



Developing innovation competencies for organizations

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CONCEPT OF INNOVATION.

Develop innovation is a social need



Personal level

For Organisations



University social responsibility

Promote competencies development



For

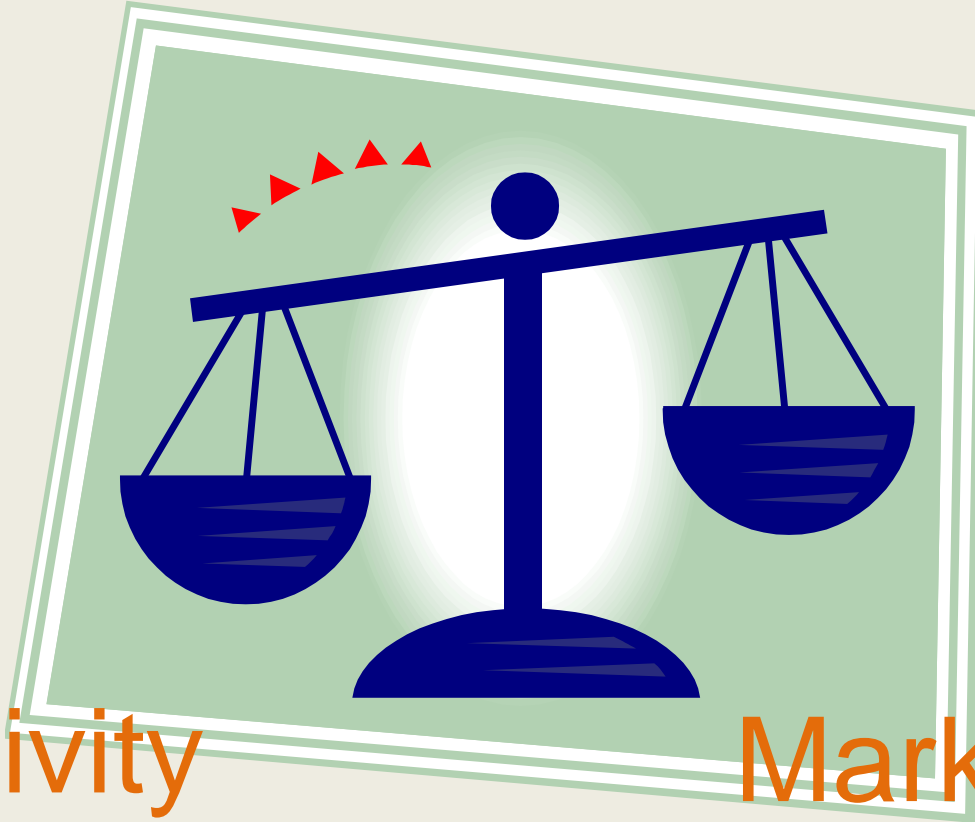
Creativity and innovation

What does
innovation mean?

What competencies
are needed?

