



# Innovation Management Systems

**Course description:** *The path to a profitable FUTURE is Innovation. The purpose of this program is to teach you a sustainable innovation system. To teach you the tools and help you build confidence to lead creation, communication and commercialization of meaningfully unique ideas for product development and/or process improvement development.*

## Course Outline

### Day 1- Innovation Management Fundamentals and Basic Innovation Tools

Day 1 is focused in learning the foundation of innovation management. The purpose of this day is to teach you the basic innovation tools on how to stimulate the brain to create linear and non-linear solutions. Day 1 will also help you identify and overcome the common challenges that you and your team will face in the implementation of an innovation system.

#### Day 1 - 8:00 am – 5:00 pm

- Why Innovation?
- Innovation Management Systems
- Crucial Communication
- 4 Principles: The Management System
- Idea Creation
- Idea Communication
- Idea Commercialization

### Day 2-Building Innovation Confidence and Advanced Innovation Tools

Day 2 is focused in using advanced innovation tools to create team confidence. The purpose of this day is to teach you how to develop confidence in your team for effective idea generation through the use of advanced innovation tools.

#### Day 2 8:00 am – 5:00 pm

- Stimulus mining
- Clarity and Focus
- Features and Benefits
- Death Threats
- Features vs Benefits
- Math Plan: Estimating
- Out of the Box Creativity
- Mechanical Creativity
- Classic Creativity
- Idea Commercialization

product  
overview

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Email us at [tmac@utrgv.edu](mailto:tmac@utrgv.edu)

### **Day 3 – Implementing an Innovation Management System**

Day 3 is focused in refining the use of the advanced innovation tools. The participant will learn how and when to use particular set of tools in product development or process development. This day will require a real implementation on the stages innovation system.



#### **Day 3 8:00 am - 5:00 pm**

- Yellow Card Creation
- 20 common questions
- Idea Strength
- Borrowing Brilliance
- Innovation Action Plans
- \* Initial Project Presentations

\* A member from upper management is required for the initial project presentation. The ideas will be presented and actual team performance will be assessed based on the feasibility of the ideas generated through the 3-day program.

\* Training material, handouts and certificate of completion are provided to all participants.

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