

GEN0307

# MIRACLE OF THOUGHT

Chapter

Innovative Thinking

# OVERVIEW

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SKILLS

BENEFITS

WORKSHOP

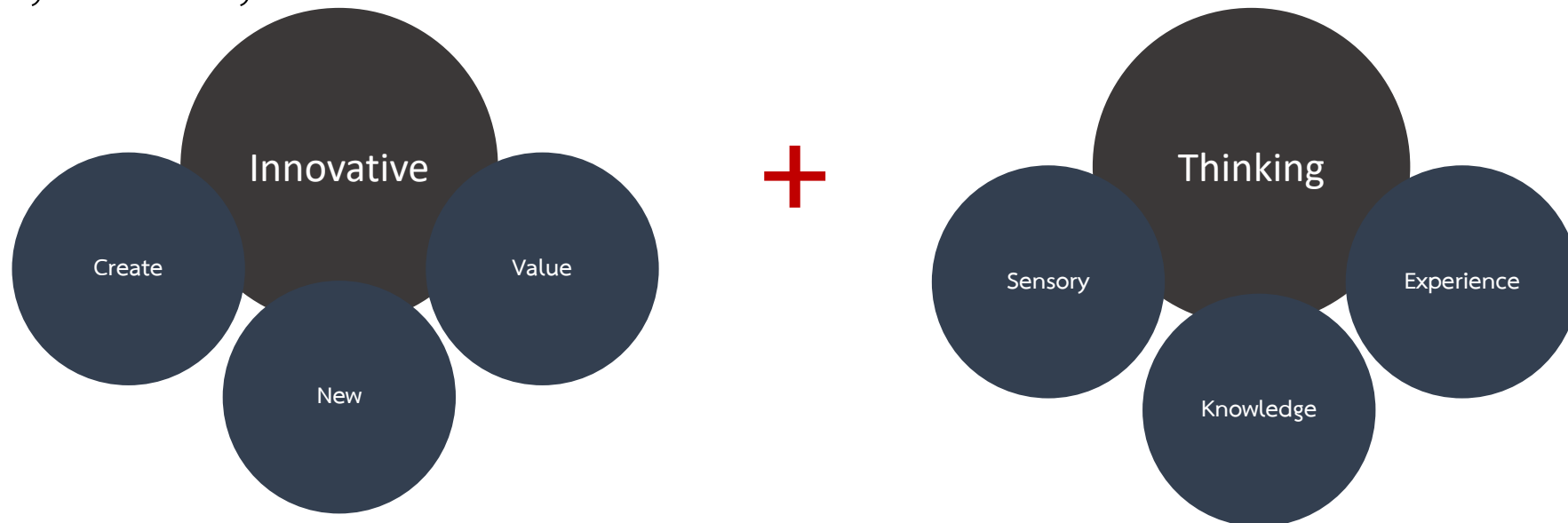
# INNOVATIVE THINKING CONCEPT

**Innovative Thinking** is a creative thinking process to create new innovations. that can solve user problems, such as service or product innovations By innovative thinking can add value to the product. Increasing competitiveness for the organization and increasing performance.

