

Creative SPARKS!

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LESSON 3: WHAT IS INNOVATION?

Have you ever played on a team and been faced with a challenge that required you to do something new or different to score a point? Have you ever taken a recipe and changed the ingredients? These are examples of innovation.

Innovation occurs when creative actions improve or advance the form, depth, reach, and richness of something that already exists. Although the term is broadly used, innovation generally refers to the creation of better or more effective products, processes, technologies, or ideas that are accepted by markets, governments, and society.

Innovation differs from invention in that innovation generally signifies a substantial positive change compared to incremental changes. Henry Ford famously said that if he'd asked consumers what they wanted, they would have told him a faster horse.

Innovation is:

- The implementation of creative ideas.
- Something newly introduced, such as a new method, device or arrangement.
- A creation resulting from study and experimentation.
- Providing products, services and capabilities people don't even realize they lack.

Innovation is not:

- Problem solving — effective innovators don't wait for problems to arise.
- A product of logical thought.
- Creativity.

ACTIVITIES:

1. As a class, think about one thing that you would like your school to be famous for. What can your school do to become better or more effective in a way that will make it stand out? Once you have narrowed down your idea, select a magazine your school should be featured on the cover of. What will the cover story about your school be? Create a headline and a visual for the cover then discuss the possible impact the story might have on your school. Consider both good and bad impacts.
2. Use research to answer the following questions. In the last century, what have been some of the world's best innovations? What company do you think is the most innovative today and why? What innovation from the last 100 years has made the biggest impact on your daily life?

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