## Think Big: Impact Through Innovation

### Overall Objectives
- Understand the concept of Innovation
- Learn how to apply the process of Innovation to research
- Build and awareness of innovation in Academia and how it is achieved
- Learn tools to use in your research to solve problems, explore applications and make connections
- Understand the potential Impact of your research
- Policy / commercial / future research / general public / charity
- Plan future actions to implement innovation into your research

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<th>TASK</th>
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| **Introduction/ Presentation 1** 30 mins | **Introduction**  
- What is Innovation?  
- What makes people Innovative  
- What makes Organisations Innovative | • Introduce the context + objectives of the course  
• Introduce the concept of Innovation  
• Understand how you can be innovative  
• Show how organisations can be Innovative |
| **Activity 1** 30 mins | **Exploring types of innovation**  
- Crawford’s slip writing method  
- Innovator’s DNA | • Practice Innovation techniques  
• Fact sheet—Crawford’s slip writing method  
• Fact Sheet—types of innovation |
| **Challenge 1** 30 mins | In pairs introduce each other + one unique thing about the other person’s research | • Learn the background of the other attendees  
• Begin to discuss connections between different research |
| **Break: 11:00—11:15am** |   |   |
| **Presentation 2** 20-30 mins | **Creative Thinking**  
- Explore Creativity as a tool  
- Explore problem solving using innovation and creativity | • Learn new problem solving techniques  
• Explore the applications of creative thinking in research |
| **Activity 2** 30 mins | **Explore Challenges in Research**  
- 9 windows  
- Role storming  
- Problem definition / 6 Thinking hats | • Explore innovation and creativity as a tool  
• Explore research problems using innovation and creative thinking  
• Learn innovation tools that you can use in the future  
• Make connections between research, innovation and creativity |
| **Challenge 2** 30 mins | Share details of your research with partner  
- Which has more impact? (Discuss) Economic/Environmental/Societal/Political | • Discuss research that you are not familiar with  
• Compare and contrast potential impacts  
• Present a short summary to the group |
| **Lunch: 12:30-1:30pm** |   |   |
| **Presentation 3** 30 mins | **Creating Impact**  
- Where can your research have impact  
- How can you achieve this  
- Use innovation to create impact | Understand the routes to creating impact including:  
• Policy change / influence  
• Connecting with the public  
• Connecting with business / commercialisation |
| **Activity 3** 30 mins | **Map Impact paths using a range of tools:**  
- Policy impact plan  
- Business model canvas  
- Communications mapping | • Plan your future impact  
• Identify actions necessary to enhance your research |
| **Challenge 3** 30 mins | Come together into groups of 4  
- Which research could add value soonerest?  
- Can you combine outputs of more than 1? | • Build an understanding of the pathways to creating impact  
• Think about possibilities of collaboration |
| **Break: 3:00-3:15pm** |   |   |
| **Presentation / activity 4** | **Introduction to pitching (5 mins)**  
- Preparation Time (30 minutes) | • Bring together material from challenges 1-3 into a pitch to the panel. |
| **Challenge 4** 30 mins | **Pitch your Impact (5 minutes + Qs)**  
Policy change / new product, process or service / further applied research | • Experience pitching your ideas to potential “investors” or “grant Providers” |

Finish: 5pm