The Art of Innovation

UNSW
AUSTRALIA

Never Stand Still   **UNSW Innovations**

Steve Brodie PhD, RTTP
Open Innovation Manager
UNSW Innovations

EasyAccess**IP**

Find us on **Linked in**.

Find us on **Facebook**

@unswinnovators

UNSW | Innovations
AUSTRALIA
MANU ET MENTE

The technology transfer and innovation office of UNSW Australia

UNSW
AUSTRALIA

The world
is changing!

UNSW

Intrapreneur = **Inside
Entrepreneur**

UNSW

"Intrapreneurs recognise corporate
innovation opportunities
and rally the resources to go after them"

UNSW

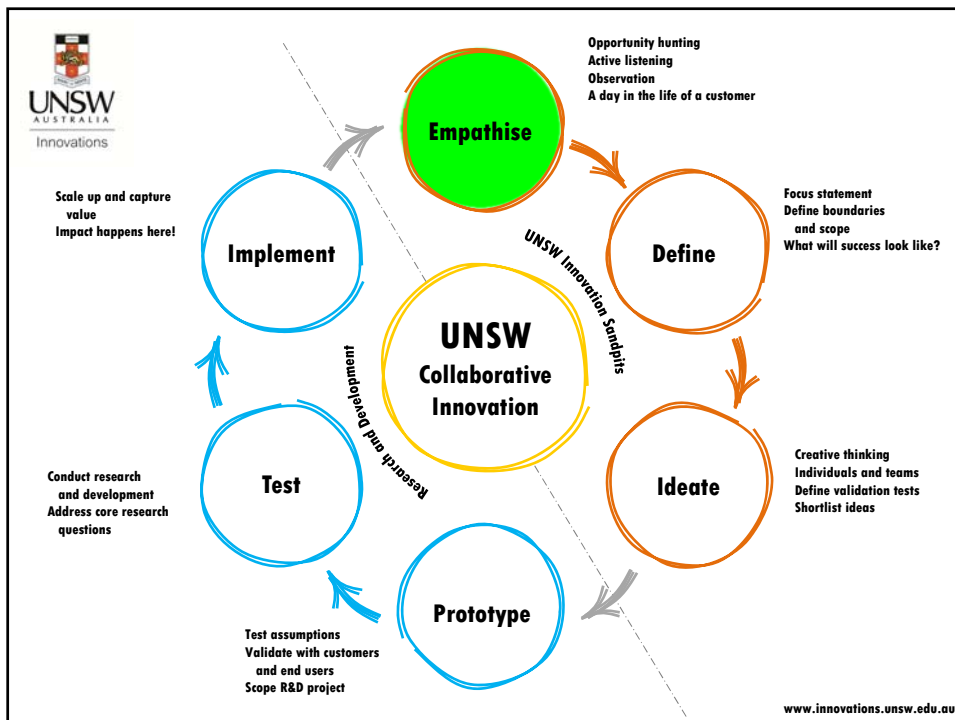Companies encouraging Intrapreneurship

UNSW

Quotable Quote

"Virgin could never have grown into the group of more than 200 companies it is now, were it not for a **steady stream of intrapreneurs** who looked for and developed opportunities, often leading efforts that went against the grain."
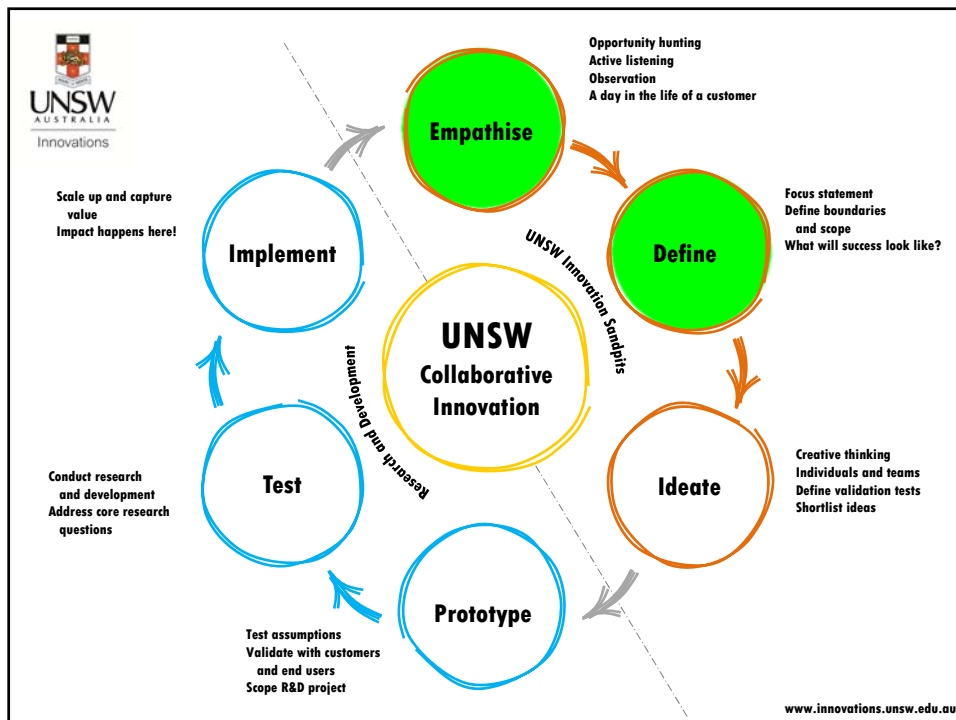
– Sir Richard Branson

Empathise

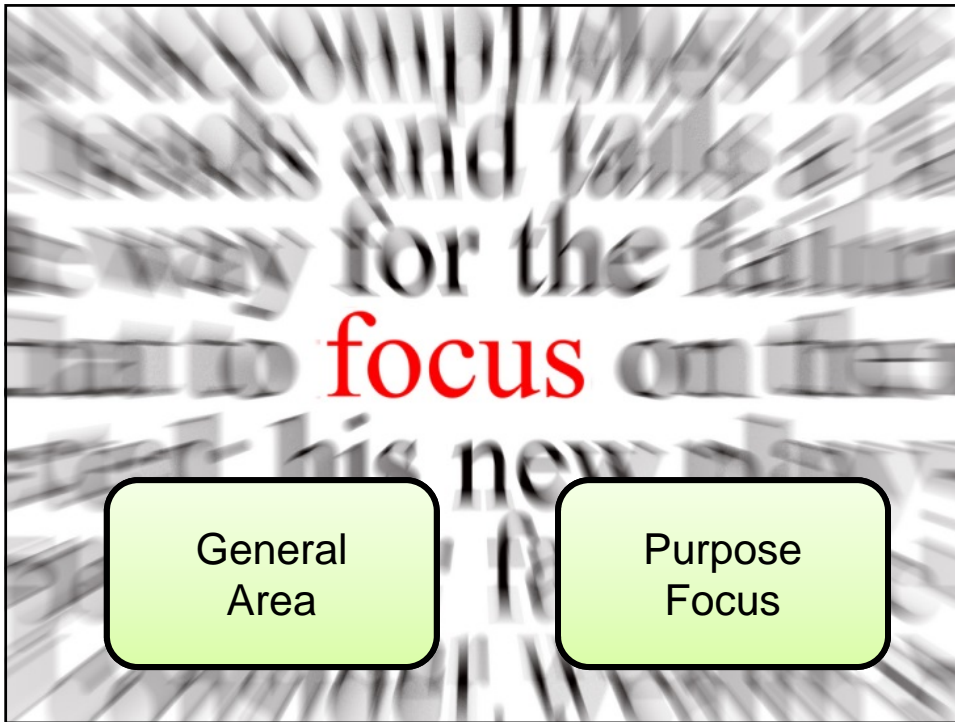**Systematic** search for innovation opportunities

