

From idea to concept  
and its implementation:  

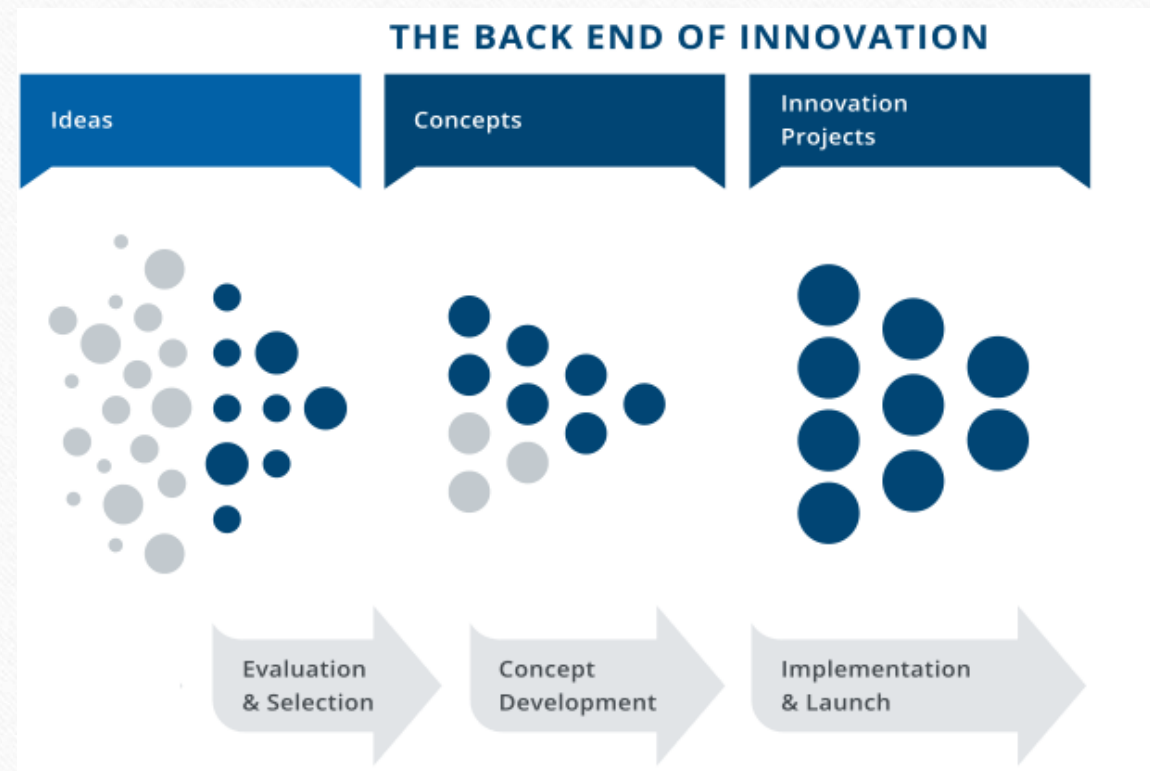
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a bumping journey

# What is innovation?

The process and the product of a new vision on reality and/or on the usual ways of doing and thinking.

Implies the articulation between an idea and an action to produce renewed responses, resources, processes, and/or tools.





