

# An Innovation Experience

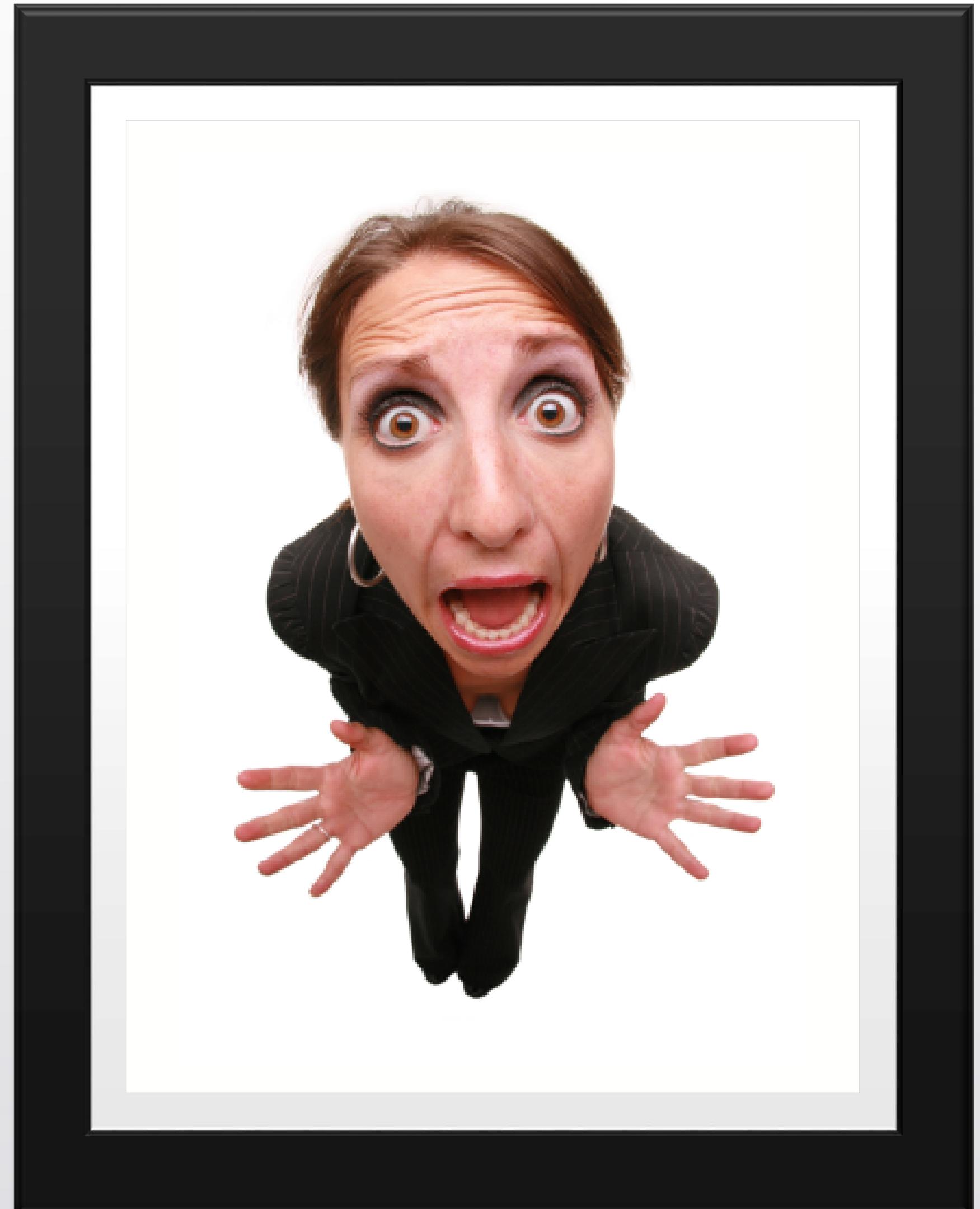
*How to Initiate Broad Ideas*



## Your Assignment Was...

Starting after last class, record the number of times you encounter the words 'INNOVATE' or 'INNOVATION'.





QUIZ





What is the definition of INNOVATION?



What was your answer?

What is the definition of  
INNOVATION?



## Definition of INNOVATION

“Executing an idea which addresses a specific challenge and achieves value for both the company and customer”

Nick Skillicorn ([www.ideatovalue.com](http://www.ideatovalue.com))

# PCT's Mission...





# Agenda

- Discuss few fundamentals of **Innovation**
- Experience a **Spark Deck** - Individual
  - Summarize thoughts on Checklist
- Explore **Spark Deck** generated ideas - Group
  - Demonstrate MindMapping



# INNOVATION IS...

- **Meaningful** = solves a problem, offers a benefit
- **Unique** = distinct, original, one-of-a kind

If you are NOT meaningfully unique,  
*you better be cheap.*

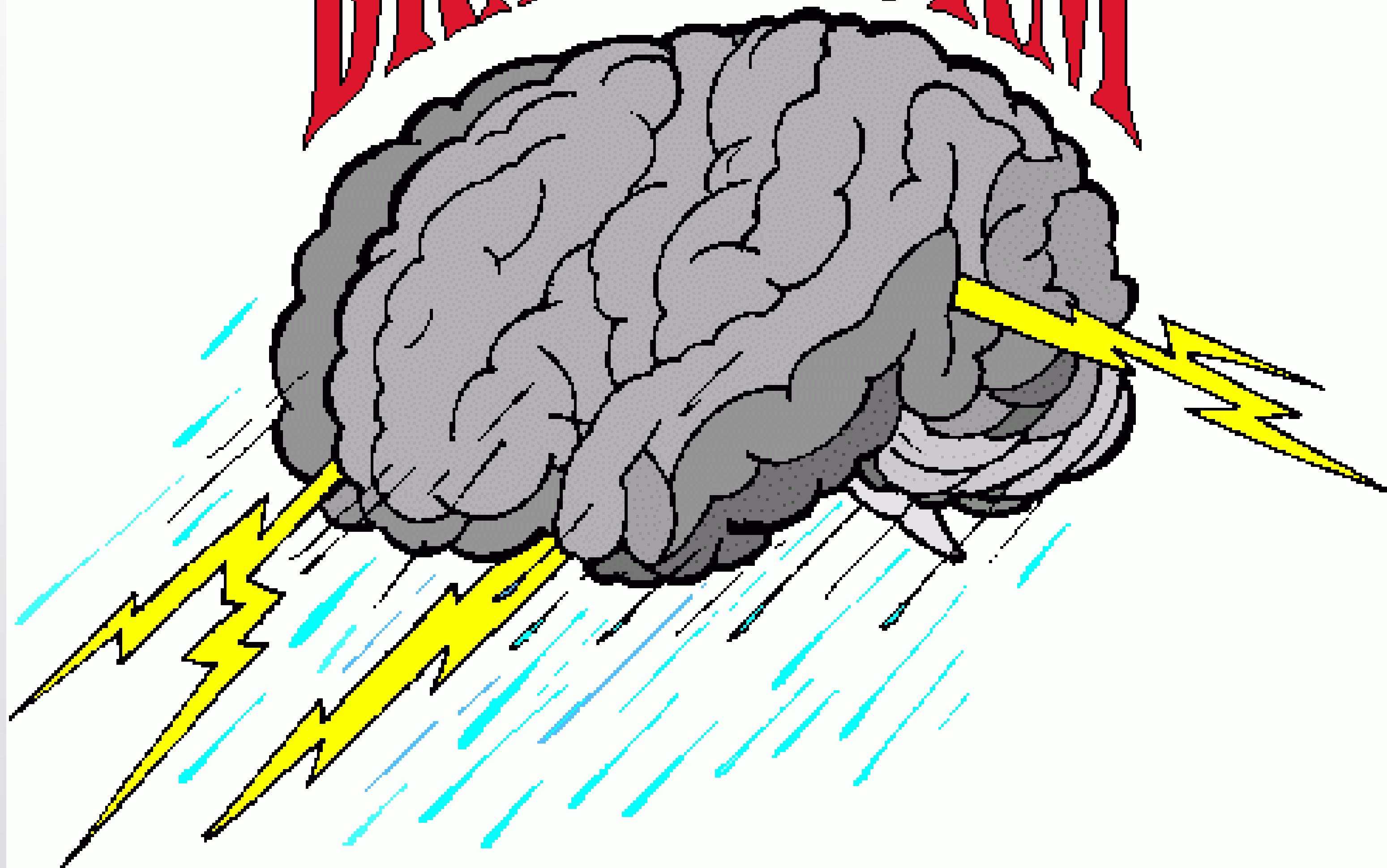
$$MU = \frac{S^D}{F}$$

Meaningfully Unique  
Ideas

$$= \frac{\text{Explore Stimulus}}{\text{Drive out Fear}}$$

Leverage Diversity

# BRAINSTORM



**Plan a Summer Trip  
for You and Your Friends  
(money is no issue)**

Plan a Summer Trip  
for You and Your Friends  
(money is no issue)

