



INNOVATION WORKS

**Initiatives to Support
Business Innovation**

Innovation@RGU



**ROBERT GORDON
UNIVERSITY ABERDEEN**

CHANGE OUR TOMORROW

RGU Innovation Works portfolio

The word “Innovation” has become part of everyday business language but if you have wondered what it means for your business, how to go about it and how to do it well then RGU has some unique and cost-effective innovation products and services to offer you that will drive and embed innovation within your organisation’s culture leading to real outputs and financial impact.

There are four key collections of products and services within the Innovation Works portfolio. Each one is aimed at supporting business innovation at a different point in the cycle, whether that be at the start with our **Ideation** suite, hot-housing with **Innovation Acceleration** programs, protecting your developments with our **IP Commercialisation** support or implementing your innovations through **Leadership & Change** initiatives.

Innovation Works delivers:

- **Best Practice:** Cutting-edge models, systems, tools and innovation methods that ensure that you have access to the latest thinking and proven resources that give you confidence in the changes you make.
- **Fit for Practice:** Offering modular programs so that you can start at the right point for your organisation and which can be tailored to meet your needs
- **Pracademic Approach:** Just the right mix of practical application and academic underpinning led by practitioners who are close-to-market to ensure that solutions take a real-world approach
- **Best Trainers:** International and UK-based trainer and mentor pool mixed with cutting-edge academic knowledge from RGU, we give you access to the best to ensure a high-quality effective experience

02 INNOVATION ACCELERATION

- New product, service or process improvement innovation process
- 3-4 day intensive programs for teams
- Up to 20 teams in one session
- Delivered at your site or at RGU

01 IDEATION

- 1-3 day creativity and ideation programmes
- Open innovation offerings include working with your customers, staff and supply chain
- 2-day Student Innovation Challenge offers blue-sky thinking

03 INTELLECTUAL PROPERTY COMMERCIALISATION

- Triage process to review existing IP portfolio
- Plots potential commercial pathway

04 LEADERSHIP & CHANGE

- Strategic Innovation planning exercises
- Map out how to embed innovation in your organisation via various models
- Training programs aimed at culture, strategy and organisational change



01 IDEATION

All the Ideation initiatives in the RGU Innovation Works portfolio are designed to support your business or organisation by helping to:

- Articulate what kind of problems or challenges face your business/organisation
- Curate the problem sets into individual innovation challenges and prioritise them
- Identify/create solutions and examine the pros and cons of each to identify the best option to pursue

The RGU Entrepreneurship and Innovation Group (EIG) manage the initiatives and will help you to develop events that best suit your needs including:

- Design, development, administration and facilitation of events
- Identification and supply of key mentors/guides for events to maximise effectiveness and outputs
- Management of post-event feedback and next steps



The diagram below illustrates multiple points within an organisation where innovation can make a difference.

Doblin's 10 Types of Innovation

<http://www.doblin.com>



Who is involved in Ideation Events?

Working out who to include in the Ideation process is part of the development of events. Tapping into the ideas of those who know your business well such as staff, customers and supply chain is likely to be highly relevant and provide lots of source material. However, you may want to consider the ideas of other stakeholders such as your local community which could bring the benefits of a new perspective and previously unconsidered but relevant factors. You might want to consider particular demographic segments such as millennials in a search for new customers and products/services that will ensure that your business continues to have relevant offerings.

Whichever group you want to include we can incorporate this into the design of your event. Should you wish to include RGU's student population in your event our culture means that we could tie-in to another program such as our Accelerator or set-up a Hackathon or Student Innovation Challenge.



Student Innovation Challenges

The Student Innovation Challenge is designed to help your business to access new thinking and ideas from students. Over a two-day challenge event mixed interdisciplinary teams of students engage in mentor supported activities to explore issues, introduce new and divergent thinking and create solutions. This represents a new opportunity for your business to engage with young people to create innovative concepts that could bring about significant changes in your way of thinking, your culture and your products and services whilst familiarising yourself with and building relationships with your next generation of customers and staff.

- Completed over a 48-hour intensive period, this short-timed challenge provides a quick injection of momentum into your innovation process
- A mixed group of students from different disciplines provides optimum opportunity for cross fertilization offering rich ground for creativity and the production of ground breaking ideas
- Teams of four to six participants, selected to contain a mix of competencies, will each work on one of three challenges set in accordance with the needs of your business

- Over the course of the challenge the participants will be “fed” with learning to open their thinking, boost their innovation and structure their creative process: Concepts of Creativity, Innovation Processes, Ideation as a system, Framing the Idea Concept, Design Thinking including Journey Mapping, Customer Discovery Tools, Communication of Ideas including Pitching
- Intensive mentor support will ensure that the students both widen solutions beyond the ‘norm’ but also get timely and pertinent advice to support their ideation and processing
- A competitive setting spurs the teams to push the boundaries and combine their strengths in order to out-innovate their competition and reach the semi-final on the second day with a chance to refine their ideas further and achieve the accolade of the grand prize for their category



