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University College Cork, Ireland
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Infant

Irish Centre for Fetal and Neonatal Translational Research

LEANBH Project

Learning to Evaluate Blood Pressure at Home

SEMINAR 3: DESIGN/IP, COMMUNICATIONS, MARKETING AND BRANDING, INNOVATION

Four steps to designing initiatives with real impact

Research and Innovation Conference

3rd March 2016

Croke Park, Dublin

SFI Science Foundation Ireland

Infant Irish Centre for Fetal and Neonatal Translational Research

BioScreen HEALTH

Laya healthcare

IBM

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Presentation

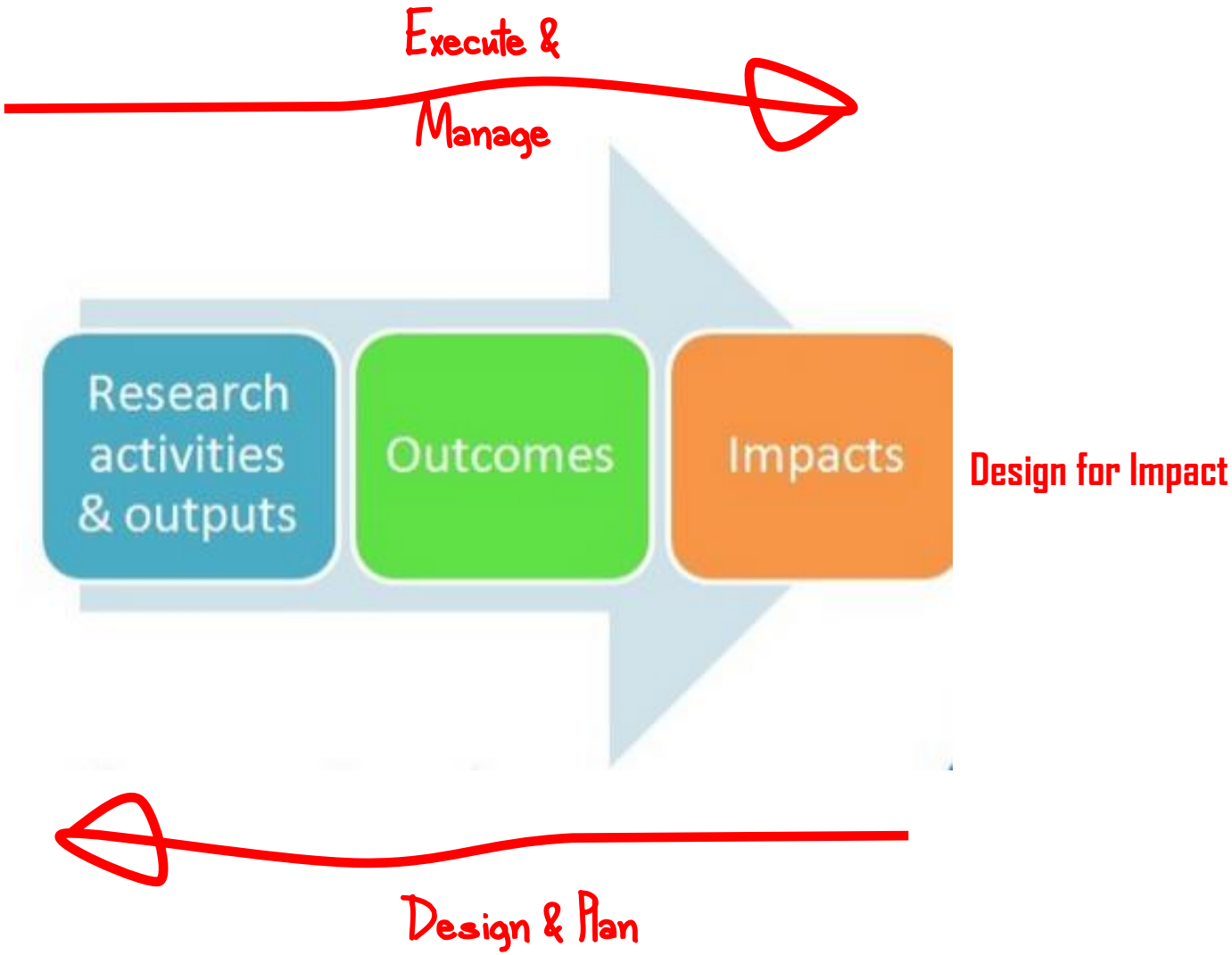
Goal: To challenge participants to think not just in terms of how they innovate but the *impact* that they seek to make through innovation…

Content:

- Innovation for Impact
- Designing for Impact
  - Step 1 - The *''Why'* Question
  - Step 2 - The *'What'* Question
  - Step 3 - The *'Wow'* Question
  - Step 4 - The *'How'* Question

Stretching our innovation thinking …

The Research Value Chain …



Designing for Innovation Impact

Design Workshop

Starting with the 'Why?'