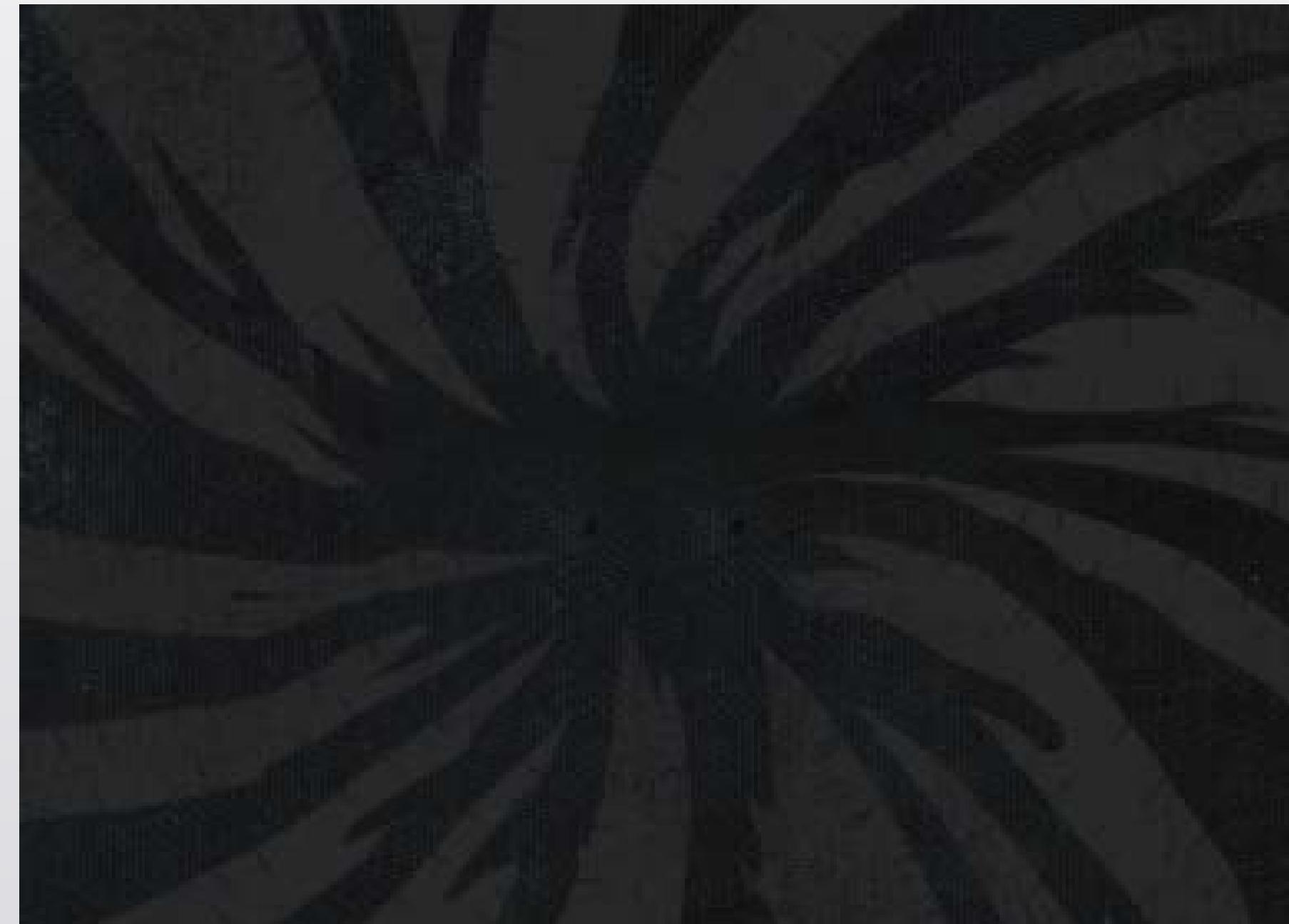
Time's Up

# Brain - Drain

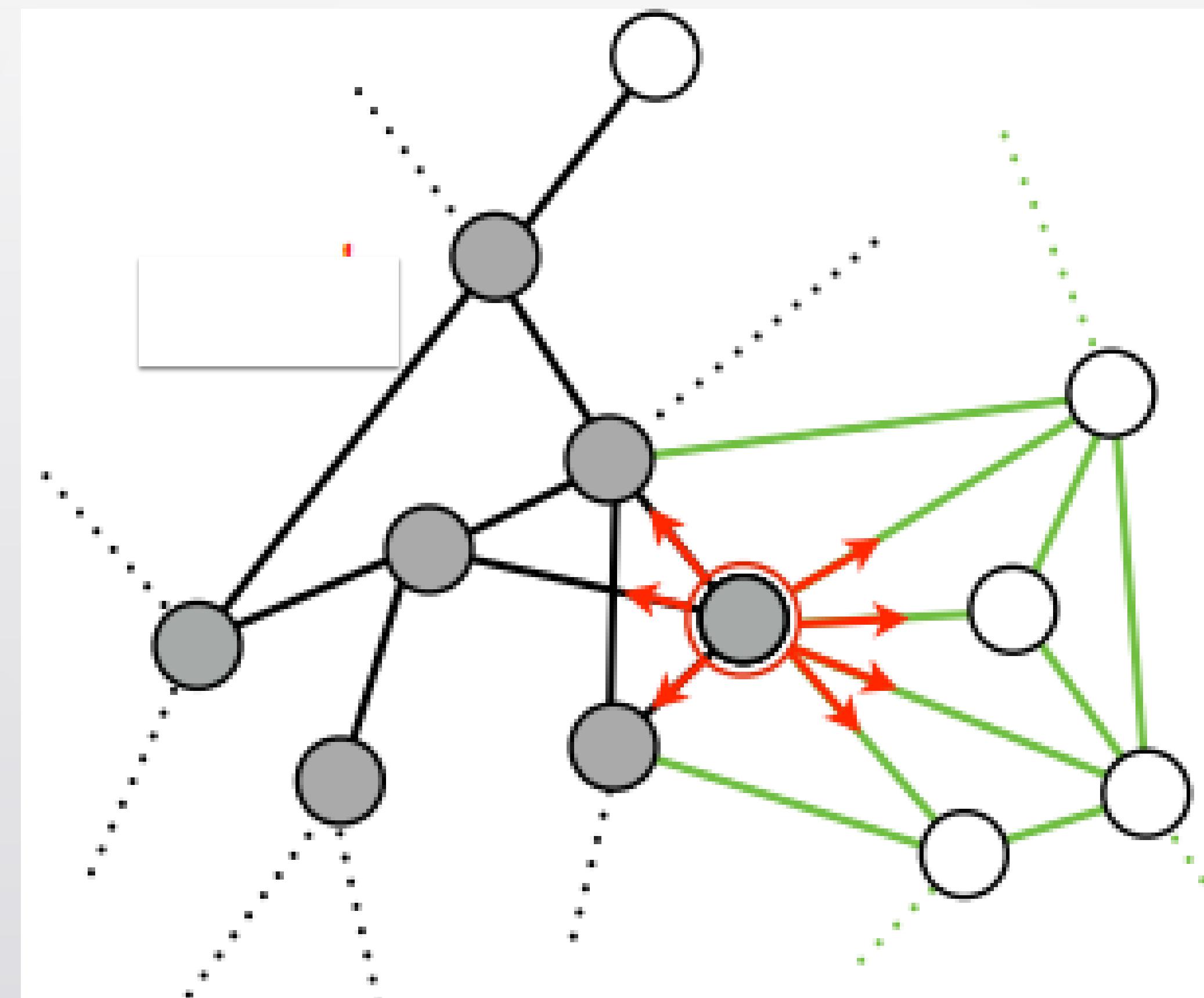




Great ideas do not come from  
starting with nothing.