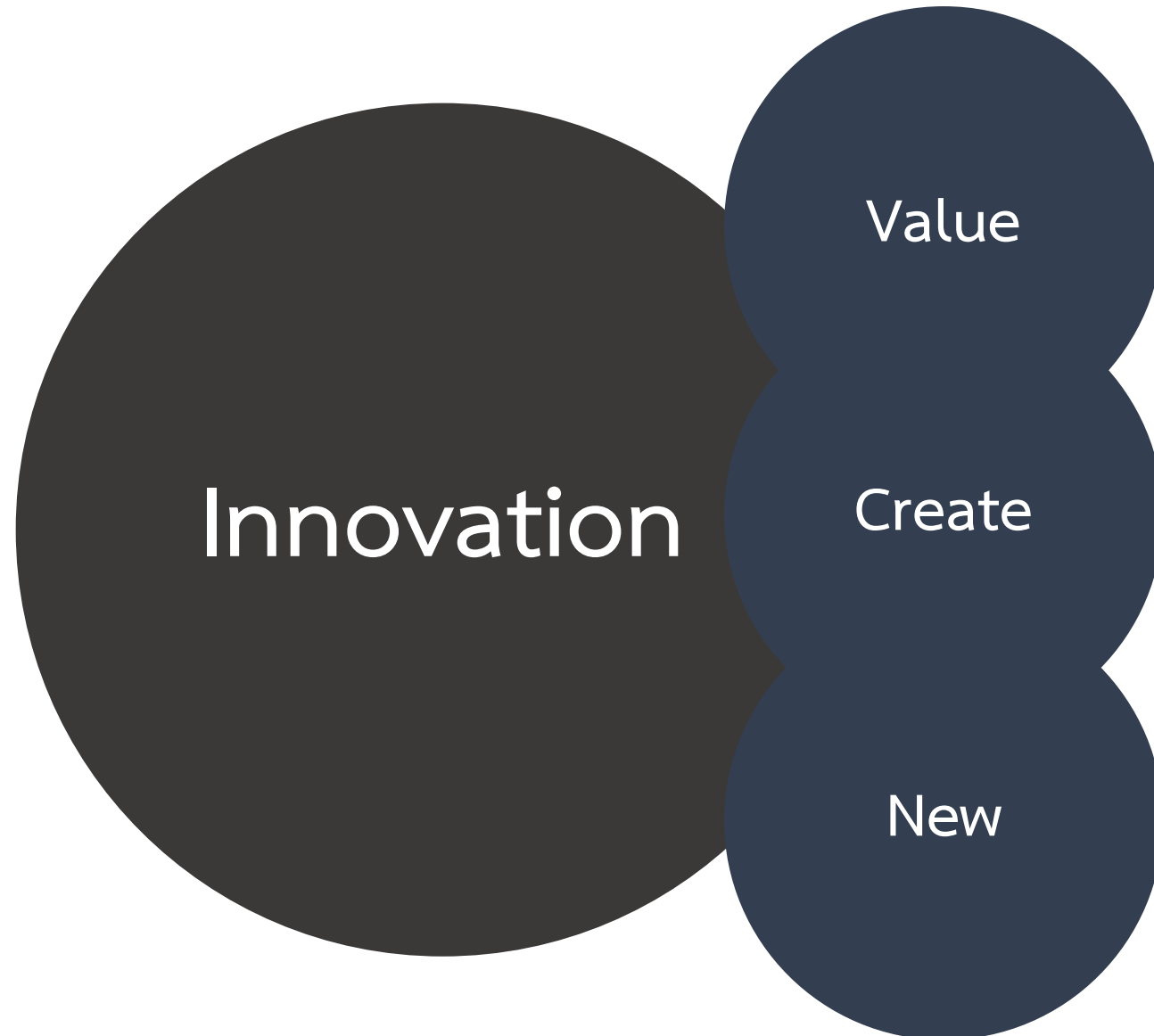
# INNOVATIVE THINKING CONCEPT

"Thinking skill" is the ability to think. From brain processes to responding to events that There may be cultivation from upbringing, experience, education, etc.

"Innovation" is the use of creativity to develop or invent new things such as services, products, or new processes (Service, Product, Process), etc. that are valuable (Value Creation) and useful to others. economy and society

