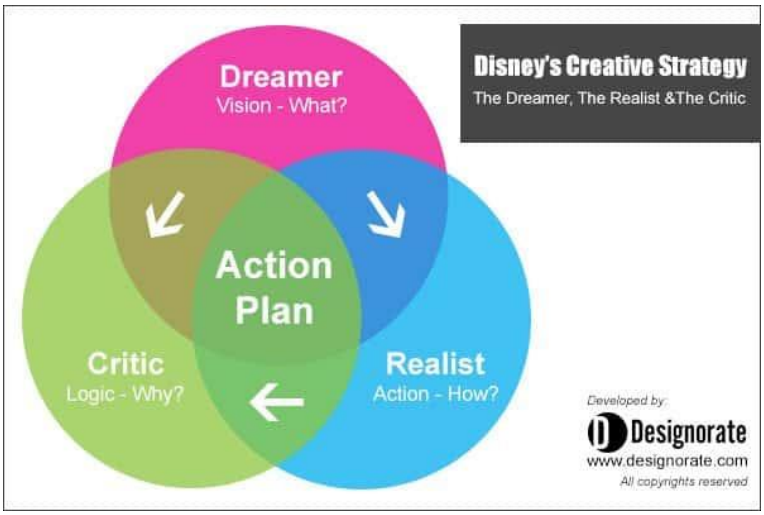
Session Title:	**1.5 Innovation made easy**
Speaker(s):	**Invicta**
Chair:	**Fiona Curry**
Reporter:	**Amber Percy**

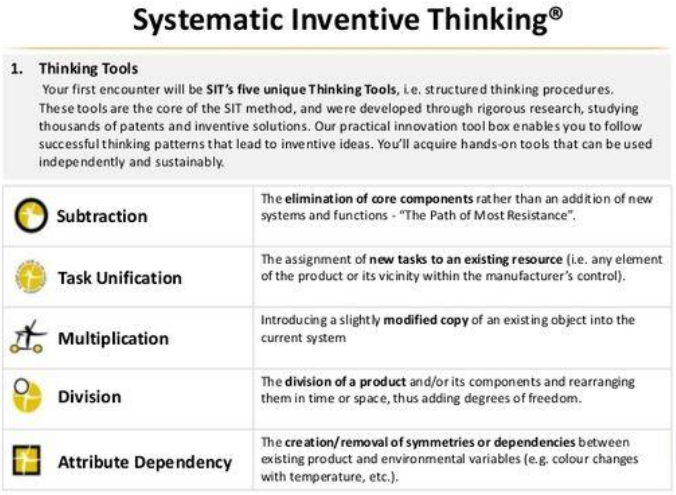
Speaker/Institution Bio/Information:	**Invicta**
Overview/Aim of session:	**To support Organisations to run more effectively Looking at online tools / 360-degree tools/ innovation and invention and the differences.**
Workshop Content	**As staff we are being asked to do more and resources are tighter. As we are managing less with more resource, we must think creatively. Definition of Innovation is creating, capturing, developing, new ideas, new ways of working, creating value. Looking at how you can add more value how does this apply to a Higher Education (HE) context? New teaching methods New Pedagogies Smart campuses – consider where bins are, how do you know they are useful in the positions they are in? Because they are in use, because there is less litter. Virtual Reality and Augmented Reality is being used more widely in Open Day's and University contexts to support students. Chatbot's are being used as an innovation by some Universities. Deep learning uses algorithms modelled in a way a human brain works (flame = hot) what if this technology could be used in Universities. One example it is already being used in Universities is marketing and social advertising but could this be used more. Is there an algorithm to find out which**

	certain people apply to your institution and then accept to further strengthen which areas, and institutions to target recruitment and marketing with. Can this be used to identify student dropout with attendance and grade figures. **Good examples of forming ideas or concepts that the market will positively react to. Trial and error being the main example of this: VW Polo made a car with every colour available on the car as a pallet, customers could pick the colour from this and order the car based on this. There was a demand that some customers wanted the multicolor car and because of this demand it went into production.** **The takeaway from this example is to use the process of asking and seeing what people want and being reactive when there is a positive response to a trend. Tok-tok has been used well by some institutions and providers from all sectors have utilized this as an innovation in their own sector.** **What is working well in other institutions can this be replicated?**
Case Studies/Examples:	**What value do wristbands add to a charity?**  **They help to raise awareness, make the wearer feel good, that they are a person that does good things, it's a tangible feeling and is subjective.** **This is not a new product, it is not a new material, therefore it's not an invention, it has created a new value for the organisation, so it is innovation.** **In crypto currency Blockchain is being used, this could be used as a ledger for any transactions at the University to support front facing teams. For example, Offer of Place on a course, Accommodation, handing out keys, certificates, grades. These are all examples of transactions from one person to another and this could be streamlined on one system to integrate using the Blockchain method.** **The Disney Technique assumes we have ideas but sometimes these get shot down before even getting to how they could work. The idea between this**

techniques is to put each of the below people in to a room and the person first comes up with an idea, and does not think negatively of the barriers, just has the space to think creatively. These ideas are passed to the person in the next room and the ideas are streamlined to something that could be possible by asking how? The idea is then passed to the critic and a further question of why is added and if it passed all three stages it is a fully formed idea.



Systematic Inventive Thinking (SIT)



Consider a product, some components are essential and some less so. For example, a PowerPoint clicker, batteries and the USB is essential, the outer casing is less essential. This method of thinking can be applied to processes or services. List component parts of a service or a process and what can be removed, what can have a dual use, what would work well with more of it as above diagram shows.
For example, Deliveroo assume the user has a digital

	device to put an order through. Amazon assumes they can leave a parcel with a neighbor.
Scenarios/Roundtable discussions:	**Not Applicable**
Questions and Answers:	**Students that are likely to apply look like me and you so how do these methods still apply to Widening Participation Students?** **Using a separate process for social mobility, can you set in parameters of data from your institution of people less likely to apply and account for these.** **The use of chatbots can depersonalize the experience students have when wanting to speak to a human, we have all experienced this in one call center at some point, how can you justify the use of AI in this way and is it always beneficial?** **A blended approach needs to be considered, at some point the student may need to speak to a person and have those discussions but how can technology assist in the processes your institution has for example out of hours enquiries and streamlining the process and wait time. Due to the surge of technology management may look towards tech innovations as a cost-effective way to support teams.**
Summary Key takeaways:	**Consider how you could add more value by asking three questions.** **What value does your team add?** **Do any potential opportunities to add more or new value seem possible after today?** **What barriers do you face?** **When considering new ideas and opportunities use the Disney creative process within your team to support idea generation and avoid negative thinking from the outset.** **Use Systematic Inventive Thinking (SIT Technique)**