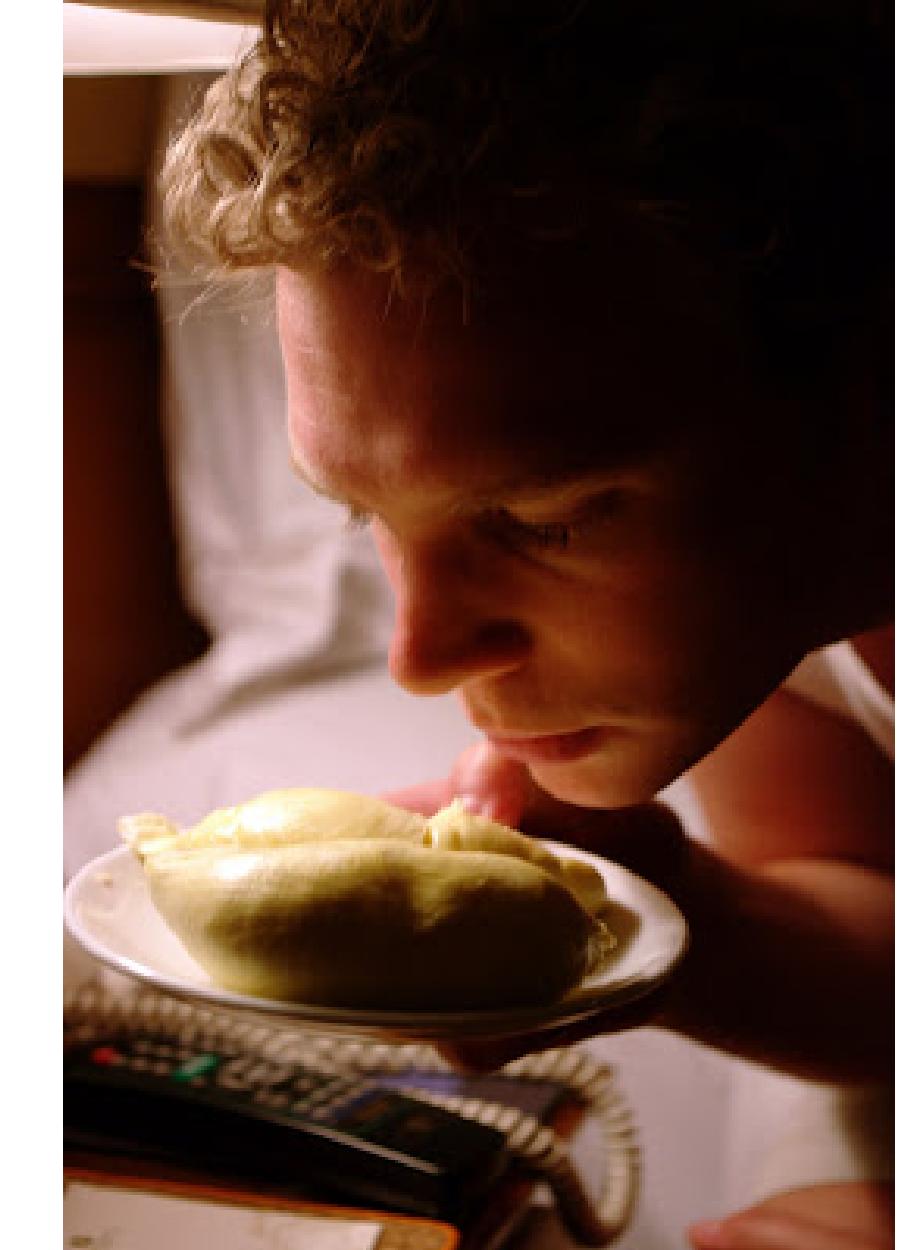
# Associations or “Adjacent Possibles”

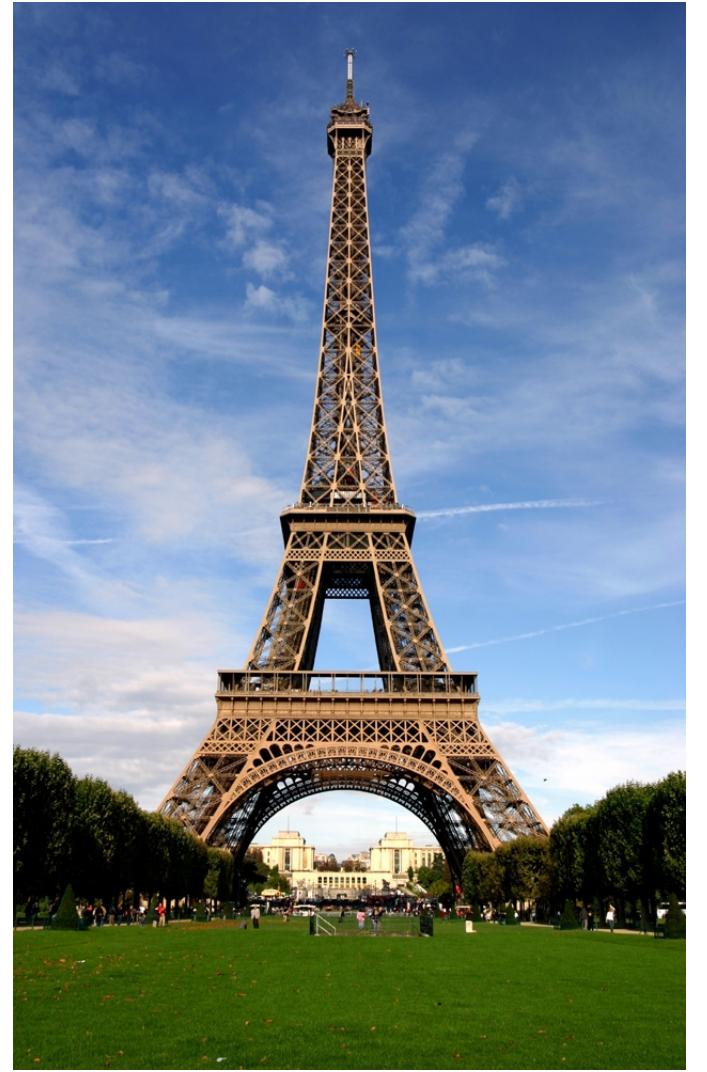




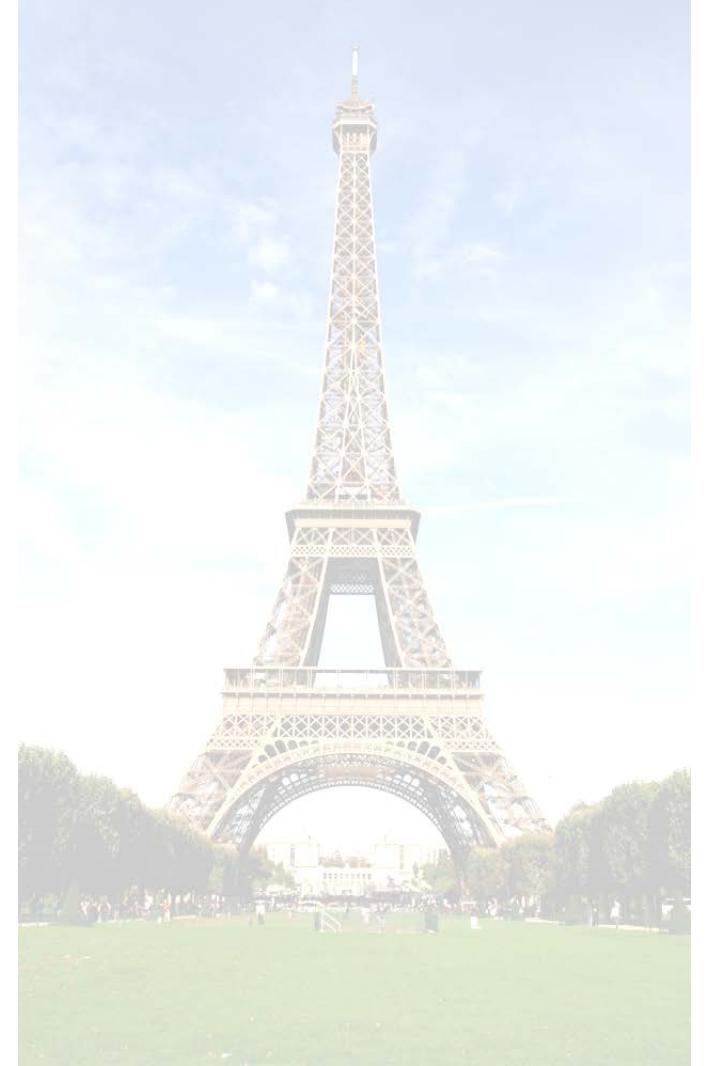
# Another way to quickly develop **Adjacent Possibles** is through **stimulus**

- Images
- Smells
- Music
- Reading





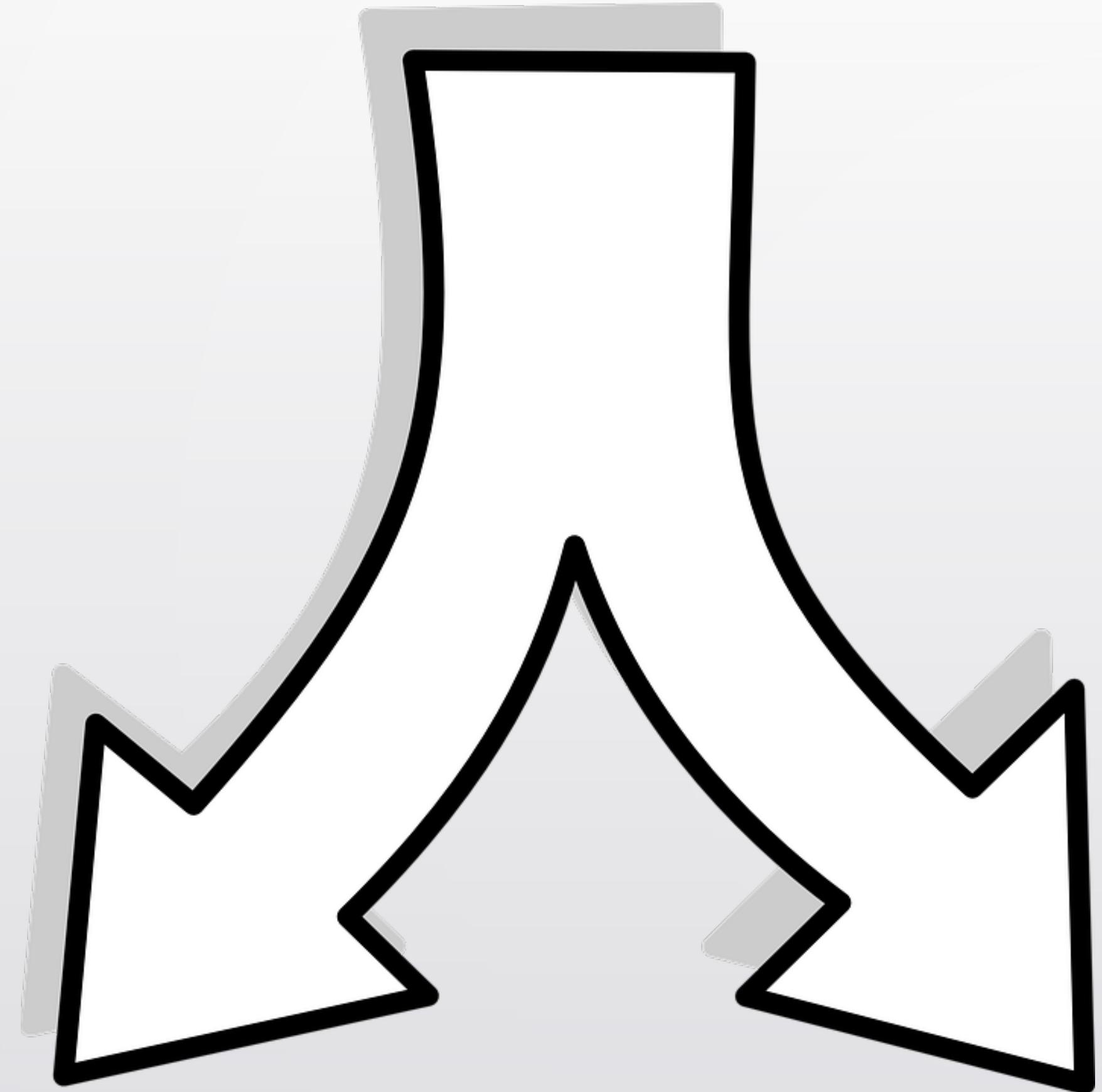
# Again - Plan a Summer Trip with Friends



