

Systematic Innovation



Perry K. Parendo
651-230-3861
Perry@PerrysSolutions.com

Innovators and Entrepreneurs
Of MSP – Meet Up Group

Perry's Solutions, Inc.

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What is Systematic Innovation

- **Culture**
 - Open to ideas
 - Integrated in everything we do
- **Processes**
 - Business plan
 - Project selection
 - Execute
 - Constantly reinvent
- **Tools**
 - Brainstorming
 - TRIZ

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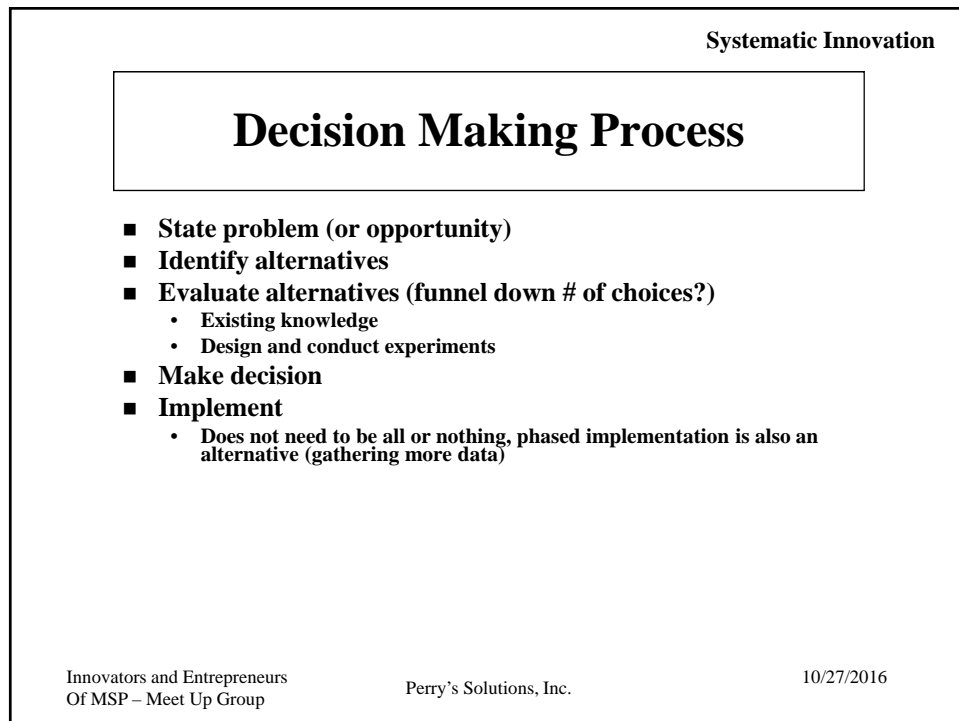
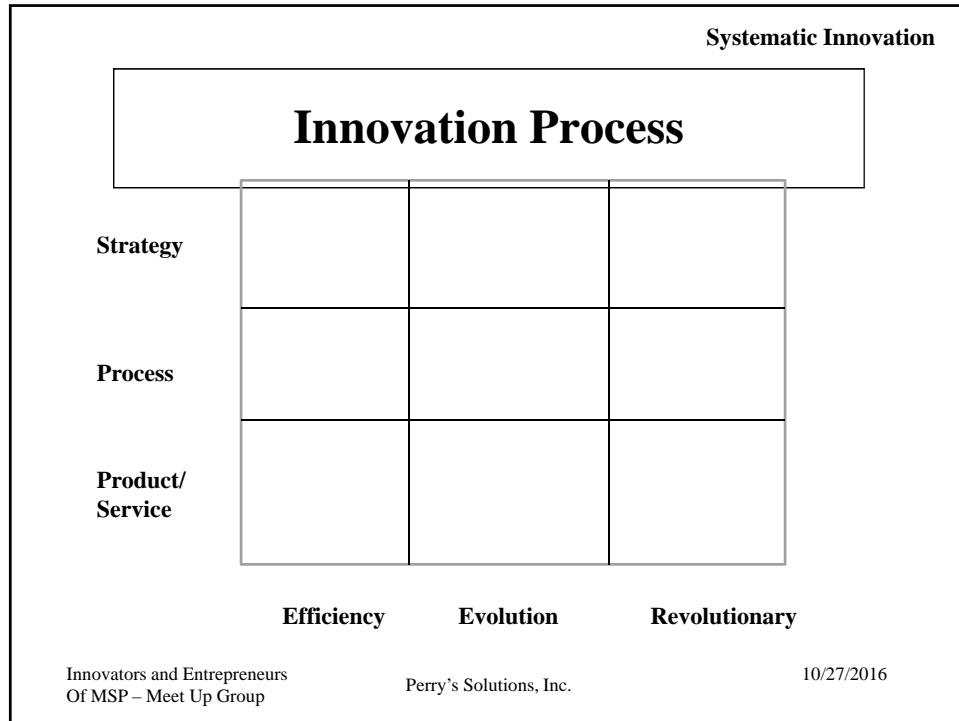
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Framework

