MODULE OVERVIEW

From idea to impact: Turning creativity into innovation

Adaptive module | ~20 min

Having ideas is not enough: very few become innovations that actually change something. Xerox developed the graphical user interface; it was Apple and Microsoft that captured its value. This module explains what happens between idea and impact: why so many projects die along the way, and how to see them through with two proven methods, Design Thinking and Lean Startup, plus AI as an accelerator and a team that dares.

LEARNING OBJECTIVES

01 Distinguish creativity from innovation, and understand the four reasons why so many projects fail.

02 Take an idea through Design Thinking, from field observation to a prototype tested in real conditions.

03 Refine a simple minimum viable product (MVP) with Lean Startup: measure, adjust, speed up with AI.

04 Carry the idea through to impact with four levers: a sponsor, a pilot, human barriers removed, and success documented and celebrated.

WHO IT'S FOR

Anyone who has ideas and wants to take them through to impact with their team.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1. **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.
2. **Expert video**: 10 minutes, with 3 pauses for reflection.
3. **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.
4. **Dated commitment**: one action to try, written by the learner or picked from the suggestions.
5. **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- "4 reasons for failure" grid: Afthonios method, partly inspired by Gary Klein's pre-mortem (Harvard Business Review, 2007)
- Design Thinking in 5 phases (Empathize-Define-Ideate-Prototype-Test) – Stanford d.school, with roots in the work of David Kelley and IDEO
- Lean Startup and its Build-Measure-Learn loop – Eric Ries (2011)
- MVP (minimum viable product) – Frank Robinson, popularized by Eric Ries and Steve Blank

SOURCES & REFERENCES

- Meincke, Girotra, Terwiesch & Ulrich (Wharton): GPT-4 generates more ideas, and better ones, than MBA students
- Dell'Acqua et al. (Harvard/BCG)
- Gary Klein: "Performing a Project Premortem," Harvard Business Review (2007)
- Xerox PARC (1970s) – the graphical user interface and the Alto, later put to use by Apple and Microsoft

Module created by Afthonios.com.

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