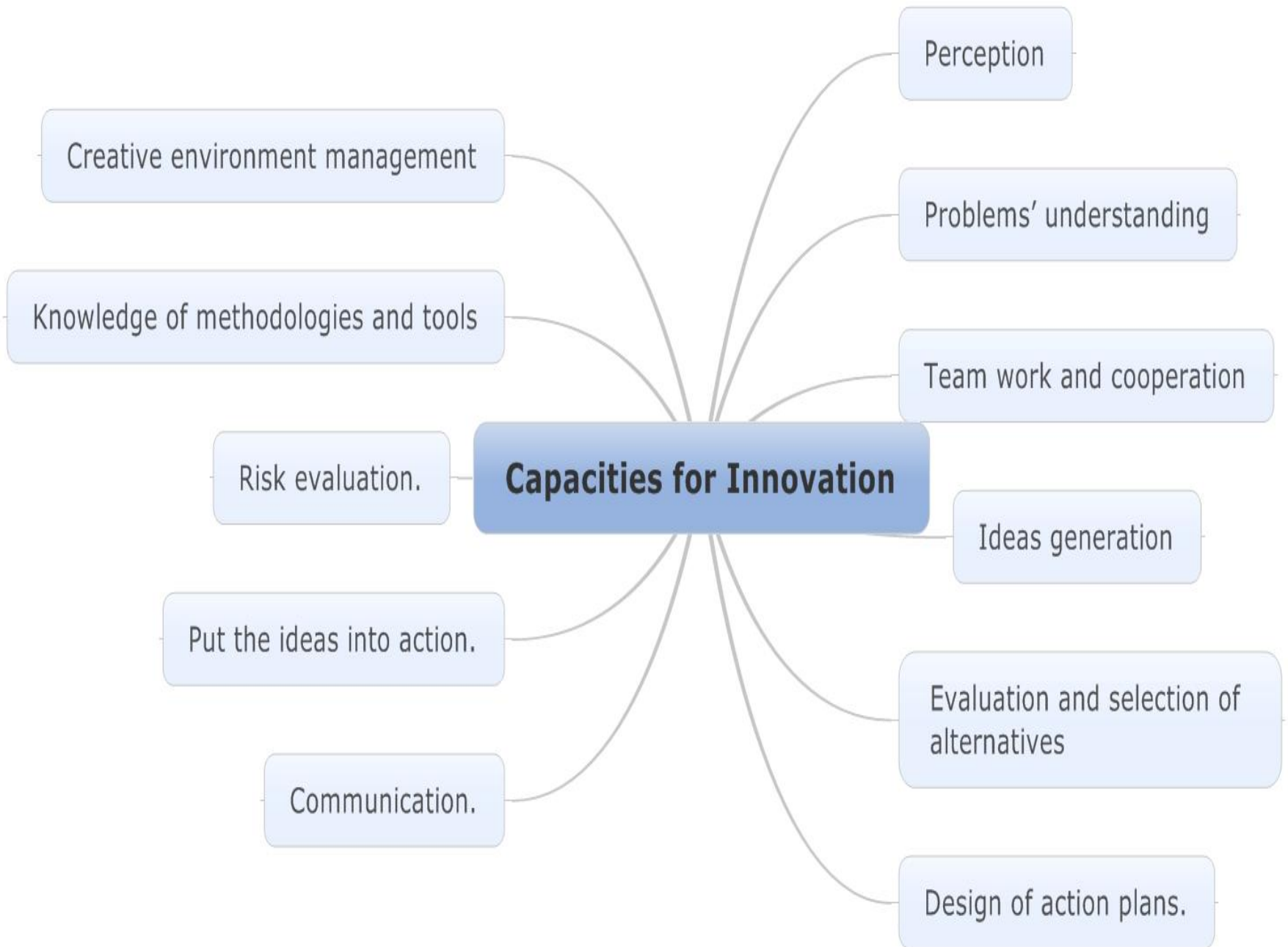
How to develop
them?

