

## The Innovation Model: How to Advance a Good Idea

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There are many definitions of innovation. A very simple one is 'Change that adds value'.

There would be few tertiary education institutions that are not currently undergoing change and in many cases, quite intensive change. As managers we need to ensure that the changes are adding value.

An innovation model is a simple method for leading innovation within your institution as well as providing a structured process to evaluate the genuine merit (and value) of the idea. This presentation will explain the various phases within the innovation model and provide step-by-step information about how to progress an idea from thought to reality.

The model includes:

1. Idea generation (how to stimulate creativity and innovative thinking to generate ideas)
2. Idea evaluation (how to identify those ideas with genuine merit, and eliminate the others)
3. Idea modification (How to strengthen the idea)
4. Idea selection (How to present the idea for approval and a framework for selecting the most valuable ideas)
5. Idea implementation (How to make the idea happen)
6. Idea sustainability (How to make the idea stick)
7. Idea diffusion (How to spread the idea around)

The presentation will also include case studies from within the tertiary education sector.