How does your current process perform?  Grade each question 1 (Never) to 5 (Always)

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<th>Innovation Mindset</th>
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<td>Internal and external team members develop fitness for use requirements, specifications, and marketing claims.</td>
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<td>Project team is committed to only one project at a time (includes daily production support).</td>
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<td>Design, manufacturing, sales, and marketing activities are performed in parallel.</td>
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### Why Invest in Innovation?

- It can lead to higher profits.
- Firms with innovation as a primary strategy realize 29% higher return on sales compared to those with other primary strategies (Georgia Manufacturing Survey 2012).
- The Innovation Cycle is a repeatable process that results in the creation of a novel process, product, service, or business model that has business value.
THE INNOVATION CYCLE

**PHASE 1**
**DEFINITION**
- Create and Capture Ideas
- Develop Value Proposition
- Evaluate Opportunity and Strategic Fit
- Select and Refine Idea(s)

**PHASE 2**
**DISCOVERY**
- Pilot Concept to Prove Value
- Estimate Financial Returns
- Evaluate Competitive Options
- Commit Resources

**PHASE 3**
**DEVELOPMENT**
- Develop a Plan
- Design a Solution
- Verify and Validate Processes
- Create Sales and Marketing Plan

**PHASE 4**
**DELIVERY**
- Refine Sales Literature
- Communicate to Team
- Integrate into Current Practices

**SYMPTOMS OF BREAKDOWN**

**Potential Solutions**

**PHASE 1**
- Lack of clarity of real customer needs/problems
- Lack of ideas
- Innovation vs. innovation
- Low management or employee support

**PHASE 2**
- High percentage of new products/services fail to meet expectations
- Overloaded product development/under-resourced projects
- “Flavor of the Month”
- Unclear “why” we are considering concept

**PHASE 3**
- Delayed releases
- High costs
- Long development cycles
- Solutions don’t satisfy market needs
- Poor team morale/motivation

**PHASE 4**
- Many engineering changes after commercialization
- High manufacturing costs
- Quality problems
- Solutions don’t satisfy market needs
- Team confusion

**THE INNOVATION CYCLE**

1. **PHASE 1: DEFINITION**
   - Create and Capture Ideas
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The Innovation Cycle

**Ideas**

**Discovery**

- Opportunity and markets are quantified with support data from various sources.
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