



# INNOVATION AND CREATIVITY

## Innovation and Creativity

A workshop for corporations serious about innovating new products and services in a systematic manner using Inside the Box and Lean Innovation Model.

## Skills and Benefits Participants Will Receive

Identify and develop innovation in products and services using currently available resources in a systematic way using Inside the Box Model ●

Understand and apply the principle of Lean Innovation to test if your products or services are wanted by the market ●

Disrupt the old ways of thinking that inhibit the team from innovating or creating a culture of innovation ●

## Suitable For

● R&D team members, Marketers, Sales, and Customer Service

● Executives looking to build an innovation culture for their teams

● Entrepreneurs and those interested in bringing innovation into their organization

“We shorten your learning curve and make it fun”



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## Topics Covered

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### Function Follows Form

Function Follows Form is an innovation process that relies on human tendency to find use from existing items rather than redesigning an item from the start. Participants will be presented with services and products, but will not be briefed what they are used for. Their task is to reverse their thinking and see what these items can be used for.

### Inside the Box Thinking

Innovation is at its best commercially if it utilizes existing resources that can be rearranged or re-engineered into new products or services. Participants will learn how to innovate new products and services relevant to their current positions using a step by step guide from Inside the Box Model (Add, Subtract, Multiple, and Divide) and Scamper Model (Substitute, Combine, Adjust, Modify, Put to Other Use, Eliminate, and Rearrange) of innovation.

### Disruptive Questions

Interrupt the traditional way of thinking with disruptive questions. Learn from Zappos, an online shoe retailer that reinvented itself as a service company that just happen to sell shoes. Zappos' revenue grew more than 700% in 3 years as a result of its transformation.

### Lean Innovation

Test your assumption before going to market is the core of Lean Innovation. Using a business simulation, participants will learn the business side of innovation from Idea → Hypothesis → Experimental Design → Experimentation → Pivot or Persevere.

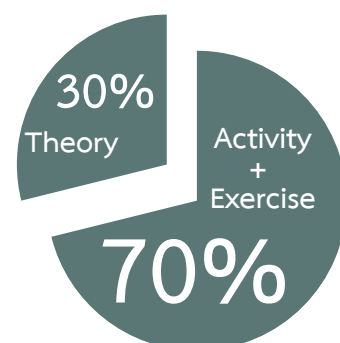
## Innovation in Action

Having learned the process and case studies, participants will work together in teams and immediately put the knowledge into practice. Each team will present their ideas to their fellow classmates to test their ideas and assumptions. Their ideas will be captured into a report by our facilitator and submitted to the management team to review and possibly implement.

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Contact us for a free demonstration.

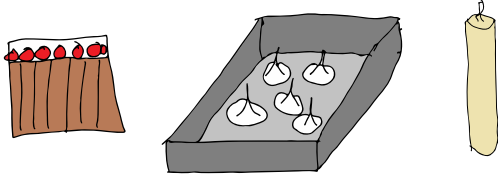
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# Activity

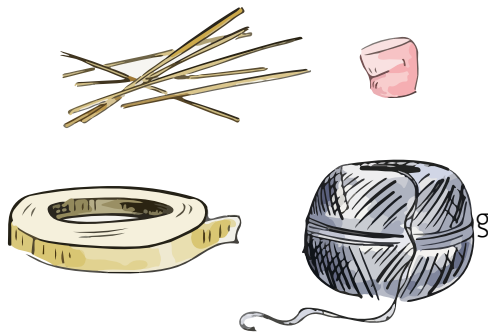
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## The Candle Problem

Participants will be tasked to find the best way to attach a candle to a wall using only the candle, matches, and thumbtacks.

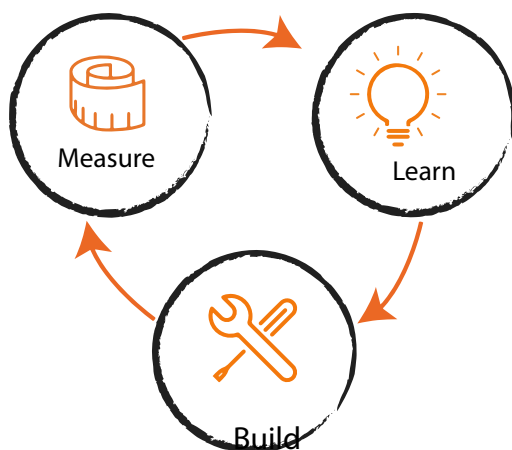
Key Idea: Overcoming false assumptions



## Marshmallow Challenge

In a team of 4-6 people, each team has 18 minutes to construct the highest tower made of spaghetti, tape, and rope that is capable of supporting the weight of a piece of marshmallow sitting on top.

Key Idea: When creating a prototype, test your design at a very early stage before committing time and resources only to find out the flaws when it is too late.



## Lean Innovation Simulation

The goal of each team is to manufacture a paper based product using the raw material and equipment provided. They must launch then product to an unstudied market to generate the most profit possible. Their success depends on how they conduct market research, cost analysis, and adapt their manufacturing process.

Key Idea: Get out of the building. Don't make things nobody wants. Create a minimum viable product and test your hypothesis.

