



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

School of Innovation

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Innovation Schools

Can innovation be taught?



What can be taught and what cannot?

Emotions

Analysis



What can be taught?

Awareness creation

Development of Confidence

Removal of myths



Schools of Creative Thinking

- Design Thinking
- Systems Thinking
- Lateral Thinking



Design Thinking

Use of design principles in Innovation

A design mindset is not problem-focused, it's solution focused and action oriented towards creating a preferred future.



Design Thinking

- Human Centered (Empathy , Spending time with people to observe their behaviour, emotions, anxieties and aspirations.)
- Prototyping
- Rapid iterative improvements
- Collaboration through cross functional teams



Systems Thinking

- Model of the larger system
- Point of leverage
- Silver bullet
- The Fifth Discipline by Peter Senge
- ToC by Goldratt



Lateral Thinking

- From one known idea to create new idea.
- Six Thinking Hats
 - White : Information
 - Black : Barriers
 - Red : Feelings, Intuition
 - Yellow : Values and benefits
 - Green : Creativity, New Ideas
 - Blue : Manage Process



Thank You