Innovation



Creativity

Market



TRAINING ACTION DESIGN

Creatividad e Innovación



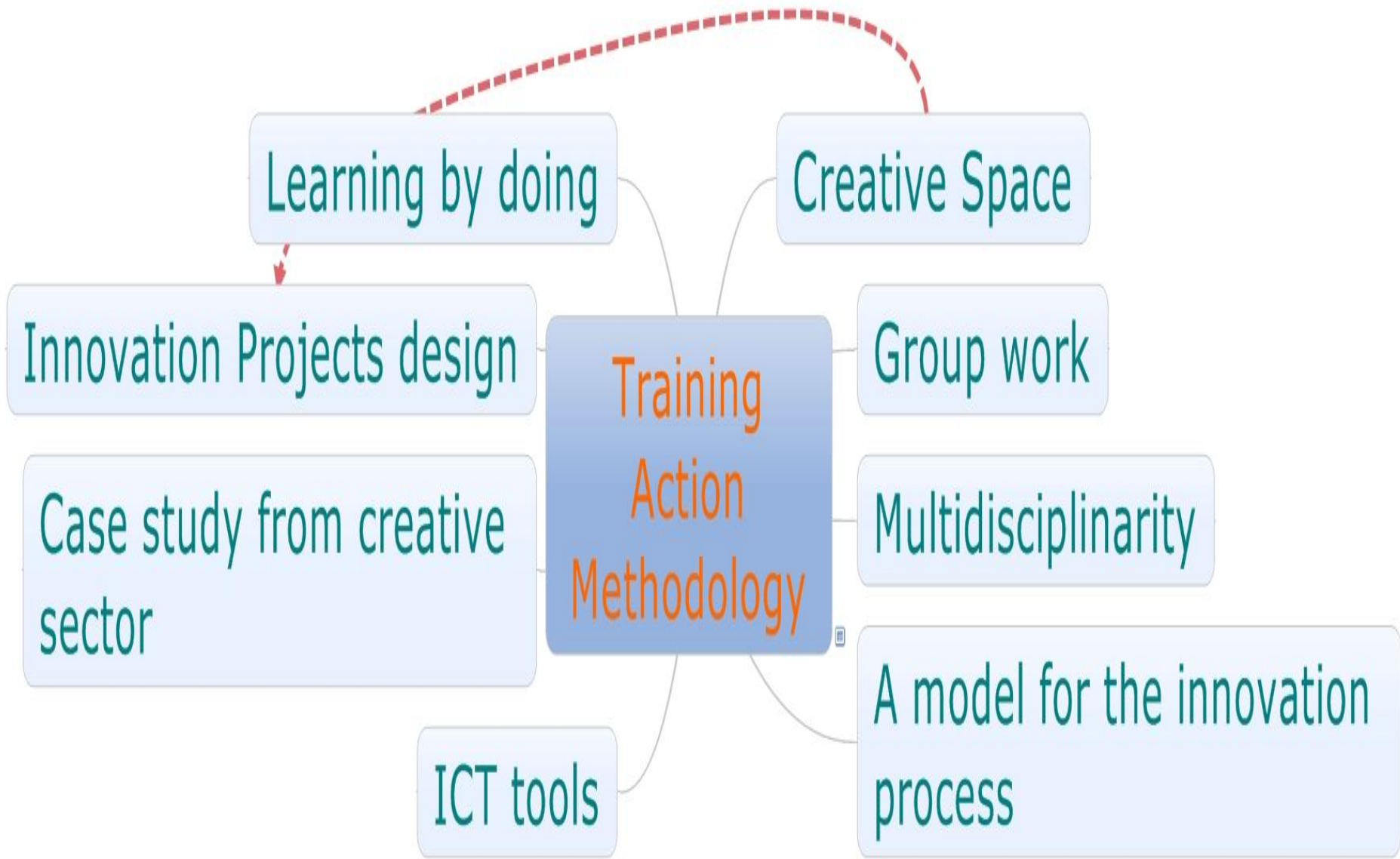
Lifelong Learning Program

- ✓ March and April, 2010.
- ✓ 7 sessions/ 2.5 hours
- ✓ 1 session/week



Participants

- 7 persons
- 5 different organisations
 - 3 companies related with food
 - 1 industrial companies (aeronautics)
 - Cádiz University