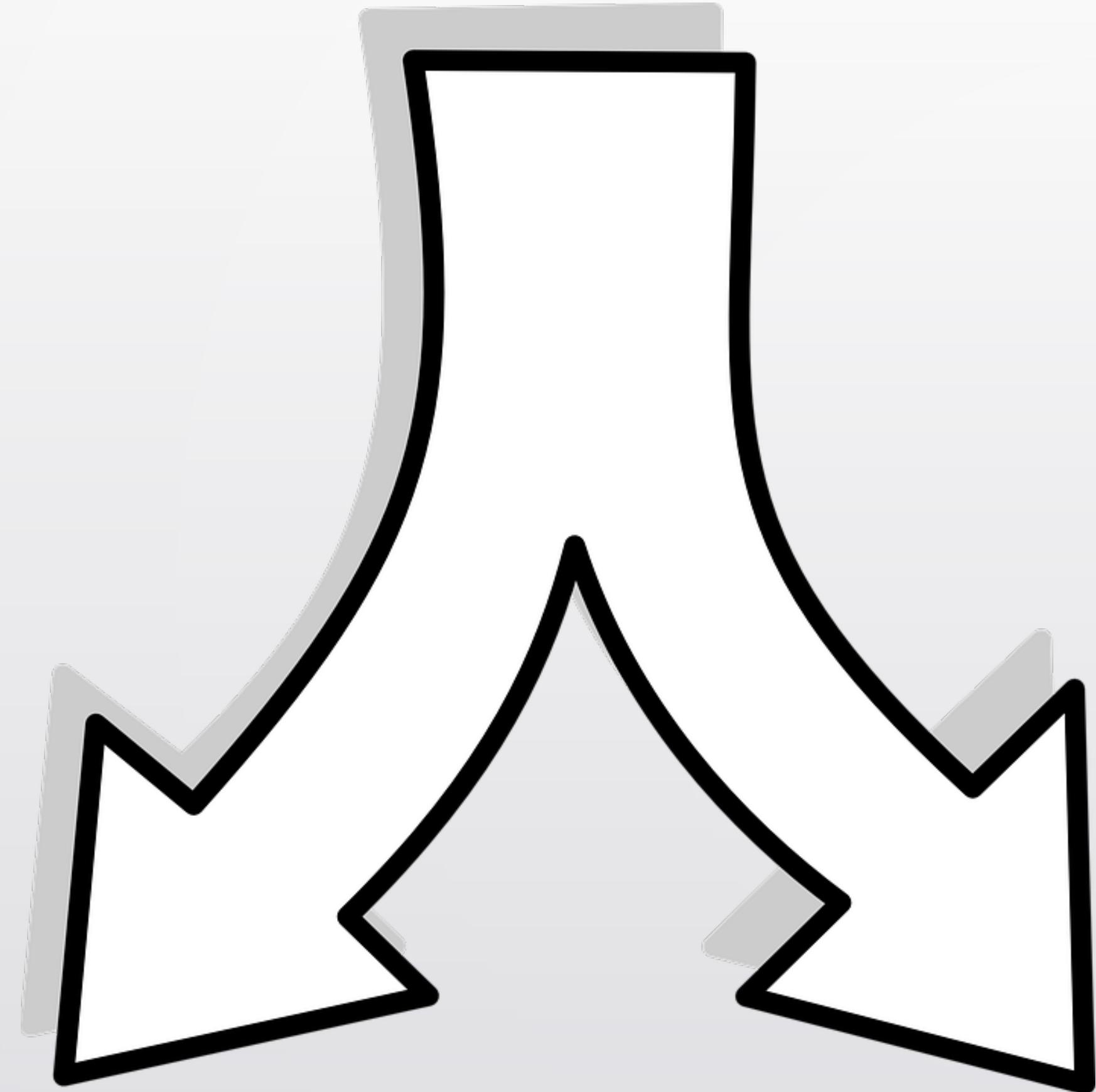
time's up



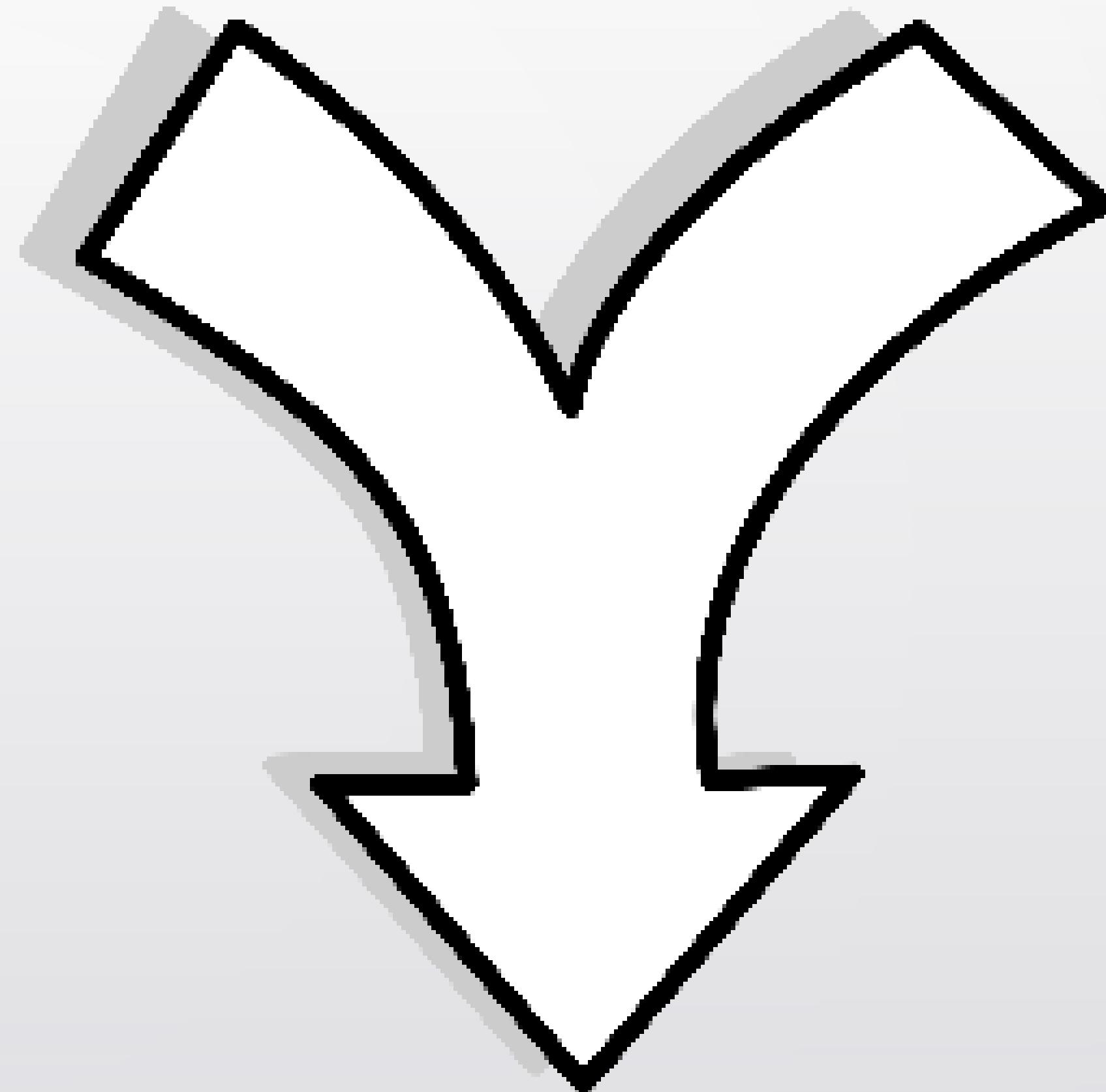
Again - Plan a Summer Trip with Friends



Diverge