- ➢ The Unexpected
- ➢ The Existing
- ➢ Incongruity
- ➢ Industry Change

- ➢ Demographic Shifts
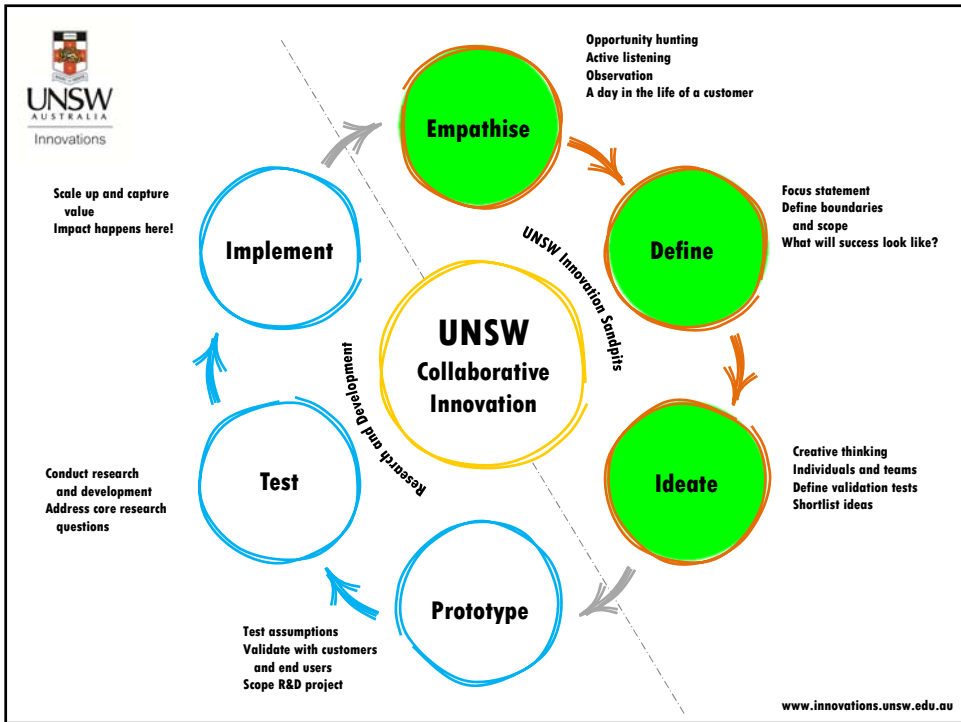- ➢ Altered Perceptions
- ➢ New Knowledge

http://www.entrepreneurmag.co.za/advice/growing-a-business/how-to-guides-growing-a-business/how-to-identify-opportunity-and-innovate/

UNSW

Challenge the Status Quo

General Area

Purpose Focus

How can the tracks be made safer for trains to ride on?

How can the wheels be made to stay on the track more securely?

Ideation

"If you always do what you always did

You will always get what you always got"

Definitions

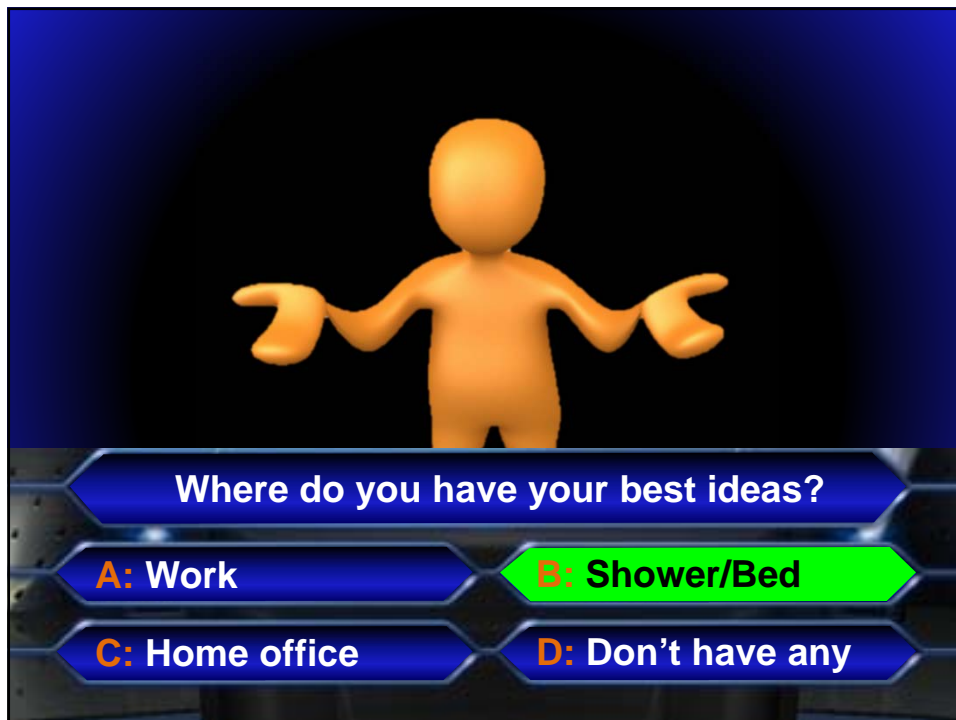## "**Creativity** means not copying"

