

Identifying Opportunities For Innovation

Generating Winning Ideas

This course will show learners how to “fill the innovation pipeline” with winning ideas. We’ll focus on which levers to pull to find truly outstanding ideas, or as we’ll refer to them, opportunities.

To practice the techniques, learners will engage in an “Innovation Tournament” designed to help identify and evaluate innovation opportunities. On the final day of the course, learners will share what they’ve learned, review the results of the tournament and discuss next steps for applying the concepts.

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Learners will:

- Examine how to use both internal and external opportunities to fill the innovation pipeline
- Explore questions such as: where should one look for ideas? How can one improve idea quality? How can more ideas be produced?
- Pull specific levers to improve the success of the pipeline:
 - The quantity lever
 - The quality lever
 - The variance lever
 - The filter ratio lever

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Course Outline

DAY 1

Identifying Opportunities for Innovation

- Why Innovate and Why You?
- Where Do the Best Ideas Come From?
- Introduction to Innovation Tournaments
- The Power of Innovation Tournaments

DAY 2

Internal and External Sources of Opportunity

- Creating Opportunities Internally
- Sensing Opportunities Externally
- Looking to Outside Sources
- Potential Innovation Opportunities

DAY 3

More Ideas Lead to Better Ideas

- Techniques for Generating Ideas
- The Quantity Lever
- The Quality Lever
- Increasing the Quantity and Quality of Ideas

DAY 4

The Power of Variance

- The Variance Lever
- The Filter Ratio Lever
- How Will You Drive Your Ideas Forward?

DAY 5

Interactive Capstone

- Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.