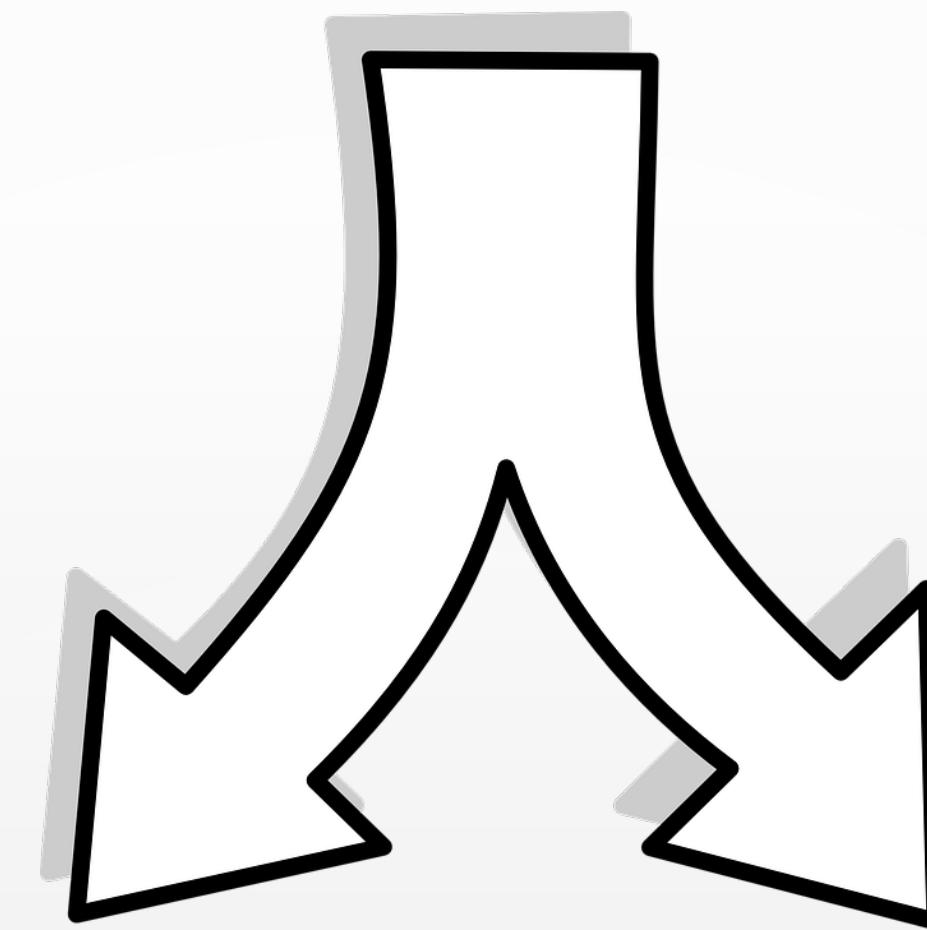


Diverge



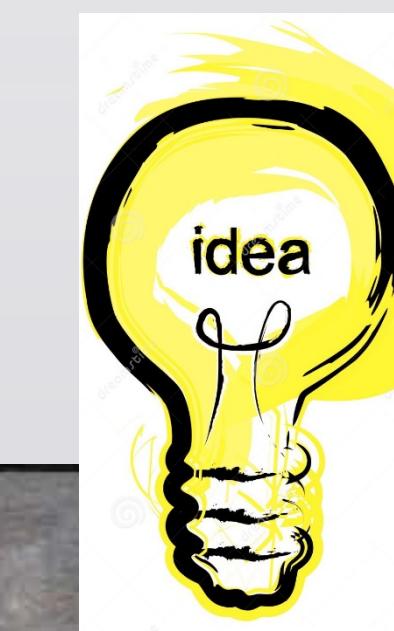
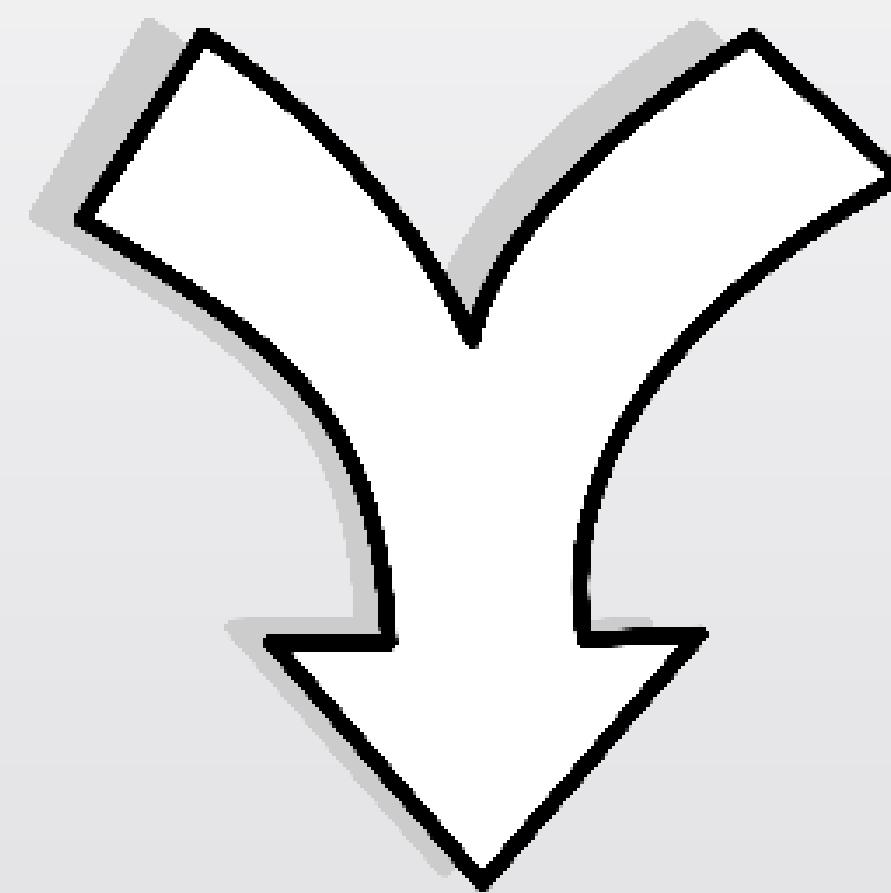
Converge