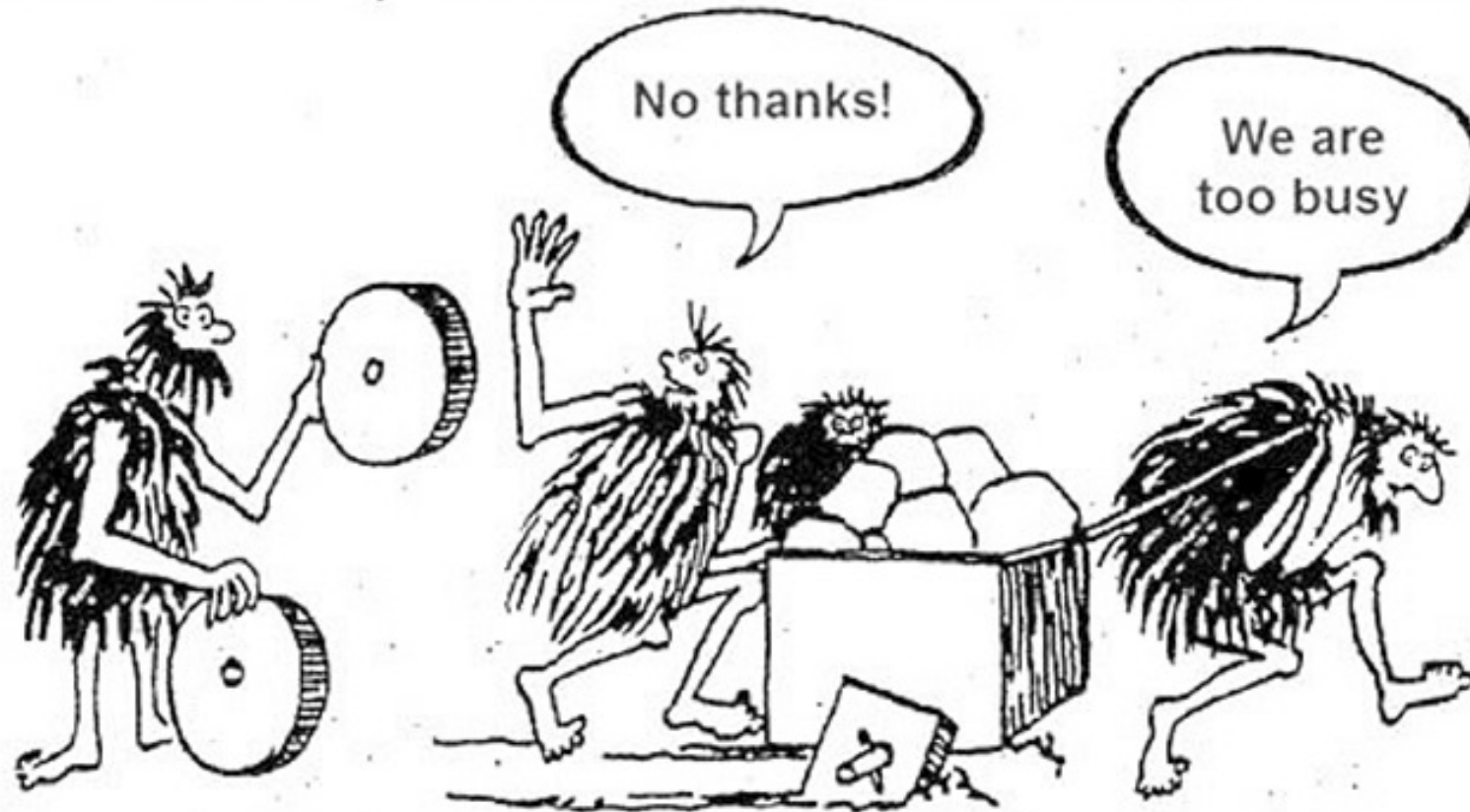


# INNOVATION CONCEPT



Innovative Thinking is thinking of new things. that help solve problems or develop new things to satisfy people or customers with something new that is valuable and able to create value and benefit.

# INNOVATION



*Cool tech without customer value is not*

**INNOVATION**

*...it's just*

**INVENTION**

# INNOVATIVE THINKING PROCESS

## **Ask for customer opinions.**

Ask for consumer opinions for data analysis. through channels such as surveys customer interview or to eavesdrop on what customers say on social media Because consumer problems are the beginning of new innovations. “If the last step is a way to set up the problem of innovation ”

## **brainstorm people in the organization**

Collecting as many ideas as possible to increase the chances of finding ideas that can be put into practice

## **filter possible ideas**

After we got the idea from the previous point We must first understand that not every idea is good or practical. The steps in this section are about benefits, resources, and possibilities. Try to rate every idea in the previous question through these 4 questions:

'Did it benefit the customer or not?

'Did it benefit the organization or not?

'Is it really possible?'

'Do we have enough resources?'