Research Game: Design the Cover Story

Object? The object of the game is to suspend disbelief and to envision a future state that is so stellar that it landed your research on the cover of a well-known media outlet. The players pretend as though this future has already taken place and has been reported by the mainstream media.

Why? It is a game about imagination, whose purpose is to think expansively around an ideal future state for the organization; it's an exercise in visioning the future impact of an opportunity. This game is worth playing because it not only encourages people to "think big," but also actually plants the seeds for a future that perhaps wasn't possible before the game was played.

So What?

Research Game: Design the Press Release

So What?

Research Game: Design the Box …

Object? The team creates a box for the idea (whether or not it will become a tangible product) as if it is to be sold at retail. Typical box elements include *product name*, *product category*, *tagline*, *key benefits*, and *top features*. Visual elements that set the tone and design direction can also be included.

Why? This game encourages conversation about what really matters. It constrains conversation to a specific format to boost productivity of discussion. It creates a common, tagline touchstone that communicates a shared product vision.

Wow?

STEP 1

Consider the 'So What' **before you commence your innovation journey!**

Designing for Impact

Innovation Game: Design the Press Release

Date/Timing
Release Date

Title
Location

Paragraph 1/Intro

5 W's: Who, What, Where, Why, When

About/Bio

Contact Details

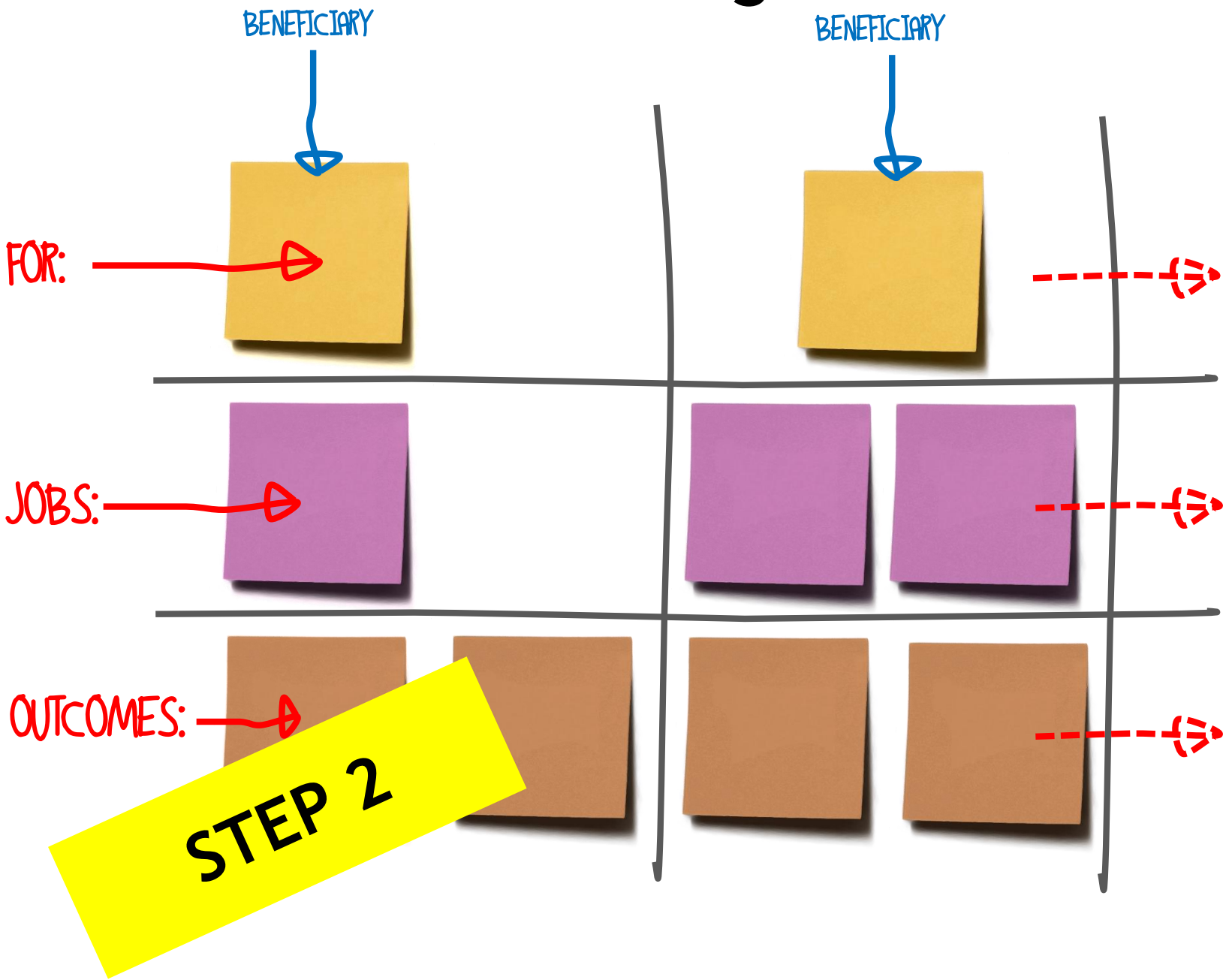
PRESS RELEASE

6th January, 2009
FOR IMMEDIATE RELEASE
33 TOP WEBSITE TIPS
Sydney, Australia

Source: http://buildawebsitetonight.com/press-release-template.html

Designing for Impact

Translating to the 'What?'



Example - Microbiota Research

Designing for Impact

Identifying ‘The Wow?’

Research Game: Creating a Research Value Proposition

My research provides: *Outputs*

To: *Stakeholder(s)*

In order to: *Purpose of outputs*

That is different in that: *Differentiators*

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Wow?

Research Purpose

The title of my research is *Research Title*

My research addresses the question of: *Research Question*

RXF Worksheet

Impact

If successful the impact of the research will be to: *Impact factors*

Even if unsuccessful the impact of the research will still be to:

The limitations of my research are:

...re Directions

RXF Worksheet