Learning by doing

Creative Space

Innovation Projects design

Group work

Case study from creative sector

Training
Action
Methodology

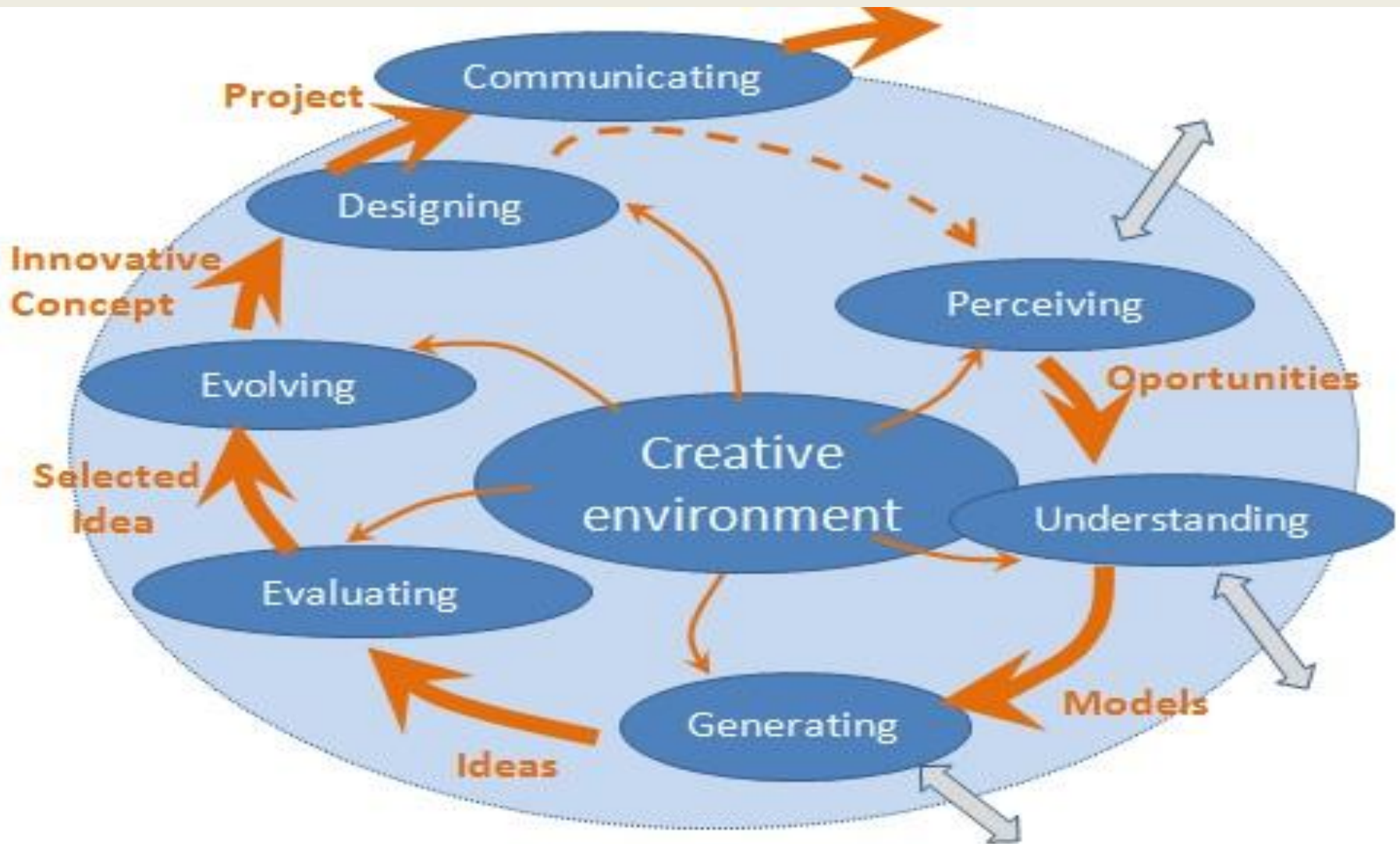
Multidisciplinarity

ICT tools

A model for the innovation process



CREALAB[®]: a Process Innovation Model



¿CÓMO EVITAR QUE EL PERRO ARAÑE LAS PUERTAS?

Por tanto, por la compra de un ZASÚ-KING te llevas:

- además de un protector de arañazos.
- una pizarra.
- un antimanchas de pared.
- una pantalla anti-vientos.
- una alfombra de reparaciones.
- una alfombra de rezos.
- un anuncio publicitario.
- un salpicadero de cocinas.
- una muleta del toreo.

Y si eres de las primeras llamadas, podrás llevarte:

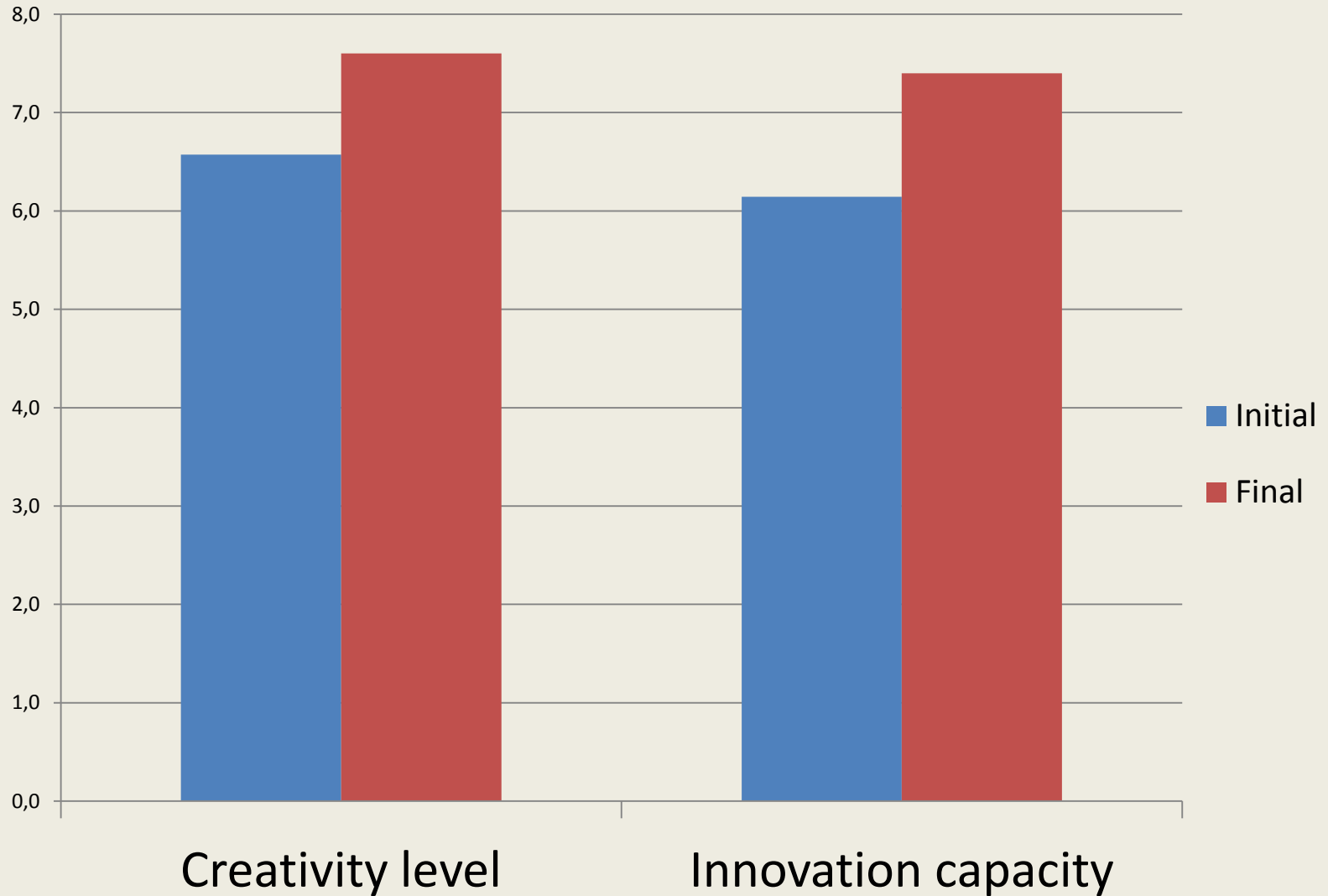
- un asesoramiento médico-pericial.
- un lote de productos *Ibense Bornay* y *Papa Fácil*.