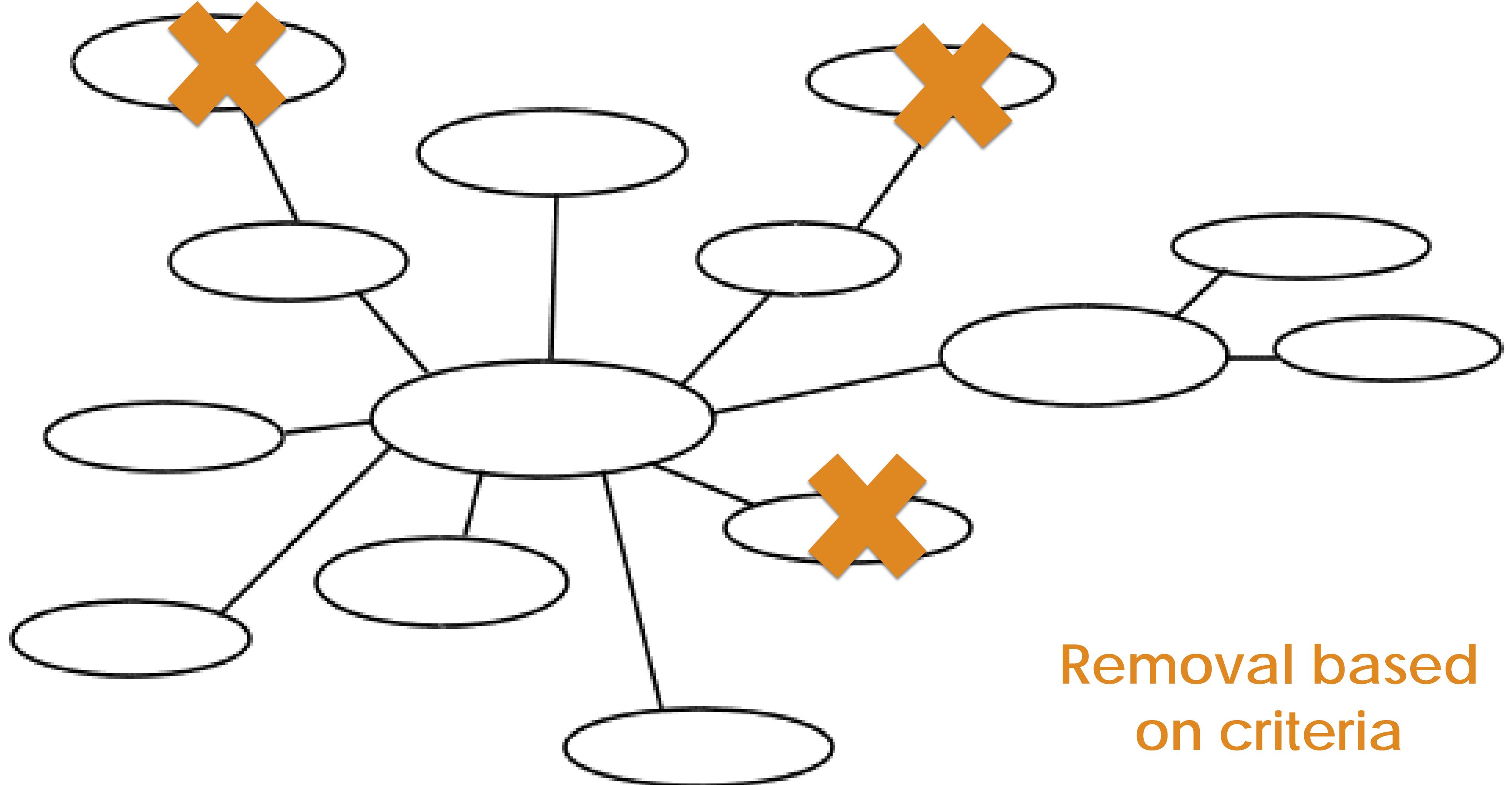
# Diverge



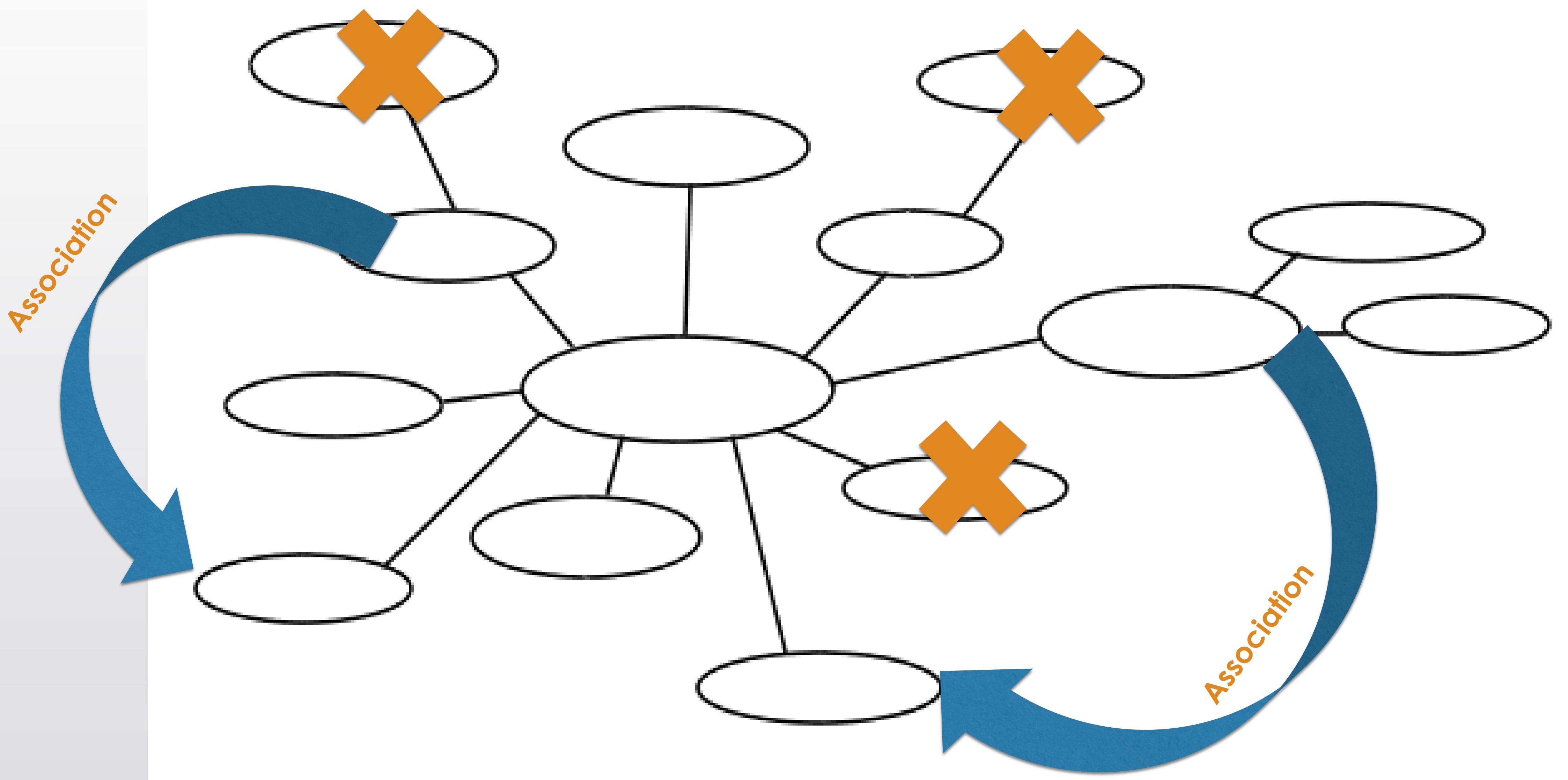
Criteria

# Converge





Removal based  
on criteria



Very Important Opportunity  
**SPARK DECK**

Ideas for New Strategic Areas for focusing your energy...

**RULES**

1. Defer Judgment
2. Quantity Breeds Quality

1	What if lectures were 'banned' at PCT?
2	How could such an apparatus could be utilized in class time?
3	How can freshman be prepared to accept learning which is oriented around critical thinking and complex reasoning?
4	What if students who think slowly, deeply, and creatively were more valued than students who are better memorizers?
5	How could faculty help students understand their ability to change their brains – leading to success and renewed confidence?
6	How can PCT instruct students who are looking for flexible learning environments?
7	How could faculty and students awaken their 'inner child', and bring the fun back into learning?

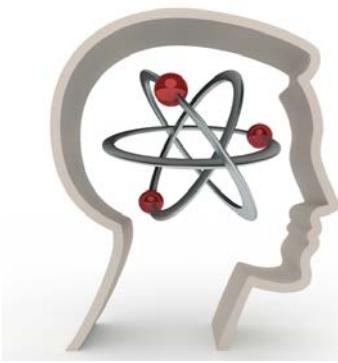
Step 1: As you see the Spark Deck, jot down any ideas that come to you...



Step 2: Discuss with GROUP and MIND MAP



# Spark Deck.\*



Type  
Mining



## Idea Starter

Question to ponder?

Blah, blah, blah, blah.

*Source of information*

Source: Eureka Ranch



Type  
Mining

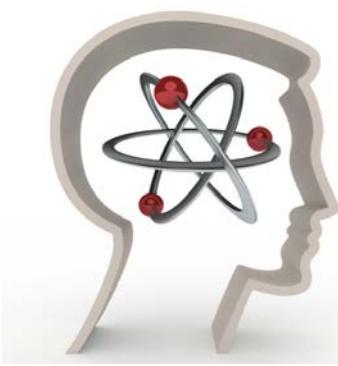


Blah, blah, blah, blah.

*Source of information*

## Idea Starter

Question to ponder?



Type  
Mining

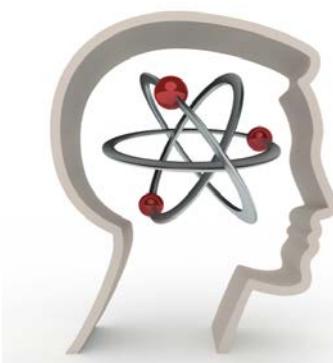


Blah, blah, blah, blah.

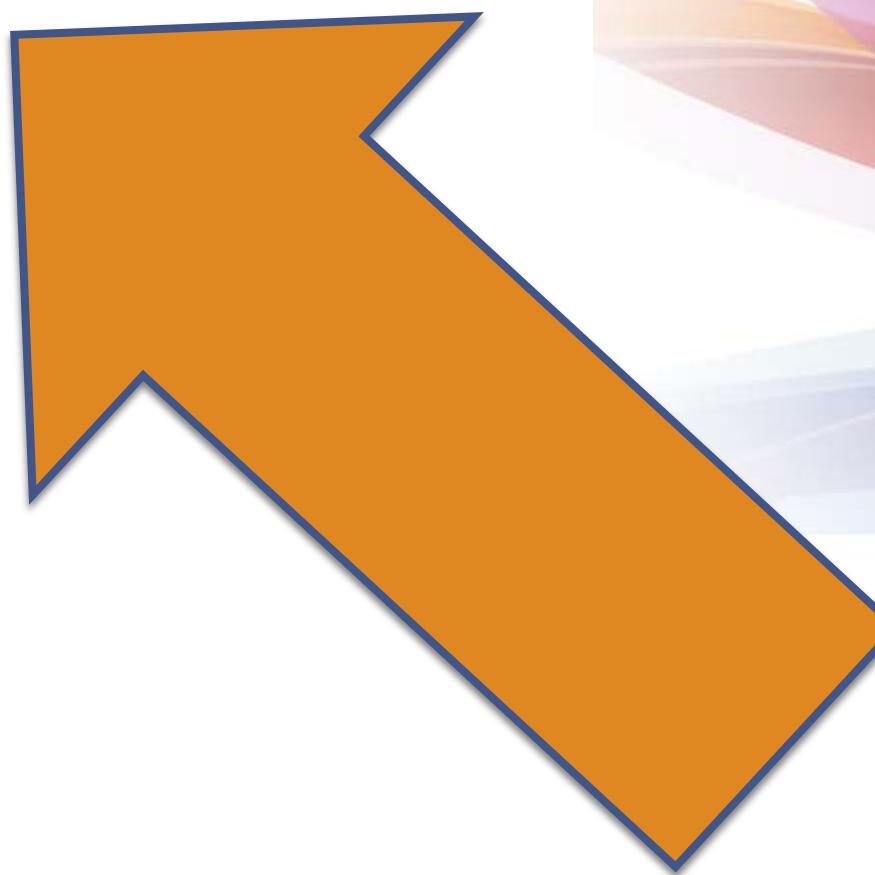
*Source of information*

## Idea Starter

CONVERGE  
... ponder?



