

Prof. Tase and Vijay Tase's Training Workshops on
Creativity And Innovation For Survival And Growth
And
How To Generate Patentable Ideas

India, Innovation, and ...



*Outsourcing of manufacturing has been one of the great economic, social and political movements of our time. Nearly all of this outsourcing has gone to China, making it the center of the global economic universe. But that kind of outsourcing is becoming common, normal and done. **The next round of outsourcing is outsourcing innovation.***

- Bruce Nassbaum writing on India and Innovation at Davos, Jan 20, 2006

A culture of innovation is fundamental for global economic leadership. If India and China want to become technological powerhouses, then innovation incubators are essential. Incubators nurture talent among scientists and engineers and provide support during the early years of innovation when the risks of failure are the greatest. China, in this regard, has made substantial progress vis-à-vis India.

- PRABHUDEV KONANA (Univ of Texas at Austin, USA), JOHN N. DOGGETT (Univ of Texas at Austin, USA), SRIDHAR BALASUBRAMANIAN (Univ of North Carolina at Chapel Hill, USA) Writing in the Frontline Magazine, March 2005

Very Few guys MBAs are capable of “original maverick” thinking

- Aalok Wadhwa (MD, LexixNexis, Butterworths), August 2006, Rediff.com

“The person trained in creative process has a grater chance of developing worthwhile innovation than a person without such specialized training”.

- Dr. Arnold, MIT, USA

USE OF CREATIVITY AND INNOVATION:

Besides the China factor, there are other compelling reasons to explore creativity and innovation:

- Responding to customers
- Increasing market share
- Being at the forefront of industry
- Establishing a new market
- Improving the quality and speed of service
- Expanding the product range
- Meeting Government standards and regulations
- Reducing costs
- Increasing revenues
- Maximising Resources

BENEFITS OF INNOVATION:

- First to market
- Premium prices
- Best customers
- Large market share
- Increased shareholder return
- Increased employee motivation and morale

Generation of Patentable Ideas:

While conducting the long established workshops on creativity and innovation we realized that many people were fascinated by the idea of creating intellectual property. While creativity and innovation helped them use their creative juices practically, generation of patentable idea was quite something else. The workshop on 'how to generate patentable idea' is based on our original workshop on creativity and innovation while viewing all creative efforts through an IPR (intellectual Property Rights) lens.

HOW TO ACHIEVE THIS?

The answer will be found in our workshops on 'Creativity and Innovation' and 'How To Generate Patentable Ideas'.

Working away from the myth that creativity is a preserve of some special people, we train people to bring out their creative side through systematic working.

Innovation is the essence of corporate success. Without innovations a firm simply continues to do what it has been doing in the past – a clear formula with stagnation. In order to innovate, a firm needs creative ideas. Without ideas it is impossible to innovate. Success depends upon relationship between ideas and the conversion of the selected ideas into practical innovations. Managers need to know how to enhance creativity in the organization and how to manage innovations in a methodical way.

It should be recognized that creativity & Innovations must be a way of life throughout the firm and not only a sporadic flash of genius in some parts of the organization. The WINNERS are always those who attempt to promulgate the process of innovations at all levels of organizations and in all operative units and/or functional areas.

WORKSHOP CONTENTS

Detailed steps in the first hand experience of the faculty in the field of Creativity and Innovations & Award winning inventions. Some of the techniques covered:

- FAX (Factoring Altering Xenerating)
- Hybrid method
- PADIT (Patent dissection technique)
- Disruptive Analysis
- Matrix Method

WORKSHOP OBJECTIVE

The objective of these training workshops is to equip an individual with tools of creativity that can be used to solve problems, generate ideas, and innovate in their day-to-day professional and personal lives.

KEY FEATURES

The workshop will cover the above methods of creativity and innovation through lecture sessions and group exercises. Some of the salient features of the workshop:

- Faculty with first hand experience in creativity and innovation
- Detailed explanation of and working through various techniques
- Practical exercise in Creativity & Innovation
- Idea screening and innovation management



- Deriving creative input from within and externally
- Barriers to creativity and innovation – identifying and overcoming them
- Protecting innovations through IPR

WHO SHOULD ATTEND:

Managers, Executives, Engineers at all levels and from all functional areas.

METHODOLOGY

- Group/Individual Exercises
- Hands-on and Brains-on exercises
- Lecturing
- Discussions
- Presentation by participants
- Demonstrations
- Explanations
- Inventors' motivational anecdotes