insight

Expanding possibilities for action

Innovation Resources

➢ **Tools for innovation assessment, visualization, and idea management**
➢ **Creativity training programs**
➢ **Websites with innovation resources**

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people changing their world®
www.peakinsight.com

This publication contains resources to help people enhance their skills in working with various kinds of innovation processes. It was prepared as a supplement for "Innovation at Work" (ASTD *Info-line* #0303 by Katherine Holt, published in March 2003). That publication can be ordered from ASTD in booklet or PDF format as follows:
http://store.astd.org/product.asp?prodid=2004 (booklet)
http://store.astd.org/product.asp?prodid=2005 (PDF)

Innovation assessment tools

Creative Problem Solving Profile Inventory™: The Basadur Simplex CPSP is an 18-item instrument that describes styles of acquiring and using knowledge in thinking and problem solving. The profile can be used by people who have completed a 3-day certification in Min Basadur's Simplex system. See www.basadursimplex.com for more information.

FourSight™: Dr. Gerard Puccio developed this 37-item instrument based on the Creative Problem Solving (CPS) model developed by Alex Osborn in 1953. It measures preferences for insight, imagination, analysis, and action according to four thinking modes (i.e., clarifier, ideator, developer, and implementer). No certification is required. See www.FourSightOnline.com for more information, including a technical manual that can be downloaded.

Herrmann Brain Dominance Instrument: The HBDI™ is a popular 120-item instrument that measures thinking style preferences (whether people value logical thinking, structure & process, interaction, or spontaneity). Herrmann International offers a 3-day certification process. Pricing depends on quantity and scoring turnaround time. See www.hbdi.com for more information.

Innovate with C.A.R.E. Profile®: This is a 12-item instrument sold by Inscape Publishing through a network of distributors. It identifies 5 key roles in innovative team performance (creators, advancers, refiners, executors, facilitators). No certification is required. A facilitator kit is available for purchase, along with individual booklets for self-scoring by participants. See www.inscapepublishing.com for more information.

Innovation Horizons®: This is a multi-rater feedback (360º) instrument developed by Peakinsight LLC. It provides feedback on 12 roles played by innovators (i.e., scout, inquisitor, networker, collaborator, catalyst, prototyper, builder, evangelist, challenger, customer advocate, ecologist, cultivator). Evidence of other 360 certification is required for facilitators. Development guides are available for each role. See www.peakinsight.com for details.

Innovation Styles Profile™: This is a 28-item instrument developed by William C. Miller to assess 4 strategies (modifying, exploring, visioning, experimenting) for fostering innovation and change in handling workplace challenges. No certification is required. It is available through multiple sources on the internet (e.g., www.creativeadvantage.com and www.innovationguru.com)

KAI: Dr. Michael Kirton developed a 32-item inventory based on his Adaptor-Innovator Theory that measures people on their style of problem solving and creativity. The KAI Centre offers a 5-day certification process. Individual instruments are sold in packages for administration and scoring by trained facilitators. This instrument has the most theoretical rigor and extensive research supporting its use. See www.kaicentre.com for details.

KEYS® to Creativity: Dr. Teresa Amabile developed a 78-item instrument to assess the climate for creativity that exists in a work group, division, or organization. KEYS® environmental factors that encourage creativity include organizational encouragement, supervisory encouragement, work group support, sufficient resources, challenging work, and freedom. KEYS® also measures organizational impediments and workload pressure as obstacles that inhibit creativity. KEYS® is distributed by the Center for Creative Leadership (CCL), and can be purchased by people who meet CCL's user qualifications criteria. See www.ccl.org/products/keys/index.html for details.

Visualization tools

Creative Whack Pack®: This box of 64 strategy cards was developed by Roger von Oech (Creative Think). Some highlight places to find new information, some provide techniques to generate new ideas, and some provide advice on decision-making. Others provide a "kick" to put ideas into action. Many of the same strategies are included in the book called *A Whack on the Side of the Head*. The cards are available at www.amazon.com.

Innovation Landscapes: An offering of the Doblin Group that shows the intensity and diversity of the innovation challenge, and how it is changing. Each landscape shows 10 types of innovation (i.e., business models, networking, enabling processes, core processes, product performance, product systems, service, channel brand, customer experience) and provides a view of industry activity over time that allows basic innovation patterns to leap out. By comparing one company's activities to those of its competitors, it shows areas where people are not innovating yet. See www.doblin.com/landscapes for more information.

Visual Explorer: A product offering of the Center for Creative Leadership (CCL) which facilitates dialogue and helps people reach a shared understanding. It includes 204 color images that help people picture approaches to complex challenges. People select image(s) from the collection that they feel are connected to the topic. In sharing their chosen image with others, they tell stories about its meaning and hear the perspectives of others. See www.ccl.org for more information.

Idea management tools

Axon Idea Processor: This "Visualization Tool for Thinkers" is distributed by Axon Research of Singapore. It is a Windows program for generating ideas, concept mapping and creative writing. Please visit their website for more information at http://web.singnet.com.sg/~axon2000.

Idea Central: This idea management system was developed by Mark Turrell and others at Imaginatik. The system can be quickly installed and easily customized to help large organizations solicit ideas from their employees in response to specific challenges. See www.imaginatik.com for more information.

Innovation Wizard: This intranet product was created by the Innovation Network and is distributed by several of their members (e.g., see www.thinksmart.com and www.creativeadvantage.com). It provides an electronic wizard for intranets that claims to "teach people to think smarter, generate more and better ideas, and work together more effectively to implement the best ideas."

Knowledger 4.0: This software tool from Knowledge Associates Ltd. helps people collect and categorize internal and external information. People can use customizable Knowledge Navigators to re-use stored knowledge. People can collaborate via on-line workspaces. See www.knowledgeassociates.com for more information.