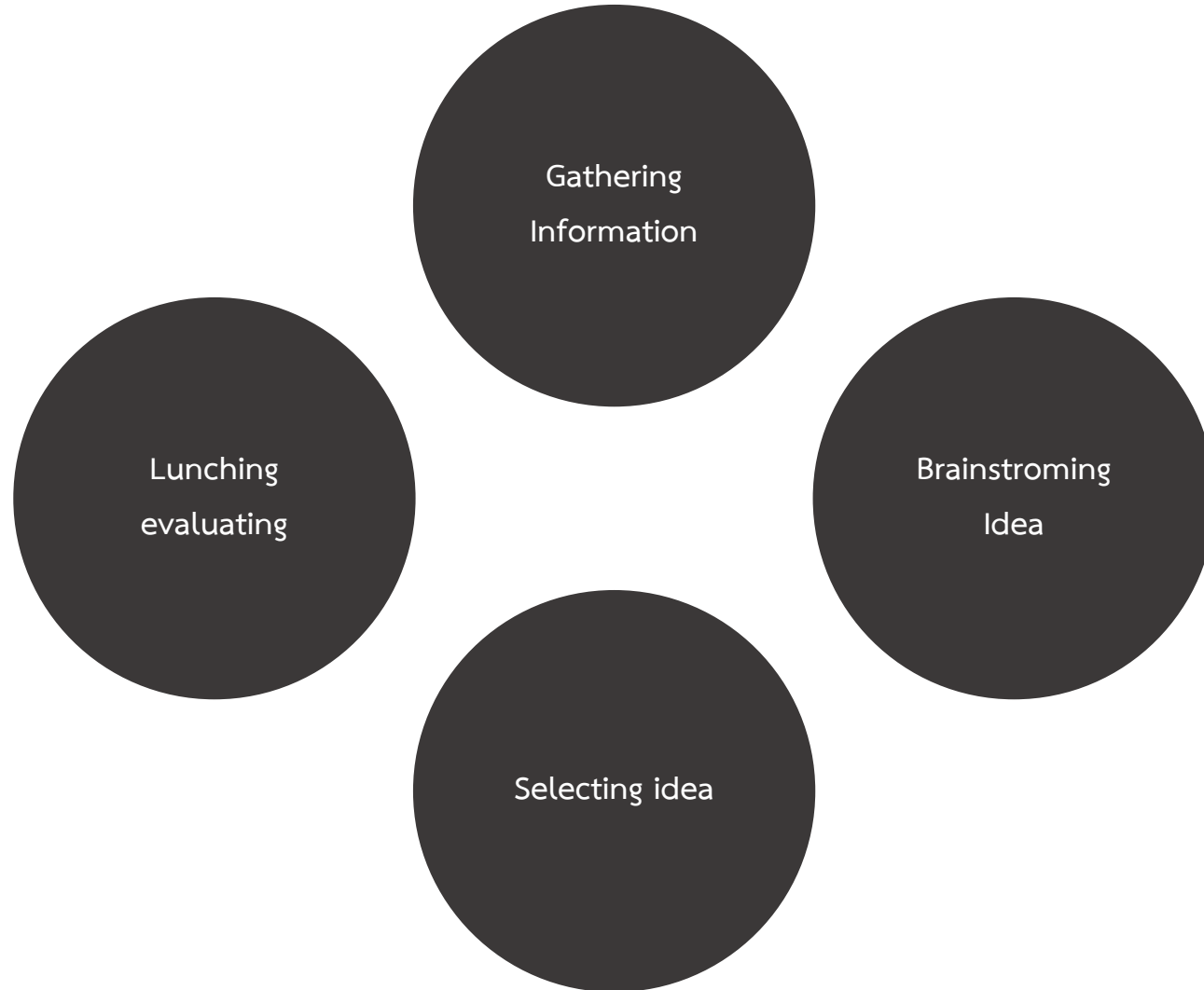
# INNOVATIVE THINKING PROCESS

## Test and improve

Because the article on ideas used to create innovation We cannot stop at the idea generation and screening stage. The process that we need to pay attention to as well is to test and improve ideas to encourage innovation to bring more ideas to develop and then test them with customers or users. You may need to revisit the idea a few times before it can be implemented.

## Continuously repeat

# INNOVATIVE THINKING PROCESS



# INNOVATIVE THINKING SKILLS

## Innovative Thinking Skills

1. Combining things (Combine Two Different Ideas)
2. Generate Lots of Ideas
3. Create a framework for what you are good at (Set Constraints to Boost Your Creativity)
4. Collect and Manage Your Ideas
5. Find new inspiration (Take Time Away from Your Desk)
6. Have an experimental mindset (Adopt an “Experimental” Mindset)

# INNOVATIVE THINKING BENEFICIAL

## **Competitive Advantage**

One innovation may mean that a business should increase sales slightly in the short term. But you have a process that can continually come up with new innovations. It means that you have a competitive advantage over your competitors.

## **performance Productivity**

Innovative thinking can make organizations run faster in two ways. The first is by creating repeatable processes. or is an idea that can continuously create new innovations The second is the benefit of innovation. This often makes many processes more efficient.

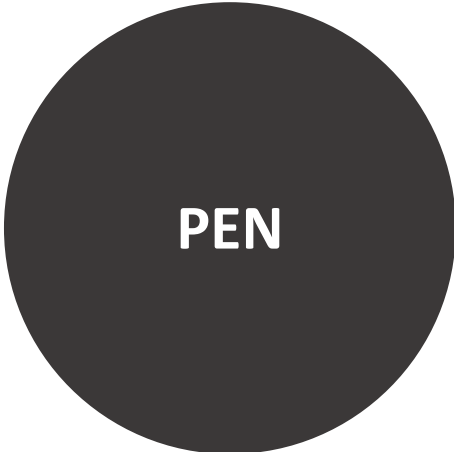
## **Employee morale**

The word innovation can be used to attract a lot of talent. For example, organizations like Apple or Google, where smart people or energetic employees apply every year. The reason is because employees see the value of innovative thinking. An organization that can teach this concept to employees is an organization that can buy employees' hearts.

## **New Product Development**

new product production new process or open new markets It is something that every business already wants. Because these are ways to generate additional income. It makes the organization more profitable and less risky because it doesn't rely on the same thing. But if you ask general organizations why they don't keep producing new products? The answer you have is that producing new products is costly and risky.

# Workshop



# Workshop



# Workshop

