

# 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

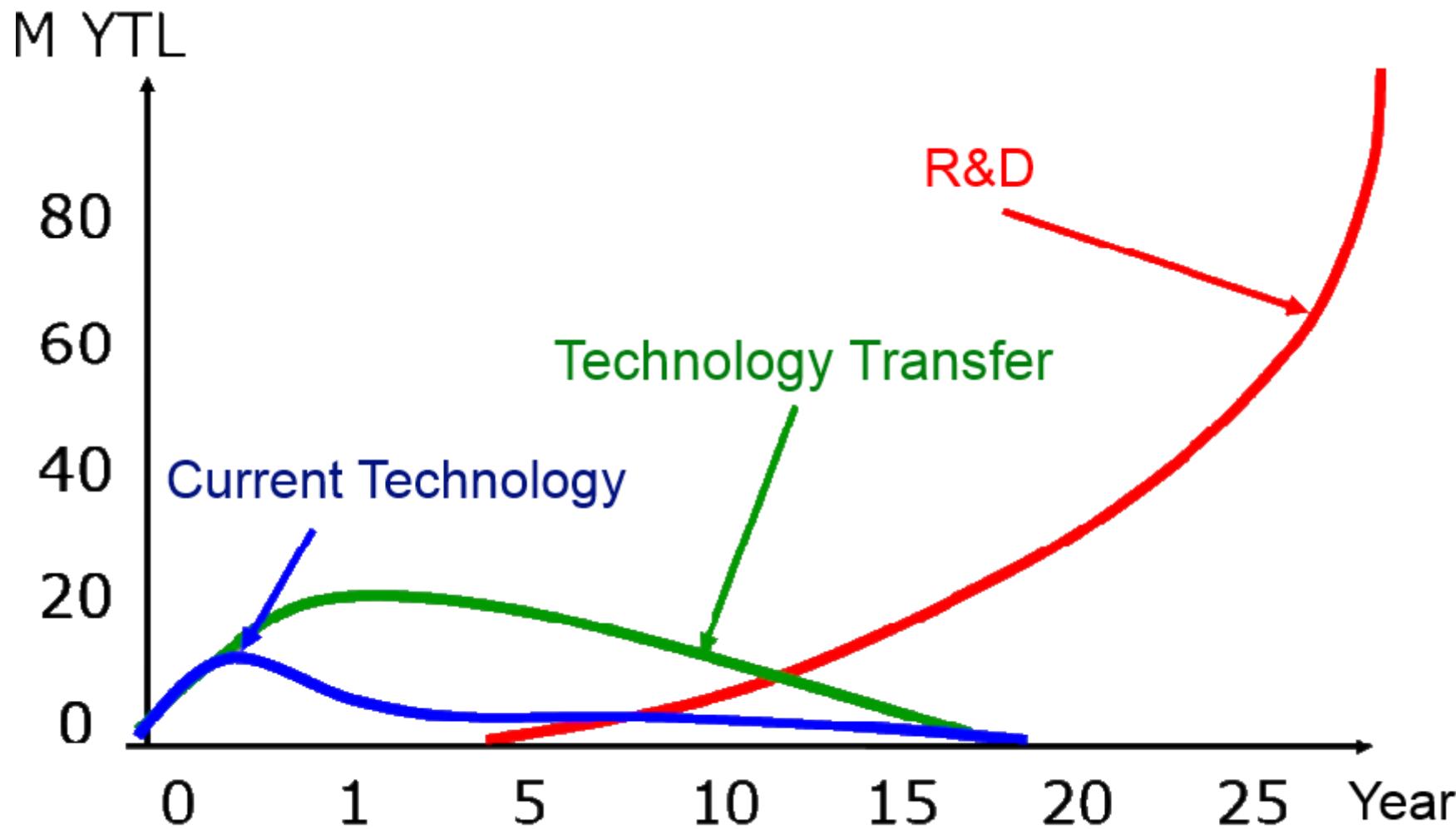
Smart Cities



# 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 though 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?