- *Jacques Maximin – French Chef*

This quote famously inspired Ferran Adria to become one of the most innovative chefs in the world. Adria runs El Bulli, arguably the best restaurant in the world.

UNSW

Where do you have your best ideas?

A: Work   **B: Shower/Bed**

C: Home office   **D: Don't have any**

… because your

Mind

Wanders

off the beaten path

How do we think?

~80 Billion

Your brain ... Potential solutions — Logical Solution — **A network of networks** — UNSW

Sign here

UNSW

13
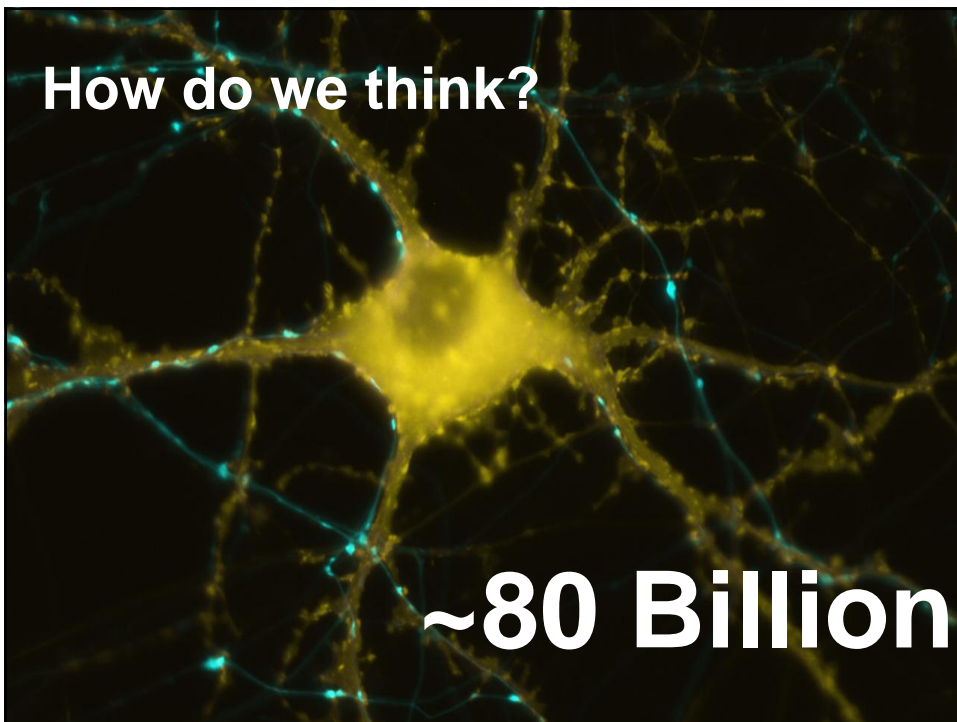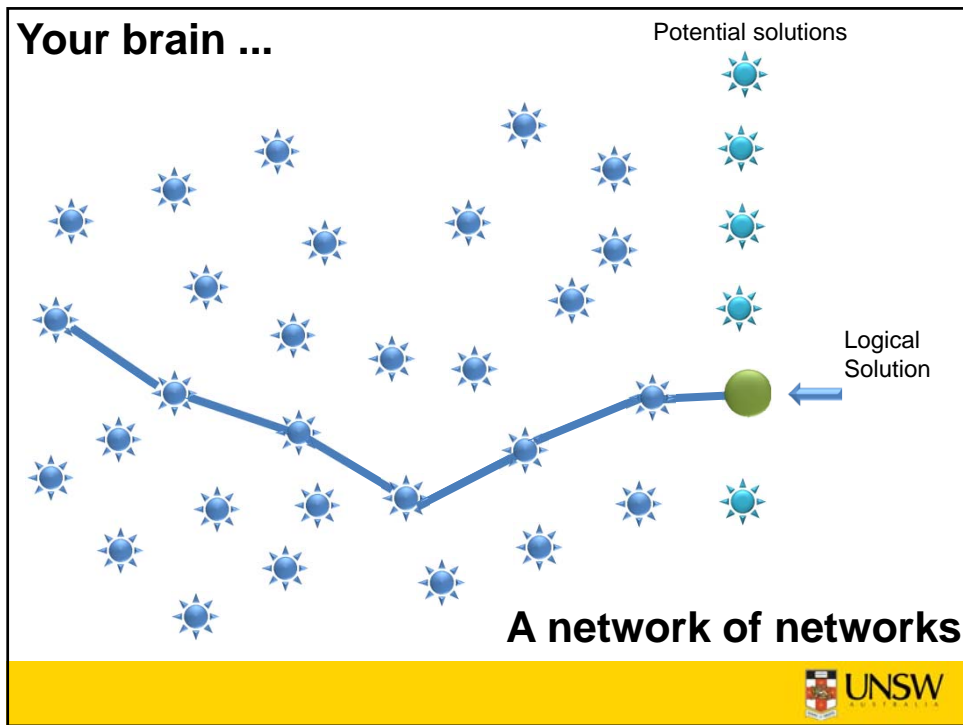
Why we need patterns of thinking