Mind Genius: This software product is the latest in a series of Mind Map® tools based on the work of Tony Buzan. According to the Buzan Centres, "A Mind Map is a powerful graphic technique which provides a universal key to unlock the potential of the brain. It harnesses the full range of cortical skills — word, image, number, logic, rhythm, colour and spatial awareness — in a single, uniquely powerful manner." See www.ygnius.com for more information.

Creativity training programs

Creative Charrettes: These highly creative, focused, and disciplined problem-solving sessions are offered by The Sonoma Institute. The 2-day programs produce innovative results that can be quickly translated into action and market value. Teams leave with a fresh perspective, powerful strategy and actionable implementation plan. See www.sonomainstitute.com for more information.

Creativity in Business: This program was developed by Michael Ray at Stanford University, and is based on his book by the same name. It helps people think about business as art, and covers the preparation, inspiration and implementation of creativity in organizations. See www.michael-ray.com for more information.

Disney Approach to Organizational Creativity: This program offers easily adaptable ideas for creating a corporate climate that inspires employees to *dream it* and supports them to *do it!* Meetings with members of the Disney management team and visits to behind-the-scenes support operations bring program topics to life as you examine how leaders bring together organizational identity, structural systems, and creative culture to maximize creative potential. All Disney Approach programs are tailored to a specific organization's needs. The most in-depth version is a 3.5-day seminar. See http://disney.go.com/vacations/websites/disneyinstitute/group_programs.html for more information.

Facilitating Creative Leadership: This program is offered by the Creative Problem Solving Institute of the Creative Education Foundation. It gives people the opportunity to identify, explore and develop the skills necessary to be an effective facilitator of the Osborn-Parnes Creative Problem Solving process. See www.cef-cpsi.org for more information.

Go Innovate! Academy: This 3-day program is conducted by Andrew Papageorge and sponsored by the Centre for Strategic Management. *GoInnovate!,* is a system that generates swift and continuous innovation throughout an organization. The *GoInnovate! Academy* is an intensive, fun learning experience designed to build competency in innovation and creativity using market-tested principles, practices and tools. See www.goinnovate.com for details.

Graphic Facilitation: This is a 3-day training program offered by Grove Consultants International to teach "the art of leading groups and group processes toward agreed-upon objectives in ways that are participatory, productive and memorable." This course combines the theory and practice of graphic facilitation with the fundamentals of graphic recording. See www.grove.com for more information.

Igniting Creative Potential™: This 5-day course is offered by the Creative Problem Solving Group – Buffalo. It combines their foundations and facilitator development workshops. Participants facilitate groups in creatively solving real problems and learn a system for change. See www.cpsb.com for more information.

Innovation Academy: This 2-day program is conducted by Gary Hamel, and based on principles found in his *Leading the Revolution* book. The program is co-sponsored by Strategos and Harvard Business School Publishing. See www.strategos.com for more information.

Jump Start Your Business Invention Coaching: These programs are offered in several team formats by Eureka! Ranch. Their classic format is a 2-day program that provides in depth ideation to create new business inventions. It is designed for cross-functional teams with minimal experience working together. See www.eurekaranch.com for more information.

Leading Creatively: This 5-day program is offered by the Center for Creative Leadership (CCL) for experienced managers who could benefit from new creative perspectives to deal with challenging leadership issues. See www.ccl.org for more information.

Seeds of Innovation®: This 2-day workshop is offered by The Innovation Group to help participants strengthen their skills in creative, strategic and transformational thinking. Materials are based on Elaine Dundon's best-selling book called *The Seeds of Innovation: Cultivating the Synergy that Fosters New Ideas*. See www.seedsofinnovation.com for more information.

Simplex Skills Workshops: This series of 2.5-day programs was developed by Min Basadur to train people in his Simplex method of creative problem solving. See www.basadursimplex.com for more information.

Websites with innovation resources

ORGANIZATION	WEBSITE
Basadur Applied creativity	Basadursimplex.com
Bottom Line Innovation	Bottomlineinnovation.com
Buzan Centres	Mind-map.com
Center for Creative Leadership	Ccl.org
Creative Advantage	Creativeadvantage.com
Creative Education Foundation (Creative Problem Solving Inst.)	Cef-cpsi.org
Creative Problem Solving Group-Buffalo	Cpsb.com
Doblin Group	Doblin.com
Entovation International	Entovation.com
Eureka! Ranch	Eurekaranch.com
FourSight	Foursightonline.com
Go Innovate!	Goinnovate.com
Herrmann International	Hbdi.com
Imaginatik	Imaginatik.com
Innovation Exchange	Iexchange.london.edu
Innovation Management Association of Canada	Imac-acgi.ca
Innovation Network	Thinksmart.com
Innovation Resource	Innovationresource.com
International Center for Studies in Creativity	Buffalostate.edu/centers/creativity
KAI Centre	Kaicentre.com
Management of Innovation & New Technology Research Centre	Mint.mcmaster.ca
Sonoma Institute	Sonomainstitute.com
Stage-Gate Inc.	Stage-gate.com
Strategos	Strategos.com
The Innovation Group	Seedsofinnovation.com

About the author

Katherine Holt coaches global leaders to achieve personal and organizational change. She helps people foster more innovative cultures and build sustainable organizations.

Feedback

If you know of other tools, training programs or websites that should be included when this publication is revised, please send info to **katherine@peakinsight.com** or call 970-247-1180.

Future Insights

Do you have an interesting tool or process that gets amazing results? Please consider sharing it with Peakinsight readers as part of the Insight series. For details on submitting articles for publication, please send email to **insight@peakinsight.com**.