IO 3 - Corporate Entrepreneurship Training Programme

Name of programme:

Intrapreneurship Employee Training for Employees/Students

Name of the Module: *Thinking outside the box*

Module Description

Creativity is a key to success. To be innovative it is essential to discover and use one's own creative potential, but as an intrapreneur, there is also the possibility to use existing resources, existing products/services or even upcoming ideas creatively as a starting point to generate competitive advantage. By attending the module "Thinking outside the box" employees/students will learn the necessary tools to go off the beaten path and become creative intrapreneurs.

Goal of this module is to enable participants to:

- – break common thinking automatisms
- – overcome thinking barriers
- – channel one's creativity
- – use creativity of groups
- – identify existing resources/ideas in an organisation
- – develop new innovative ideas

To achieve these goals participants will learn the basic rules about creativity techniques. Based on that theoretical knowledge they will acquire a set of practical tools for idea generation and idea collection. During the module participants will use certain tools and gain practical experience. They will learn the most important rules when moderating these processes. Participants will also learn how to evaluate newly created ideas to identify the most promising ones in an intrapreneurial context. In addition, the concept of resource thinking will be discussed to get a better understanding about how to identify and use existing/given resources.

Overview of content in detail:

Session	Duration	Content
Introduction	0,5h	Introduction and Warm up
Thinking outside the box	0,5h	• Lateral thinking • Creativity and its characteristics for intrapreneurs • Creativity barriers for intrapreneurs • Rules of Creativity
Organizational Fit and Resource Thinking Theoretical input + discussion	1,5h	Being creative within the boundaries of an organisation – "intrpreneurial fit" Resource Thinking: What is already available inside the box

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		Sources to exploit as a starting point for intrapreneurs
How to get off beaten paths: Tools and Methods to think "outside the box" (Theoretical input + practical use)	3h	How to go off beaten paths (thinking outside the box) Set of creativity techniques for intra-preneurs: − Semantic intuition / Brain-storming − Triggers (pictures/vid-eos/etc.) − Brainwriting 6-3-5 Method − Morphological box (incl. Brainstorming) − 9-Windows Operator − SCMAPER / TRIZ Practical use of creativity techniques for intrapreneurs
Idea evaluation (Theoretical input + practical session)	1,5h	Insights on who is challenging/eval-uating ideas of intrapreneurs Principles and methods of idea eval-uation (quantitative and qualitative evaluation methods) − Dots − (Weighted) Points − Criteria Matrix
E-Learning assignment	0,5h	Presentation of the e-learning task
Summary, Feedback and Outline	0,5h	Summary of the module contents Outline of upcoming modules Feedback from participants and trainer

Expected learning outcomes:

Learning outcomes:

Upon successful completion of this module, the participants will:

- know and understand the basic rules of creativity
- be able to identify and analyse different starting points and sources ("inside the box") for intrapreneurial thinking
- have acquired a toolbox of creativity techniques which they are able to use to "think outside the box"
- be able to define criteria for idea evaluation in a typical intrapreneurial setting ("organizational fit")
- be able to evaluate ideas according to a certain set of criteria

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This module contributes to the following SCOPE competences:

- Creativity (C.E.9)
- Innovation (C.E.10)

This module contributes to the following EntreComp-Framework competences:

e.g.

- Spotting opportunities (1.1)
- Creativity (1.2)
- Valuing ideas (1.4)

Contents:

Face-to-face:

- Creativity and its characteristics
- Basic rules of creativity
- Being creative within the boundaries of an organisation → "organizational fit"
- Basics of resource thinking
- Potential sources of intrapreneurial ideas (inside the box)
- How to go off beaten paths (thinking outside the box)
- Set of creativity techniques for intrapreneurs
- Practical use of creativity tools for intrapreneurs
- Insights on who is challenging/evaluating ideas of intrapreneurs
- Principles and criteria of idea evaluation

E-learning: (Remark for the partner: basis for module 3 and 4)

The e-learning assignment is based on the content of this module and will focus on practical implementation of learned creativity techniques. The goal is to "Think outside the box" within the boundaries of your organisation and make the first step to become an intrapreneur!

The e-learning assignment consists of following tasks:

1. Identify potential resources within your organisation. List and cluster them following the principles of resource thinking.
2. Develop new ideas to innovate an existing product/service in your organisation by using the resources identified in step one. Think outside the box! Therefore, use TRIZ cards and one of the creativity tools learned in the course.
3. Evaluate your ideas using evaluation criteria presented in the course. Choose the most promising/most innovative one!
4. Reflect on the "intrapreneurial and organizational fit".

5. Build a model of your innovation based on the idea of design thinking.

Document and reflect on the whole idea creation process (including the results) following the structure of the template presented in class.

The assignments have to be uploaded on the course's platform. The submission deadline will be jointly agreed on at the end of the module

Remark for the partners:

The template will be provided by Campus 02 together with the slides. It will include a structure of the assignment/headlines, guiding questions, word count, etc.

Literature and relevant web sources

Recommended literature and further reading:

Boos, E.: Das große Buch der Kreativitätstechniken

Backerra, H.; Malorny, C.; Schwarz, W.: Kreativitätstechniken: Kreative Prozesse anstoßen, Innovation fördern.

Cagan, J. and Vogel C.M.: Creating breakthrough products.

Pinchot, 1985, pp. 101-11.

Silvenstein, D. et al.: Insourcing Innovation: Hot wo Achieve Competitive Excellence Using TRIZ.

http://www.ideenfindung.de/%C3%9Cbersicht-Liste-Kreativitaetstechniken-Ideenfindung.html

Remark for the partners:

German literature will be substituted by English literature. The literature may change slightly when finishing the slides.

Evaluation criteria:

☐ will be jointly defined for the whole course on the course description

Trainers:

Author of this Module: FH CAMPUS 02

The Austrian trainer profile will be added by 15.01.2018 for the final version of the syllabus.

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The two partners of each country have to agree on one trainer who is going to teach this module and then describe this trainer's profile.

Suggestions for pre- and post gap analysis questions (3-5)

PRE:
- What is "thinking outside the box" for you?
- Which creativity techniques do you know?
- Which creativity techniques are used for idea generating in your organisation/department?

POST:
- What possible sources can intrapreneurs use "inside the box"
- Which creativity techniques will you most likely use in your organisation to start "thinking outside the box"?
- How would you set up an idea evaluation process in your organisation?