Imagine …

- 11 items of clothing

- **39,916,800 combinations!**
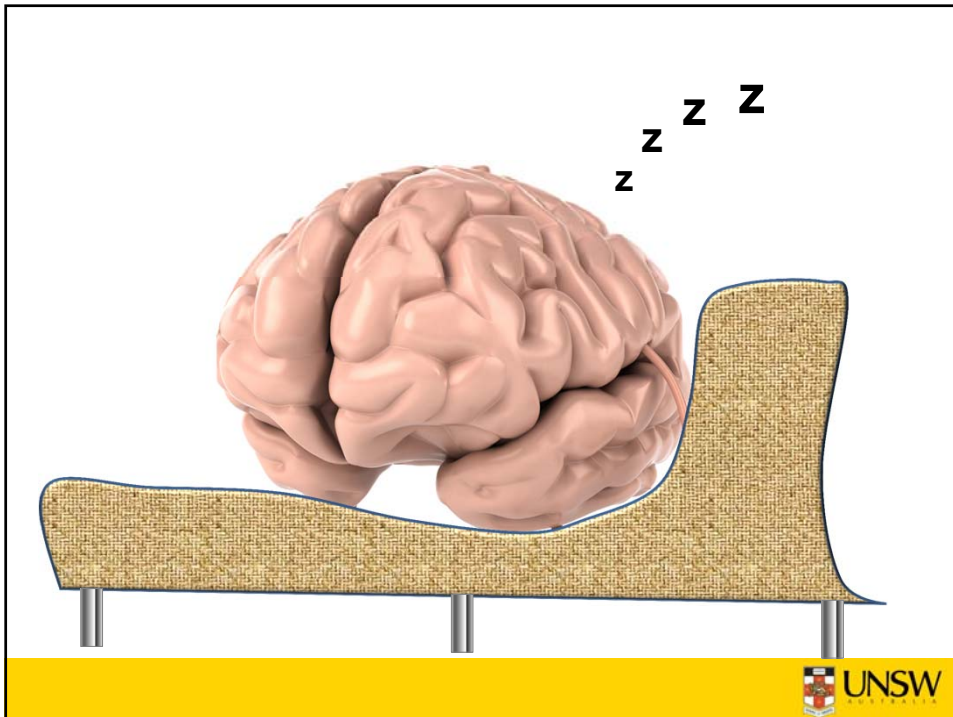
- **462 days** at one per second!

