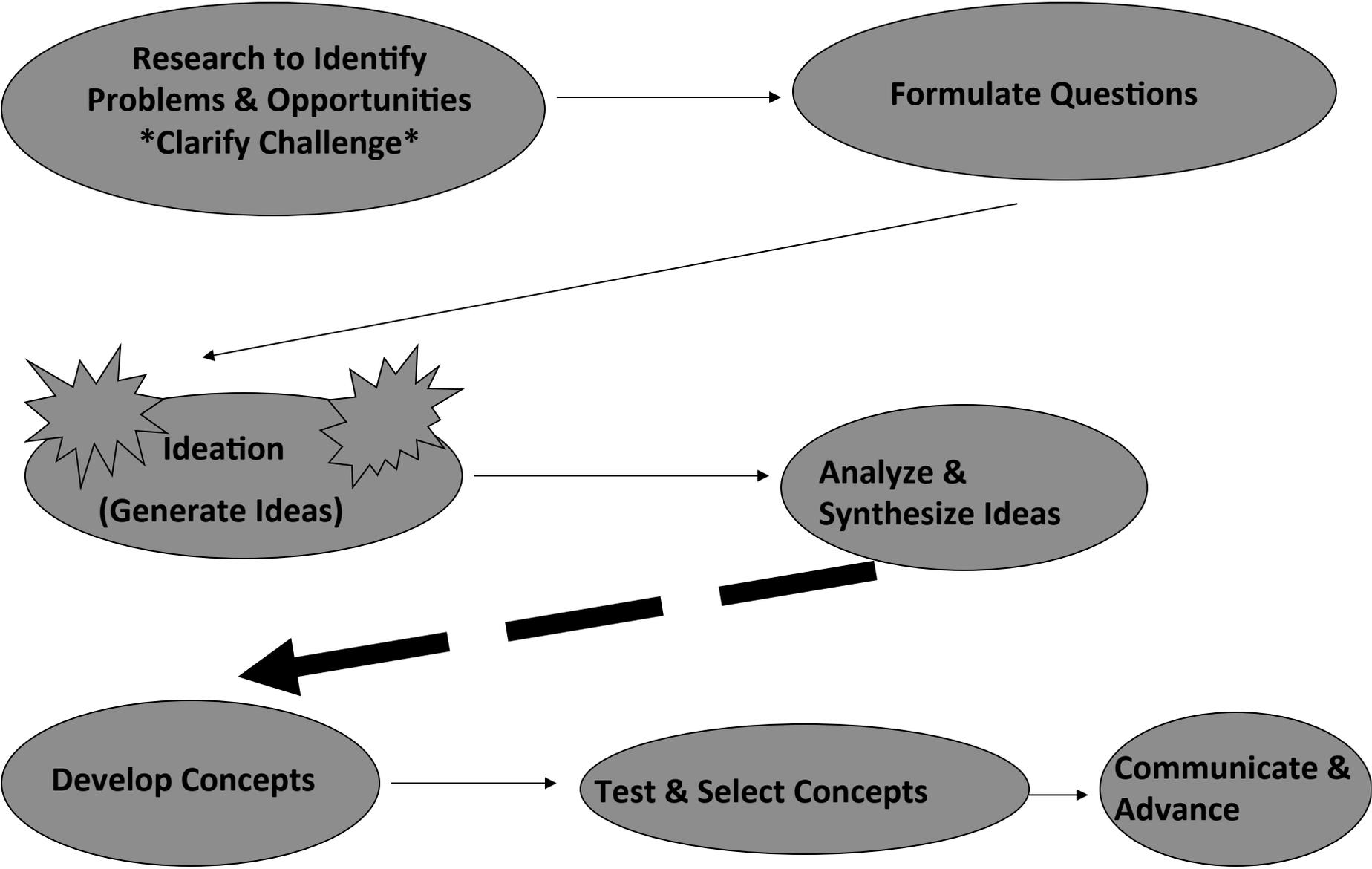


Develop Concepts



Innovation System



1. Look at your challenge & questions.

2. Number & list the ideas you think, see or hear.

Capture. Be rapid. Go for quantity. Don't judge. Just get the ideas in your mind out.

