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| Title: | **Contributing to innovation and creativity in the workplace** | | |
| Level: | **3** | | |
| Credit value: | **2** | | |
| Unit guided learning hours | **9** | | |
| Learning outcomes (the learner will) | | Assessment criteria (the learner can) | |
| 1. Understand what innovation is | | 1.1  1.2  1.3 | Describe what is meant by innovation  Identify examples of recent innovation  Describe the difference between innovation and creativity |
| 1. Understand the different types of innovation and their application within an organisation | | 2.1  2.2 | Describe different types of innovation  Explain where the different types of innovation could be typically applied within an organisation |
| 1. Understand the drivers of innovation | | 3.1  3.2  3.3 | Explain how external influences impact on the organisation  Explain the drivers within the organisation that will promote and encourage innovation  Identify key influences that would promote innovation in the team |
| 1. Understand the conditions that promote and hinder innovation in the workplace | | 4.1  4.2  4.3 | Explain what organisational culture is  Explain how an organisation’s culture can support and hinder innovation  Identify barriers to innovation |
| 1. Understand the use of creative thinking in innovation | | 5.1  5.2 | Identify examples of creative thinking in business  Compare creative thinking techniques that will enable innovative thinking in the team |

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| 1. Understand the innovation process | 6.1  6.2  6.3  6.4  6.5 | Explain the process of innovation  Describe the importance of protecting intellectual property  Explain the importance of record keeping to support the innovation process  Identify the criteria for successful innovation  Outline how to evaluate the validity and potential of a creative idea |
| 1. Understand how to implement and measure the impact of innovation | 7.1  7.2 | Outline methods of implementing creative ideas  Outline how the success of an innovation can be measured |
| **Additional information about the unit** |  | |
| Unit purpose and aim(s) | The aim of the unit is to build an understanding in the learners of the principles of innovation. To be able to identify the different environments which both hinder and encourage innovation. The drivers behind innovation and the different types of innovation and the importance of encouraging creative thinking within the workplace. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | Links to Management & Leadership 2008 NOS: C1, C2 | |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) |  | |
| Support for the unit from a sector skills council or other appropriate body (if required) | Council for Administration (CfA) | |
| Equivalencies agreed for the unit (if required) |  | |
| Location of the unit within the subject/sector classification system | 15.3 – Business Management | |

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| **Additional Guidance about the Unit** | |
| **Indicative Content:** | |
| 1 | * A clear and applicable definition of organisational innovation. * A list of recent innovations within their workplace * A clear model of innovation that provides guidance and understanding of the whole process for innovation within organisations |
| 2 | * Examples of different types of innovation, e.g. Service innovation, Product innovation, Process innovation * Examples of applications of innovation within an organisation |
| 3 | * Examples of current and ongoing changes in the world around us resulting from innovation * Assessment of whether these examples of innovation could offer opportunities or threats in the near future * Drivers that promote and encourage innovation |
| 4 | * Demonstrate the ability to evaluate organisational culture * Assessment of those elements of the culture that support innovation and those that hinder it * Identify the conditions under which innovation can most favourably occur |
| 5 | * Use of creative thinking techniques, e.g. Brainstorming, Random Word, Six Hats, Assumption Reversal |
| 6 | * Use of SWOT analysis, or other process, to evaluate an innovative solution * Demonstrate the ability to evaluate and develop a creative concept and to test its viability * Criteria for successful innovation * Recent list of examples of organisations that have innovated successfully and those that have failed to innovate, demonstrating the implications of not innovating or doing it badly |
| 7 | * Supporting someone who has an idea through to innovation * Understanding of different approaches from concept of an idea through development to implementation and evaluation * Measuring the success of innovation |