

Generating New Ideas

MISY3483 - R&D Project Development

Week - 1



Emerging Technologies

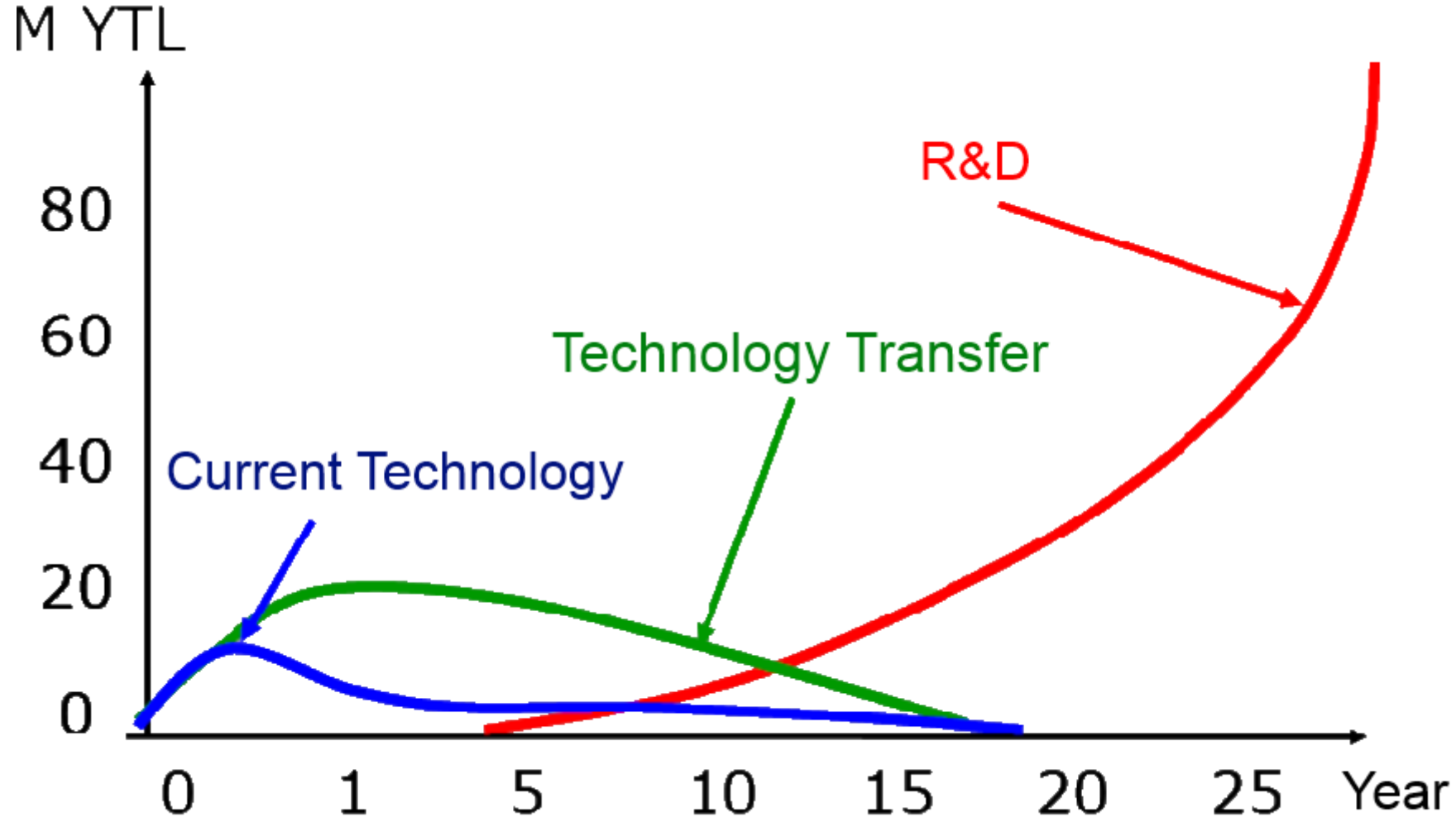
3D Printing	Clean Technology	Robotics	Drones	Virtual Reality
Augmented Reality	Smart Manufacturing	Industry 4.0	Blockchain	Autonomous Vehicles
Internet of Things	Big Data	Analytics	Artificial Intelligence	Smart Cities



We Need to Think Differently!

- organizations
 - faced with complex, open-ended, ever-changing challenges
 - realize: **ongoing innovation is critical to stay ahead of the competition**
- we need to be on the lookout for new ideas
 - that can drive innovation
- the ability to think differently, generate new ideas, and spark creativity within a team becomes an important skill

The Impact of R&D



We Need to Think Differently!

- a mind trap: «**creativity is an ability, some people have it, others don't**»
- a self-defeating belief: «**I am not intelligent enough to come up with good ideas**»
- these assumptions are rarely true
- everyone can come up with fresh, radical ideas
- you just need to
 - learn to open your mind
 - think differently!

Change Your View of ...

- standard idea generation techniques
 - concentrate on combining or adapting existing ideas
 - this can certainly generate results
- all of us can tend to get stuck in certain thinking patterns →
 - break this thought patterns
 - get your mind unstuck
 - generate new ideas
 - push your mind to forge new connections, think differently, consider new perspectives
- leap onto a totally different plane!

General Steps Leading to Great Ideas

- know there are ideas with your name on them → **find them**
- look and see problems & opportunities within your environment → **they exist**
- be zealous and passionate about your ideas → **they're yours**
- test your ideas → **will they work and will customers want to buy them?**
- is the market ready for your ideas? → **now or later?**
- **find an inspirational quote to motivate yourself**

Try...

- when you receive an idea chase it down immediately and write it down
- observe the world around you, get in the habit of observation
- take a walk in nature to relax and generate that next idea
- change your perspective and look at a problem with a different filter and with new eyes
- meet and hangout with people who are outside your circle of friends
- do something that you have never done before to get new ideas
- **break out your routine routinely**

Excuses for not Generating

- I should have...
- I could have...
- If only I was...
- I don't have the time...
- Ideas are cheap...
- I don't have the money
- I am very busy...

Questions?