1. Each staff member in division has own innovation project

2. Group innovation projects made up of individual project themes

3. Innovation blog for division-shared articles

4. Kahn academy & YouTube style innovation videos

5. Kick off workshop helping people clarify their challenge

6. Student events where students come in to do the innovation activities and provide outside insight

7. Monthly Innovation E-newsletter for the division

8. Idea wall where people are always posting their favorite ideas

9. "Innovator in Residence" for the semester

10. Short innovation surveymonkey style survey for all staff

Synthesize
Your

Idea
Clusters

Into
Specifically

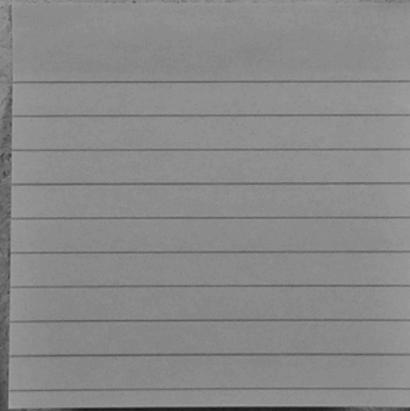
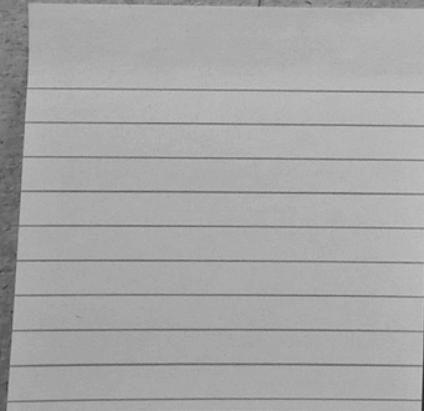
Named
Themes

Network focus to develop, test, select, and launch new concepts. Existing network, new people, and social networking online.

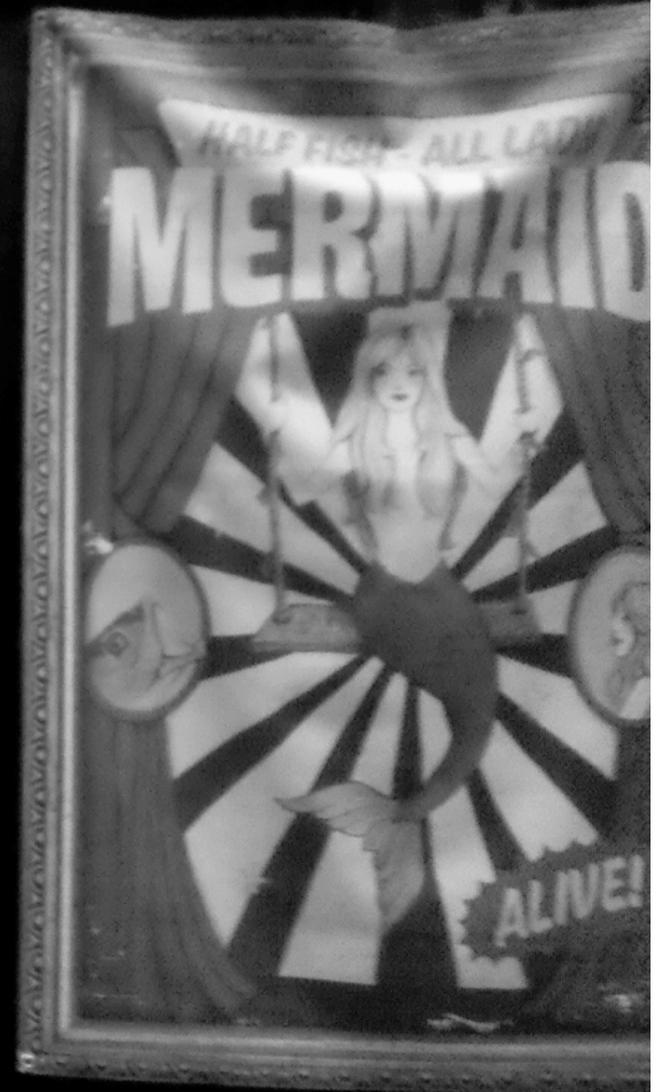
Leverage and utilize inexpensive or free but highly effective web tool to innovative more successfully.

Innovation outreach style to be able to help multiple programs, people, and even multiple divisions within the university.

Grant funding to invest resources in launching new innovations that scale out. Grants can come from the state, fed, or foundations.



What can you MASHup?



Ways to be cool

Motorcycles

Wear Cologne

Move to Williamsburg

learn to speak European

grow facial hair

Helmets

Mowhawk

Designer Shades

~~Subscribe~~ Subscribe to Vice

psychrock...?