- **Setting/ culture/ personal attitude**
 - Exercise, shower, driving – keep notepad handy
 - Focus on solution
 - Focus on growing and learning
- **Requirements**
- **Risk**
- **Stakeholders**
- **Tools**
- **Decision process/ evaluation of options**

Innovation Area Options

- **Product development**
- **Process**
- **Business process**
 - Service
 - Marketing
- **Business design**
- **System**
- **Organization**



Brain Writing

- Each person gets an index card and records an idea
 - Either pass to right or put in center of table
- Next person builds on the original idea
 - Could be by sketch also
- After 10-20 minutes, collect cards and transfer ideas to a flip chart and add new ideas
 - Number card and flip chart to ensure original thought process could be found again

Magazine Trigger

- Open to a page in a magazine
- Assume that your solution is on that page
- What is it? There is always an answer.
- Must do several times, best in a group
- Review:
 - Start with sharing picture with the group
 - Review your thought process
 - Share your final idea
 - Allow group to build on what was said

Reverse Brainstorming

- **How could we get MORE defects**
 - People often enjoy talking about causes of the problem. This leverages this “negative” energy.
- **Compliment to standard brainstorming techniques**
 - Use typical brainstorming techniques first
 - Perform reverse brainstorming
 - Reverse ideas to get solution

Forced Combination

- **Number the idea or concepts you have generated**
- **Take 2 or 3 random ideas from another technique and make a new idea by combining them in different ways**
- **Continue until most or all ideas have been considered in at least one combination**
- **Consider forcing combinations of the combinations as well**

Lotus Blossom

■ What is it

- A tool to visually force alternative options
- Use circles to surround the core idea

■ Why use it

- Works well for individual idea generation
- No specific shape, so flexible

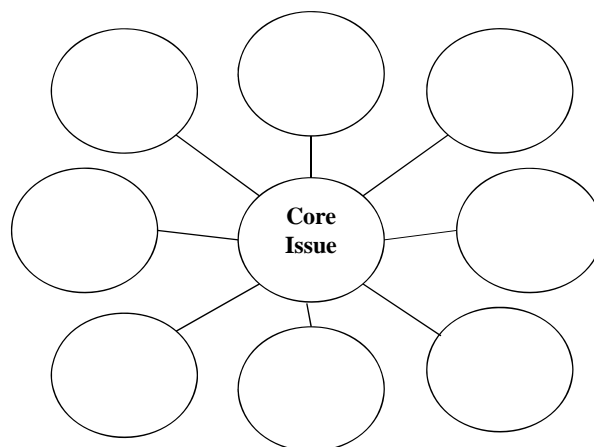
■ When not to use it

- ?

■ Weaknesses

- Can add more layers of pedals, but gets complex to create and visualize

Lotus Blossom Picture



Can add more petals to expand one of the items.

Idea Matrix

Reduced Effort \Rightarrow	Goodwill efforts		Do it
	Avoid it		Depends on which stakeholder
	Interest \Rightarrow		

Conclusion

- Brainstorming does not always mean game changing products to customers
- Brainstorming needs implementation
 - <http://bit.ly/1oFa6iz> - Innovation
 - <http://bit.ly/18oPROK> - Creativity
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