STEP 3

Lessons Learnt

What I learnt most from my research was: *Personal Lessons*

What others can learnt most from my research is: *External Lessons*

RXF Worksheet

Designing for Impact

Innovation Game: Extracting the Value Proposition

My innovation provides: *Outputs*

To: *Stakeholder(s)*

In order to: *Purpose of outputs*

That is different in that: *Differentiators*

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Finally moving to 'The How?'

Resources

Results

arch Impact Pathway

Inputs	Activities	Outputs	Outcomes	Benefits
• Research income • S • Background IP • Infrastructure • Collections	• Research Work and Training • Workshop/Conference Organising • Facility Use • Membership of Learned Societies and Academies • Community and Stakehol… En…	• Publications including E-Publications • Additions to National Collections • New IP: Patents and Inventions • Policy Briefings • Media	• Commercial Products, Licences and Revenue • New Companies – Spin offs, Start Ups or Joint Ventures • Job Creation • Implementation of Programs and Policy • Citations • …Policy	• Economic, Health, Social, Cultu… Environmen…, National Security, Quality of Life, Public Policy or Services • Higher Quality Workforce • Job Creation • Risk Reduction in Decision Making

Research Execution

Research Planning

STEP 4

Sour…arc.gov.au/general/Research_Impact_Pathway_Table.pdf

Designing for Impact

Innovation Game: Plan your Pathway to Value …

Resources

arch Impact Pathway

Results

Inputs	Activities	Outputs	Outcomes	Benefits
• Research income • Background IP • Infrastructure • Collections	• Research Work and Training • Workshop/Conference Organising • Facility Use • Membership of Learned Societies and Academies • Community and Stakeholder Engagement	• Publications including E-Publications • Additions to National Collections • New IP: Patents and Inventions • Policy Briefings • Media	• Commercial Products, Licences and Revenue • New Companies – Spin offs, Start Ups or Joint Ventures • Job Creation • Implementation of Programs and Policy • Citations • Policy	• Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services • Higher Quality Workforce • Job Creation • Risk Reduction in Decision Making

Research Execution

Research Planning

Prompt:
Start at the right (with the benefits) and work left …

Designing for Impact

Finally …

"Plans are worthless, but planning is everything."

- A great many people
(incl. Dwight D. Eisenhower)

Doing things right versus
doing the right things?

Many Thanks

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