Leather jackets

Ambercrombie & Fitch

~~Learn to play guitar~~

learn to play guitar

Irony

become a band photographer

wear all black

"Hollywood"

Online friendships

360's

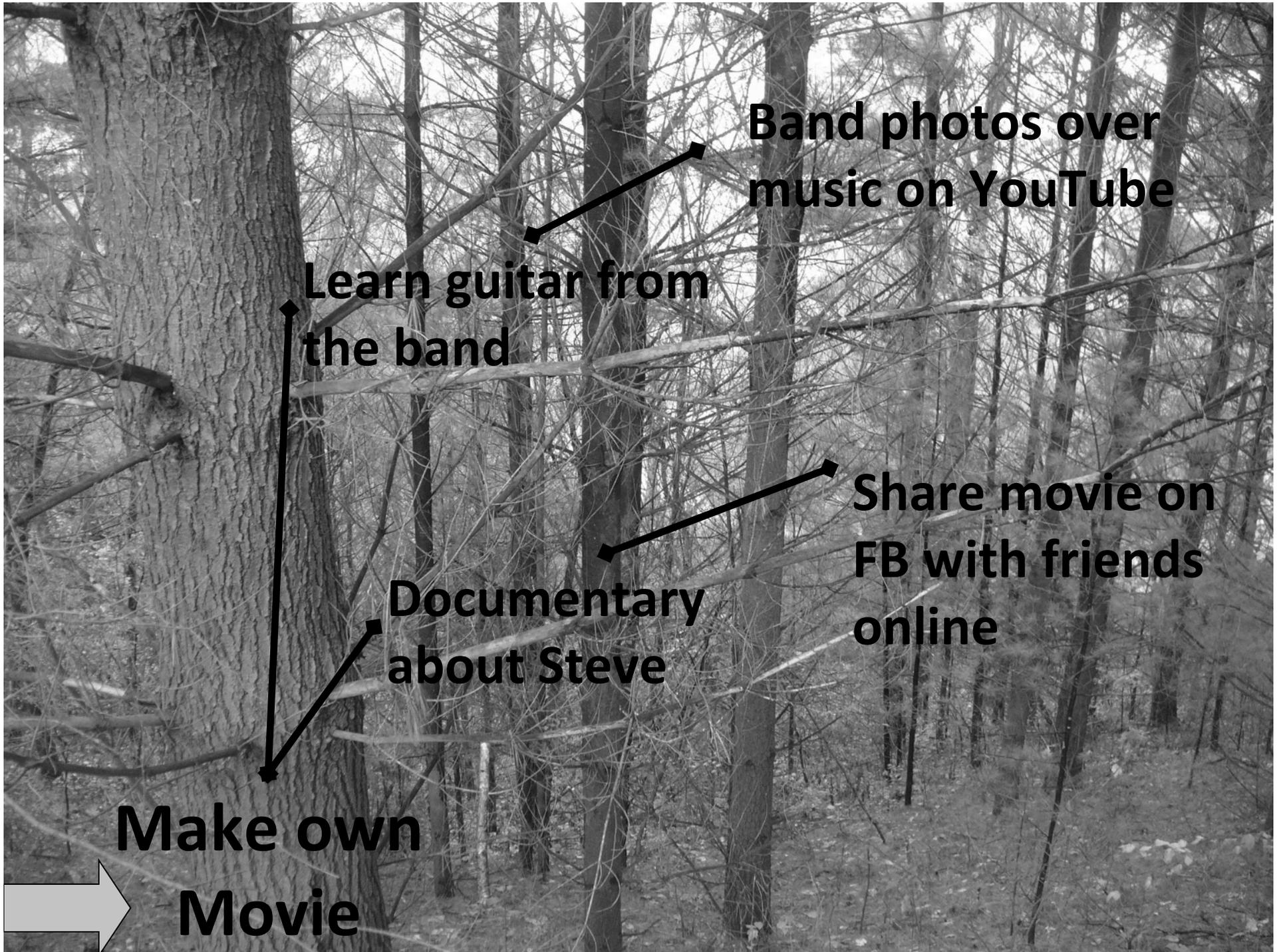
~~Make your own movie~~

Make your own movie

EXXTREME (everything)

eat more meat

hang out w/ Steve ~~hang out w/ Steve~~



Concept Development

Build and Extend Ideas

- Take an idea you like which has potential. Develop it more into a concept.
- Add to it and extend it. Build it. Mash it up with another raw idea. Add more detail or depth.

Top Ideas from Analysis

Add more specifics to your top ideas. Elaborate one concept per card.

CONCEPT IDEA: Create a mini-conference with poster presentations to visually show the ideas you launched.

