

**5. PR2_INNOVATION_WEBQUEST_
ADVANCED**

INTRODUCTORY

**INNOVATION MATRIX AND PRO
INNOVATION BIAS**



SKILL ADDRESSED:

Applying innovation matrix and how to be unbiased towards pro innovation

LEVEL OF CHALLENGE:

Advanced

TITLE OF ACTIVITY:

Innovation matrix and pro innovation bias



INTRODUCTION TO THE SKILL

Businesses can be a demanding environment, where they strive for innovation without stopping or assessing sometimes. The environment in the workspace as well as the people can sometimes be biased to pro innovation, thus forget about some of the potential negatives. In addition, when companies strive for innovation sometimes lose their core values on what is their goal or what is the type of innovation they are trying to achieve.

In this scenario you will have the opportunity to understand and adopt a mindset in which you will understand what type of innovation is suited for a project as well as how you can be unbiased in a pro innovation bias.

THE CHALLENGE

Select a project, product, or service that you are familiar with. This can be a project that you are involved in or you know some information about. This project can vary from e-commerce platform, an environmental project, a vehicle, food delivery services, health and fitness, etc.

Bear in mind that to effectively recognise and be aware of pro innovation bias as well as being unbiased, you have to write down and track your steps in this process. Furthermore, by recording your process towards this challenge you will gain a clear view on what are the different types of innovation as well as which one suits your project the best.

Once you have made your selection, follow these guidelines:

1. **Research the existing innovation:** Explore the history of the project, product, or service to understand the innovations it has already undergone. Identify the process it followed to reach its current stage.
2. **Imagine a different type of innovation:** Begin envisioning how the project, product, or service could be transformed through a different type of innovation. Consider what changes would be necessary, assess the feasibility of these changes, and determine if they can be accomplished within a reasonable timeframe.
3. **Question the challenge:** Ask yourself relevant questions to better understand the innovation challenge at hand. For instance, consider what specific modifications are required, how the user experience

might change, what technological advancements are needed, and whether any regulatory or ethical considerations should be taken into account. Be open to generating additional questions to gain deeper insights.

4. **Reflect on potential biases:** Pause to reflect on any biases you may have regarding innovation. Consider whether you have a pro-innovation bias, meaning you tend to favour and promote innovation without critically evaluating its potential drawbacks or negative consequences. Write down the positives and negatives

associated with your bias and explore ways to become more objective and unbiased. This might involve seeking diverse perspectives, conducting thorough analysis, and considering the broader impacts of the proposed innovation.

By following these steps and writing down your process, you can gain a clearer understanding of the project, product, or service you have chosen and explore potential avenues for innovation while being mindful of any biases that may influence your thinking.



STEP BY STEP INSTRUCTIONS

ADVICE ON HOW TO SIMPLIFY THIS ACTIVITY:

- You can take a look at the following video in order to better understand what is pro innovation bias: <https://www.youtube.com/watch?v=JcLUNmWhlwA>
- You can watch the following video in order to better understand the innovation matrix: <https://www.youtube.com/watch?v=q4K5KQ--F9I>
- You can also watch the following video in order to better understand the different types of innovation <https://www.youtube.com/watch?v=XjL6t6LlcHs>
- Make sure you identify where and how pro innovation became biased (if it did) and how you can remain unbiased.
- Research in advance and understand what are your goals and possible outcomes.
- Do not limit yourself in just writing your ideas down. You can use as many tools as you want. For example sketch, make sticky notes, record, deconstruct, make small notes, etc.
- Invite your colleagues to constructively criticize your process (this can be a good practice for disruptive innovation in the workspace).
- Come back to your notes and rethink, redesign and criticize yourself

DEMONSTRATION AND EVALUATION

After completing this activity, you should be able to recognise the different types of innovation of a product, service or project as well as outline the different pitfalls of pro innovation bias.

Additionally, you are also expected to reflect on the following questions:

- Can you recognise and be aware of pro innovation bias as well as be unbiased yourself?
- What are the different types of innovation and how can they be implemented?

Congratulations! You have now completed the challenge!

To learn more about this topic, we encourage you to complete the final assessment quiz and to learn more about Innovation, please advance to the next level (EXPERT).



INTERFACE



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