- Edward de Bono

Your brain ...

Potential solutions

Creative Thinking Activity

Innovative Solution

Logical Solution

A network of networks

UNSW
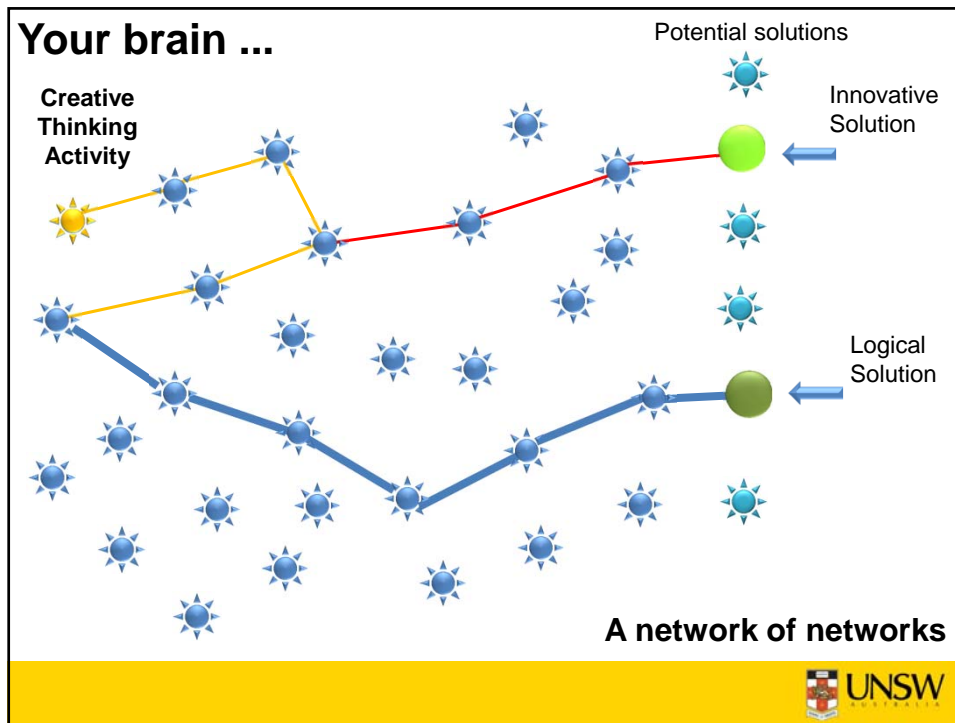
Summary

➢ Be "en-garde" for opportunities
➢ **Carefully** define the problem/opportunity
➢ Anyone can learn to think creatively *again*
    ➢ Use formal brainstorming and creative thinking sessions
➢ Practice, practice, practice
➢ Have FUN!

Take Time To Think – T⁴ ™

UNSW

UNSW | NewSouth Innovations

Contact details

Dr Steve Brodie
Open Innovation Manager
UNSW Innovations, UNSW Australia

s.brodie@unsw.edu.au

UNSW

UNSW AUSTRALIA Innovations

Empathise
Opportunity hunting
Active listening
Observation
A day in the life of a customer

Define
Focus statement
Define boundaries
and scope
What will success look like?

Ideate
Creative thinking
Individuals and teams
Define validation tests
Shortlist ideas

Prototype
Test assumptions
Validate with customers
and end users
Scope R&D project

Test
Conduct research
and development
Address core research
questions

Implement
Scale up and capture
value
Impact happens here!

UNSW Collaborative Innovation

UNSW Innovation Sandpits

Research and Development

www.innovations.unsw.edu.au