## Type Mining



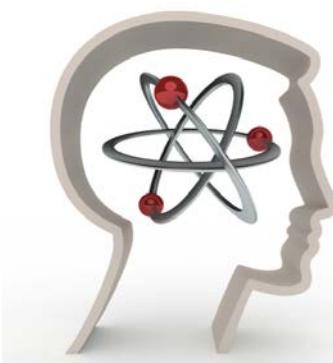
Blah, blah, blah, blah.

## Idea Starter

Question to ponder?

*Source of information*

Source: Eureka Ranch



Type  
Mining

Blah, blah, blah, blah.

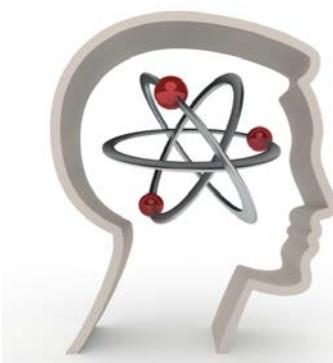


## Idea Starter

Question to ponder?

*Source of information*

Source: Eureka Ranch



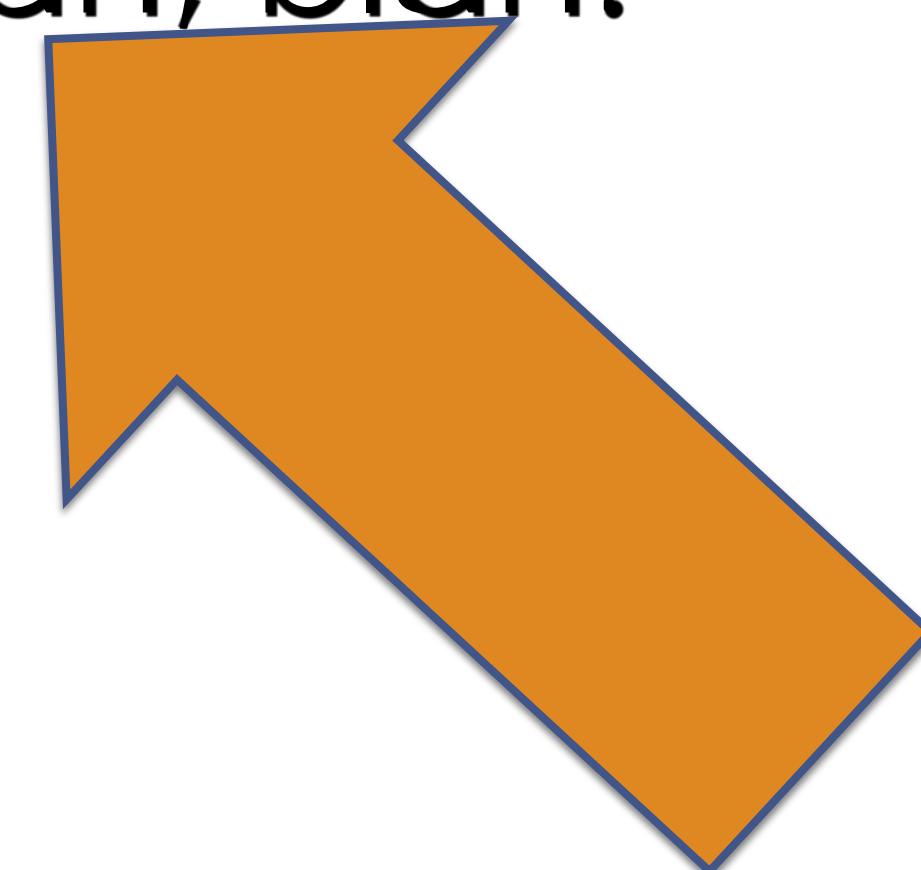
Type  
Mining



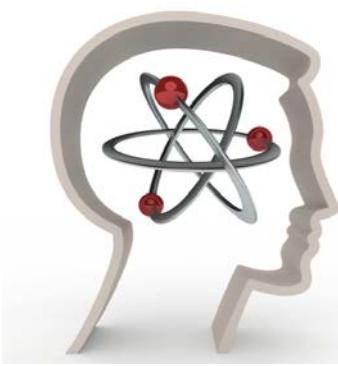
## Idea Starter

Question to ponder?

Blah, blah, blah, blah.



*Source of information*



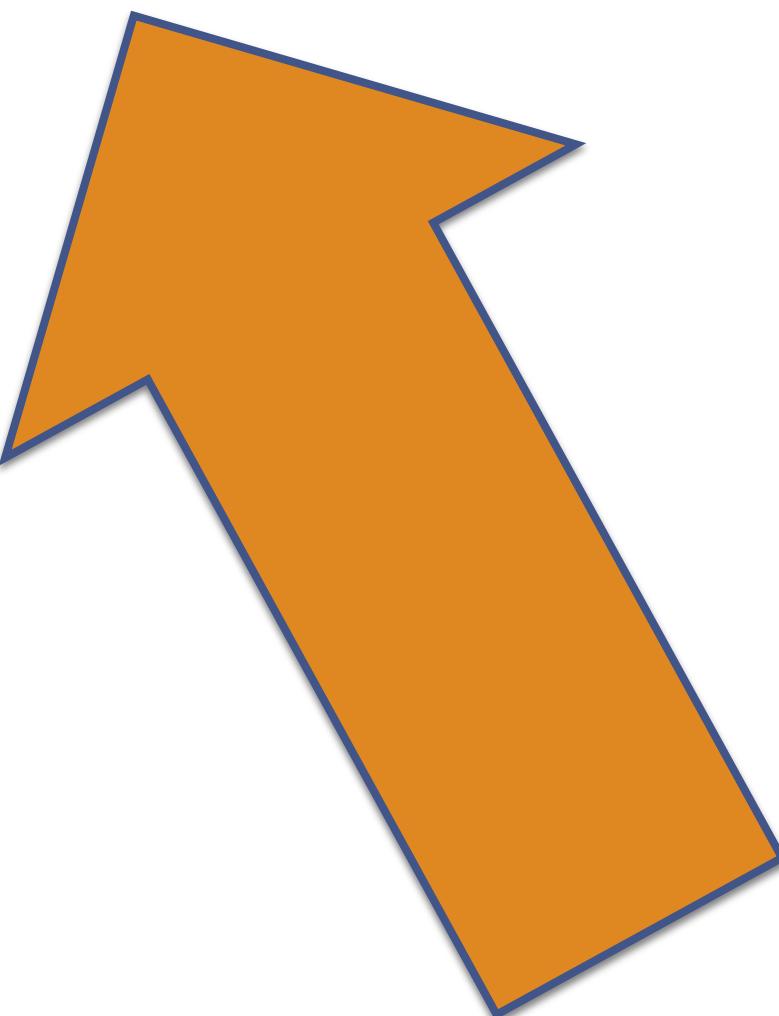
Type  
Mining



## Idea Starter

Question to ponder?

Blah, blah, blah, blah.