02

INNOVATION ACCELERATION



Innovation Acceleration Impacts

- Internal teams are given the opportunity to advance and accelerate real product, service or process improvement so that they own the outcomes
- Teams are exposed to Innovation, Creativity, Design Thinking and Entrepreneurship models and are shown how these apply to your business
- Participants learn cutting edge innovation processes, models, tools and language so that innovation becomes part of your everyday business
- Whatever your sector, this single workshop offers 3 in 1 benefits with development of products/ services, teams and individual professionals
- The learning-by-doing experienced by individuals and teams in your organisation will continue to inspire long after the program is over

If you want to speed up the development of new products or services or focus on productivity and efficiency by improving your systems and processes then the Innovation Accelerator is aimed at you.

This practical workshop will not only rapidly apply the minds of your teams to the task in hand but train them in the relevant skills and techniques so these become part of their everyday approach and part of your organisational culture.

Innovation Acceleration is a high performance, three-day, team-based workshop that not only trains your staff but delivers real outcomes on live projects.

03

INTELLECTUAL PROPERTY COMMERCIALISATION

Many organisations focus their IP activities on the “insurance” side of things rather than as an active business strategy. The problem with this approach is that it’s expensive and can disguise wasted time and missed opportunities.

Very few businesses can afford to waste time and miss opportunities and may not realise that there are new ways to take advantage of the huge investment that they have made in creating and maintaining IP.

- All organisations who create IP (Patents etc) have the same issue: the vast majority of their patents are never used (95%)
- In particular there is a lack of engagement with internal and external entrepreneurs

- Most operations don’t have the means or ability to successfully ‘mass market’ to different groups

The RGU Entrepreneurship & Innovation Group (EIG) can work with you to put your IP assets through our Triage, Translation and Targeting process, a flexible system to drive the identification of commercial gain opportunities from IP assets. The objective is to actively ‘push’ intellectual property from the ‘shelf’ into action either within your business, in collaboration or in the marketplace.



Methodology

- Triage: the process of deciding what IP assets are viable in the commercial world and within which scenario (kill, develop internally, external license)
- Targeting: making the IP assets accessible to the right internal, partnership or external audiences
- Translation: optimising the commercial gain by identifying the best approach or route for the target audience

Outcomes:

- Divest IP that is no longer viable and therefore cut the cost of maintenance

- Actively commercialise IP that can be turned into products or services, including collaborative projects
- If IP asset development isn't viable for you or your current priority then offering it to your supply chain or a startup company may bring you the double benefit of receiving license income and having someone else develop and take to market a product/service which is beneficial to your business
- If the IP asset no longer fits with your activities but has commercial value then identifying the best route to external commercial licensing will bring in revenue
- Identifying which IP assets should be actively held for defensive purposes.



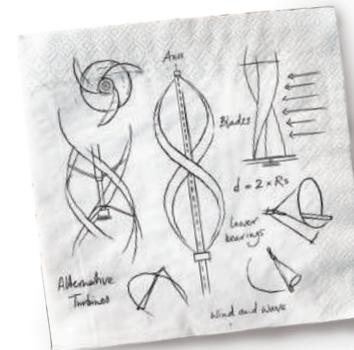
04 LEADERSHIP & CHANGE

Creative Adaptive Leadership

This program focuses on applied leadership techniques for introducing innovation and change and taking your team with you. Topics include the 'future of work' a big area of concern for many teams facing change – that they could be introducing their own demise when in fact most organisations are keen for their teams to adapt to the changes for the future. Many organisations recognise the benefits that innovation will bring and may even adopt a strategic approach to it but will more than likely fail without good leadership.

Strategic Innovation Planning

Do you incorporate 'Innovation' in your Strategic Planning? We can help you with the process of reviewing your strategies and processes to ensure that innovation is incorporated as a priority. This can save valuable time and money by identifying tactical and structural issues within your business culture which are hindering the adoption and implementation of innovative and advantageous changes.



Working in Teams	Learning by Doing	Being Creative	Studying and Using Models of Innovation
Learning to Ideate	Developing Leadership Skills	Solving Real Problems	Adapting and Adopting Technologies

▲ **Through Innovation Works your employees will gain new skills to enable them to engage in the innovation process long-term and create an innovation culture in your business.**

Innovation Works offers your business and employees a practical approach to learning-by-doing on real projects that are relevant to the future of your business.

These mostly team-based programs use a variety of cutting-edge and best-practice tools and methodologies to introduce a portfolio of innovation concepts and techniques. They will

build your teams and their individual strengths and embed innovation skills, knowledge and behaviours in your organisation. Your business will benefit in a myriad of ways from lower costs to happy customers and staff, ensuring a dynamic and agile future underpinned by a culture of innovation.

To find out more about Innovation Works and how RGU EIG can support your business with innovation please contact the team:

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