



INNOVATION

RIGHT BRAIN TECHNIQUES.

COMPREHENSIVE TOOLS & METHODS.

Innovation

Known solutions may not always be effective in closing the gap between the desired value and the current value. There may be no ready-made answers. This is the realm of Innovation. Innovation is not fuzzy logic. This program will equip you with a systematic approach to innovation. The program introduces unique right-brain techniques in creative thinking and its application & use in the field of innovation. The program will also lay down a step-by-step approach to innovative thinking. The knowledge from the program can be used in any stage of your product or service life-cycle. It deep-dives into customer value creation and develops problem-solving & innovative thinking. It equips participants with techniques for handling contradiction, managing resource constraints; and ensuring product innovation is successfully implemented and used.



EDG Cornerstone

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YOUR COURSE OF STUDY

- Innovation & You
- What is Innovation?
- Need for Innovation
- Creative Thinking
- Imagination & Fantasy
- Principles of Fantasy Creation
- Method of Focal Objects
- Morphological Analysis
- Object Feature Value
- Problem Definition
- Definition of Function
- Types of Function
- Categories of Innovation
- Core skills of innovative thinking
- Customer Value Creation
- Model of Problem-Solving Thinking
- Ideality Thinking
- Contradiction Thinking
- Express Failure Analysis
- Resource Thinking
- Systems Thinking

PARTICIPANT PROFILE

Management students, Advertising & Marketing professionals, Product Managers, Academia.