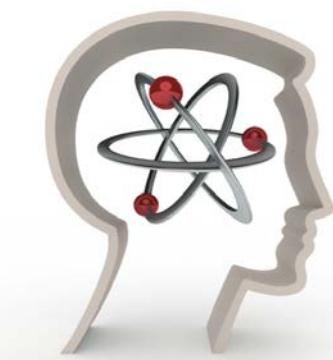
*Source of information*

Source: Eureka Ranch

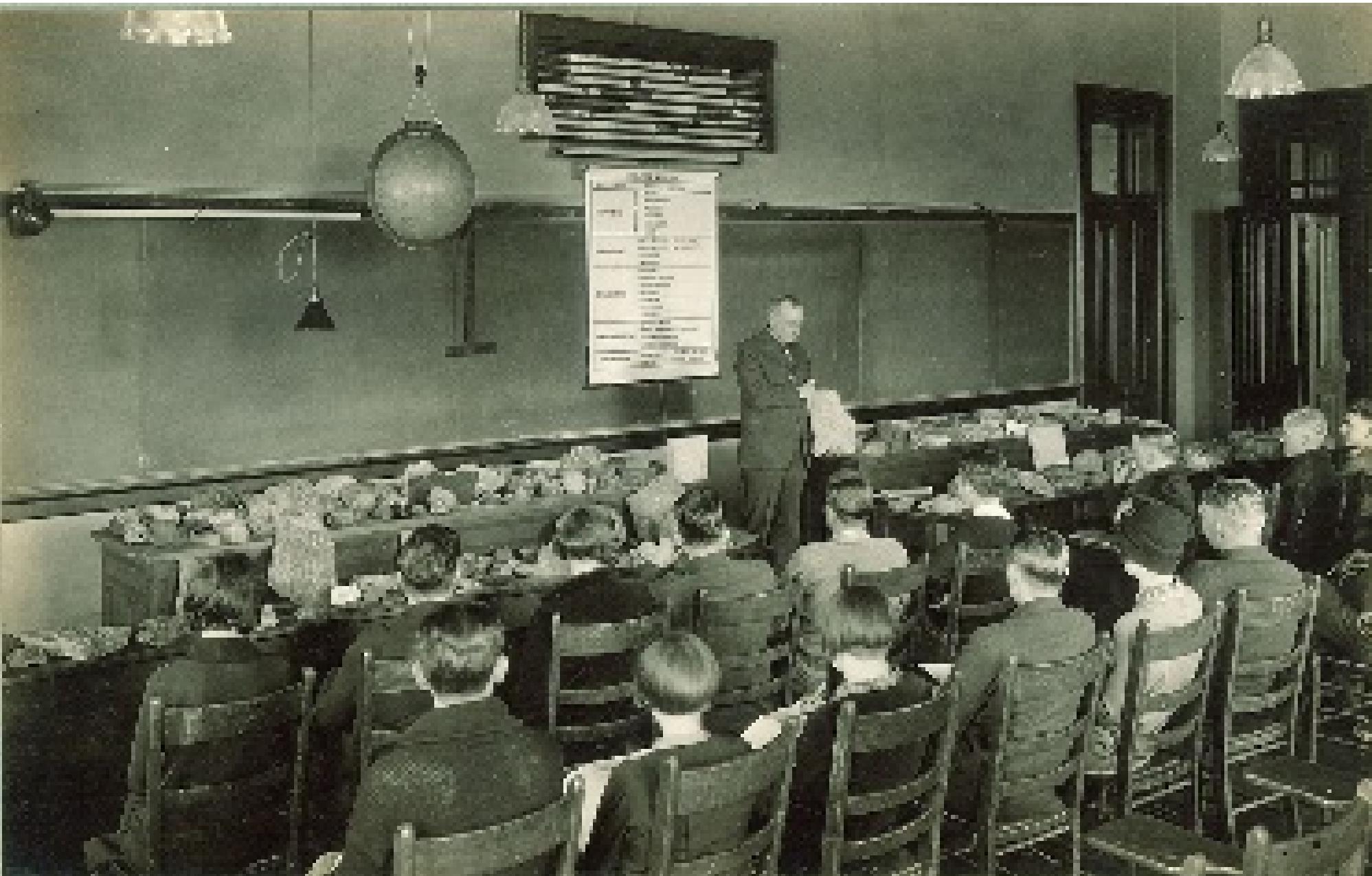
# Objective

Utilize the following Spark Deck to generate broad ideas for addressing ...

Empowering **FACULTY** to increase  
students' interest in their own  
learning at Penn College



**WISDOM**  
Mining



## Idea Starter

What if... lectures were 'banned' at PCT?

We were all taught with lectures, and we all give them despite the research showing they are poor transmitters of content and even worse tools of learning.

[http://isites.harvard.edu/fs/docs/icb.topic38998.files/Bligh\\_Ch1\\_and\\_Ch3.pdf](http://isites.harvard.edu/fs/docs/icb.topic38998.files/Bligh_Ch1_and_Ch3.pdf)



**MARKET**  
Mining



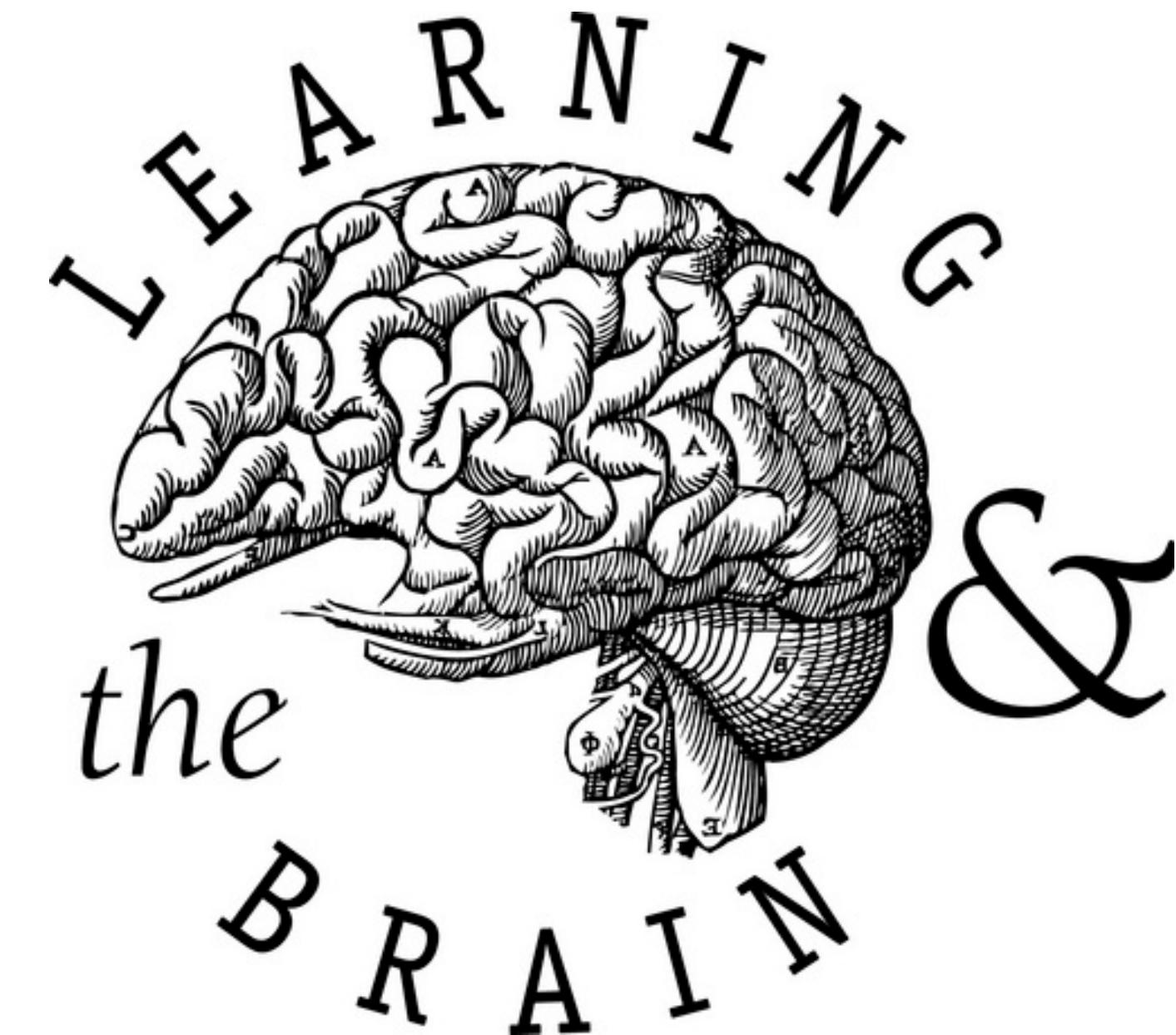
## Idea Starter

Students who **memorized** mathematics material performed worse than those who approached math as **critical thinking** – the former are the students needed for our scientific and technological future

What if ... students who think slowly, deeply, and creatively were more valued than student who are better memorizers?



**INSIGHT**  
Mining



## Idea Starter

When educators learn about how the brain appears to process, recognize, remember and transfer information,, and when they share that knowledge with students, they share **empowerment** with their students.

**How could faculty help students understand their ability to change their brains - leading to success and renewed confidence?**



## UNRELATED Mining



## Idea Starter

How could faculty and students awaken their “inner child”, and bring the fun back into learning?

“The most sophisticated people I’ve ever known had just one thing in common; they were all in touch with their **inner children**”

Jim Henson

Very Important Opportunity  
**SPARK DECK**

Ideas for New Strategic Areas for focusing your energy...

**RULES**

1. Defer Judgment
2. Quantity Breeds Quality

1 What if lectures were ‘banned’ at PCT?

Step 1: As you see the Spark Deck, jot down any ideas that come to you...

Step 2: Discuss with GROUP and MIND MAP

2 What if students who think slowly, deeply, and creatively were more valued than students who are better memorizers?

*Spend a Few Minutes*

3 How could faculty help students understand their ability to change their brains – leading to success and renewed confidence?

4 How could faculty and students awaken their ‘inner child’, and bring the fun back into learning?

Step 3: Write Blue Cards





# Next Step



# PCT Innovation



- Courses
- Certification
- Minor
- Associate
- Bachelor



## Reflection

What did you learn about Innovation  
that you can share with your  
peers and/or advisor?