Some of the problems proposed

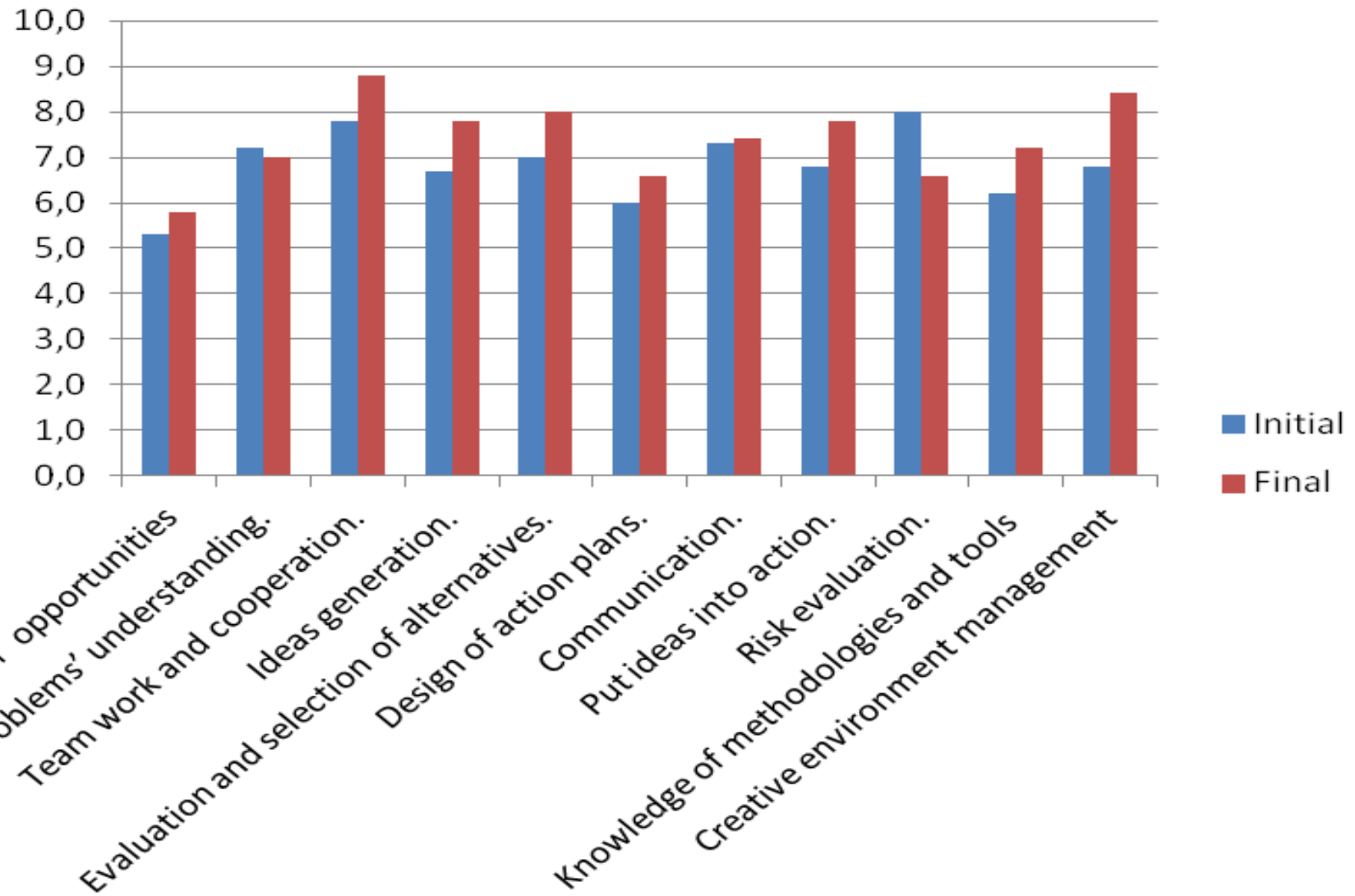
- How to change the client perception of a food product?
- How to organize a creative environment in a company?
- How to create an edible packaging?
- How to sell a food product loose?
- How to offer expert medical services?
- How to obtain a food product with low calories?
- How to change brand positioning?
- How to avoid that the dog scratch the door?
- How to reduce loss in hot water shower?

EVALUATION AND RESULTS

Results: self-evaluation, global level



Results: self-evaluation, specific competencies



Course evaluation

Scale of valuation: 1- Disagree a lot, 2- Disagree, 3-Partial agree, 4-Agree, 5- Agree a lot

OBJETIVES

I have learned a methodology	4,8
I have practiced innovation	4,4

RESULTS

I have generated ideas	4,2
I have started a project conception	4,2
I have improved in the construction of a team	4,2
I have found people, resources and aids to innovate	4,4

METHODOLOGY: The course has been

A creative environment	4,6
A significative experience for me	4,8
A space for collaboration	4,8

Evaluation: The most interesting

- ‘To know how to create creative environments’
- ‘...To think that any ... idea could be feasible’
- ‘To overcome one’s fear for expressing ideas’
- ‘... I still get enthusiastic for continuing learning’
- ‘Very nice’
- ‘It has taught me not to have fear’
- ‘It has taught me to break up a project’
- ‘To meet enterprising people’
- ‘The knowledge about other resources to become an innovator’
- ‘It modifies previous ideas’
- ‘It causes changes in the way face up problems and search for solutions’
- ‘It aids to meet other people that can contribute a lot’

Conclusions

1. Learning to innovate: a challenge for education.
2. Training action presented has obtained good results.
3. The methodological approach used could be extended to other levels of the educational system.

Thanks you
very much!



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