MORE SPECIFICS: Have an event for all staff to kick off the year in January where people bring their innovation concepts in and showcase in mini-poster format (single visual sheets). They can show and give/get feedback/insight to move closer to enacting the innovative idea.

CONCEPT IDEA: Kahn academy & YouTube style innovation videos

MORE SPECIFICS: 10-15 minute long YouTube style videos embedded in sequence on InnovationLearning.org webpage. Model after the AppSumo model for video training programs.

CONCEPT IDEAS 1. Each staff member in division has own innovation project

2. Group innovation projects made up of individual project themes

MORE SPECIFICS: Each staff member selects own challenge specific to their work. Through announcing their challenge and collaboration with others themes will emerge for larger group/division innovation challenges that can lead to new collective innovation projects.

CONCEPT IDEA: Student events where students come in to do the innovation activities and provide outside insight

MORE SPECIFICS: Students are creative, high-tech, and are “close to the ground” knowing the relevant problems and opportunities. Bring them in for co-creation/user centered innovation facilitated sessions including focus groups, brainstorming sessions, and concept selection. Online events as well.

Top Ideas from Analysis

Add more specifics to your top ideas. Elaborate one concept per card.

CONCEPT IDEA: Time Saver-Maker Assessment

MORE SPECIFICS: Assess and innovate how you spend your time to make room for brainstorming, future strategizing and innovation. Assess how much time is spent on each activity during a day. Find opportunities to SCAMPER (eliminate or minimize) certain activities. "I don't have enough time to get to all of my projects." "I don't think we have time to get through 2 hours of videos in 6 weeks."

CONCEPT IDEA: Innovation E-Newsletter

MORE SPECIFICS: Monthly E-newsletter on innovation that goes out to all staff and students in the division. It showcases new innovations that have been launched, shares ideas in development, and opens up challenges to everyone to share insight. It also reiterates important tips, tools, or innovation process activities. Keeps the innovation focus on the radar and sustaining.

CONCEPT IDEA: Tweet Size Challenges

MORE SPECIFICS: Clarify a common group challenge in 140 characters or less. Tweet it, status update it on Facebook and Linked in. Pose it as a question to get ideas and insights and allow the conversation to develop. Simple low-effort way to share your challenge and get insight from your community or "the crowd." Individuals can share on their personal page too. Crowdsourcing trend + Social Media

CONCEPT IDEA: Network Action Taking Guide

MORE SPECIFICS: Create a guide or activity sheet that helps people get started with developing, testing, refining, communicating, and launching their idea. Something catchy like 1-2-3-4.

1. Set up a 1 hour long coffee shop meeting with a key stakeholder.
2. Have 2 phone conversations.
3. Email 3 people a series of questions you have.
4. Send social network messages seeking insight from 4 people.

Top Ideas from Analysis

Add more specifics to your top ideas. Elaborate one concept per card.

CONCEPT IDEA: Apply for grants to scale an innovation out to the state or nationally.

MORE SPECIFICS: Find grants from UW (Wisconsin Idea), the State, Federal Government, Associations, or Foundations that will provide resources to develop and launch the innovation for the purposes of scaling it out elsewhere. The Chronicle of Higher Ed has advertised such grants.

CONCEPT IDEA: Common Innovation Web Tools.

MORE SPECIFICS: Create a list including screen shots and even narrated screen capture videos of free web tools that people in the division can use to innovate. It will be “common software” so that files can be shared and open. Use things like Prezi, SurveyMonkey, MailChimp, WordPress, Google Analytics, HootSuite, etc.

CONCEPT IDEA: Innovation Coach in Residence

MORE SPECIFICS: Have someone knowledgeable in coaching and facilitating innovation be available 2-4 days each month to have quick meetings with people to help them develop their innovations. It is like office hours for a professor. It compliments the workshops, videos, activities, and retreats.

CONCEPT IDEA: Innovation Fest

MORE SPECIFICS: Not Oktoberfest but InnovationFest. Bring together everyone from staff, stakeholders, and students for an IdeaFest where the purpose is to brainstorm in many different ways and to develop ideas around a collective challenge. The underlying purpose is fun, creativity, collaboration, and innovation.

Iterative Testing-Selecting-Developing

- +1 3x5 card (mashup, build and extend)**
- +2 Concept map (mindmap conceptualizing)**
- +3 Visual sheet (image showing idea in action)**
- +4 Video, Presentation, or Display**
- +5 Rapid Prototype (A very rough version of the real thing to show you can make it work)**

Concept Development is intertwined with Testing and Selecting. You are always narrowing down, refining, elaborating, and clarifying the idea...especially for the stakeholder who will use it.