# Phases of innovation

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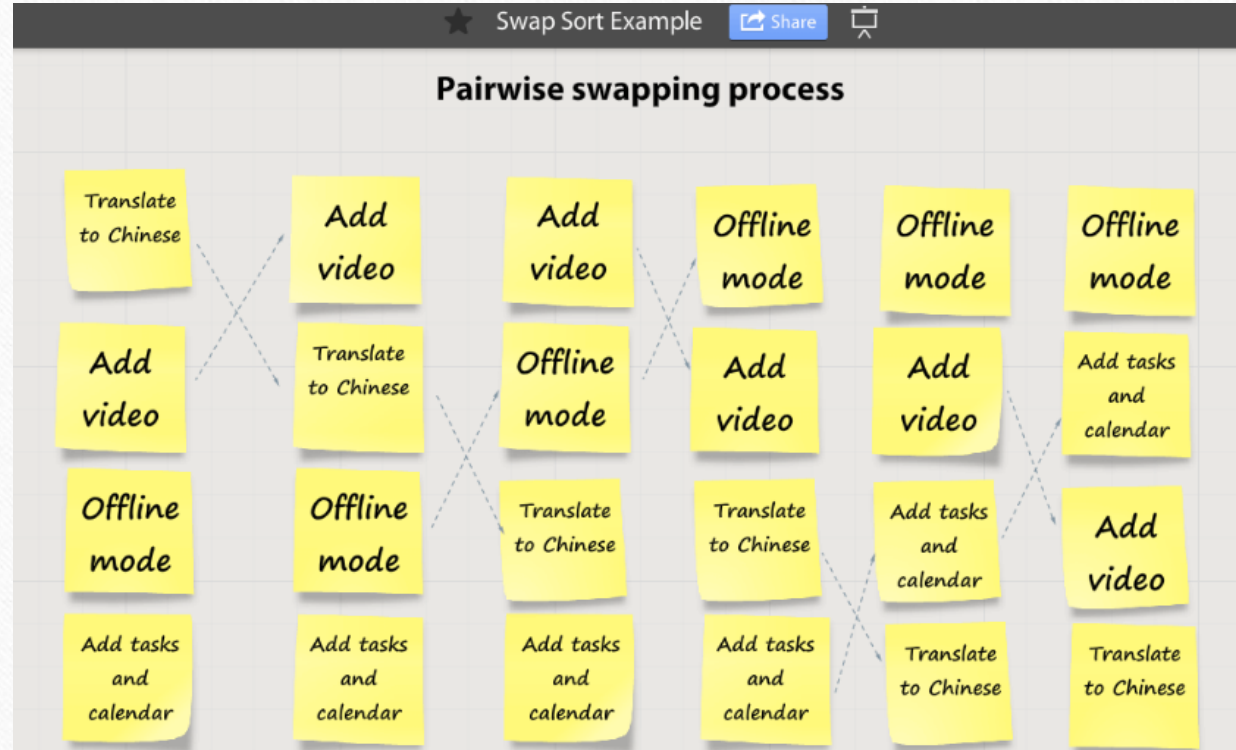
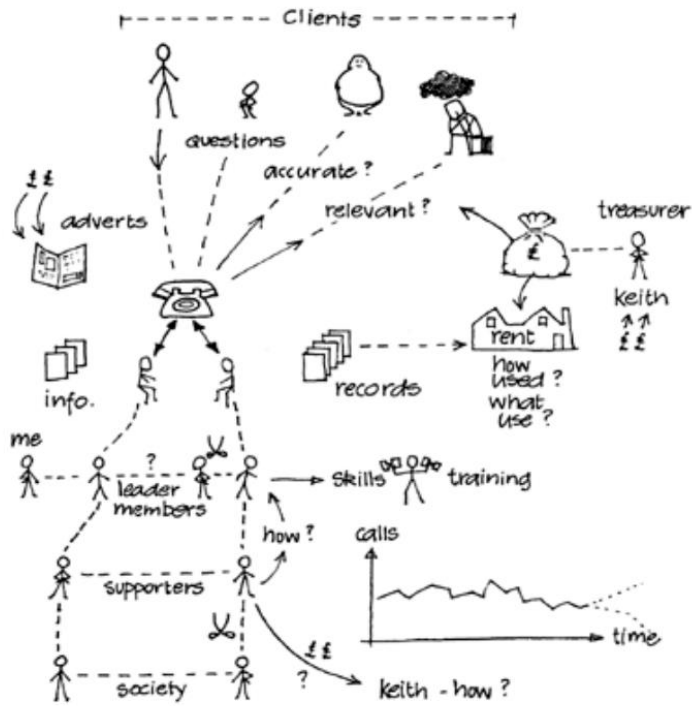
1. **Idea:** collection of innovation potentials, derivation of ideas, evaluation and release of ideas.
2. **Concept:** extensive analysis and derivation of concepts for the solution, implementation and marketing.
3. **Solution:** development and testing of the solutions to the finished product.
4. **Market:** Arouse and fulfill a customer's needs by implementing in procurement, production and logistics as well as marketing and sales.

# Steps for the path idea to concept to implementation

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1. Brainstorming
2. Collecting references
3. Concept map
4. Revision and discussion
5. Implementation

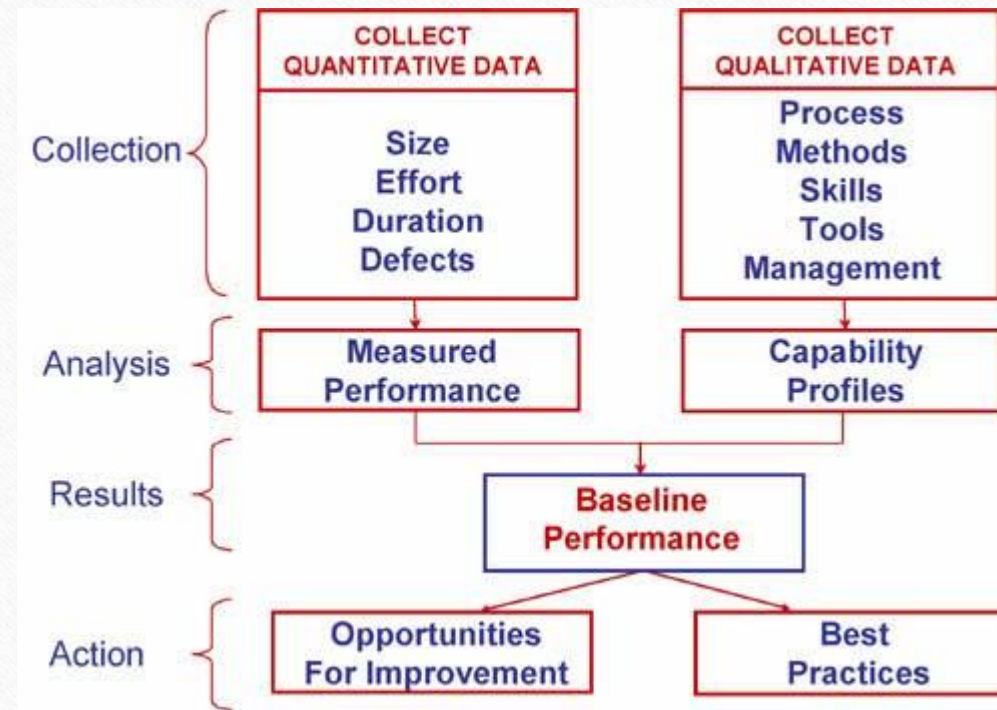
# Step 1: Brainstorming – tips: Visual Research





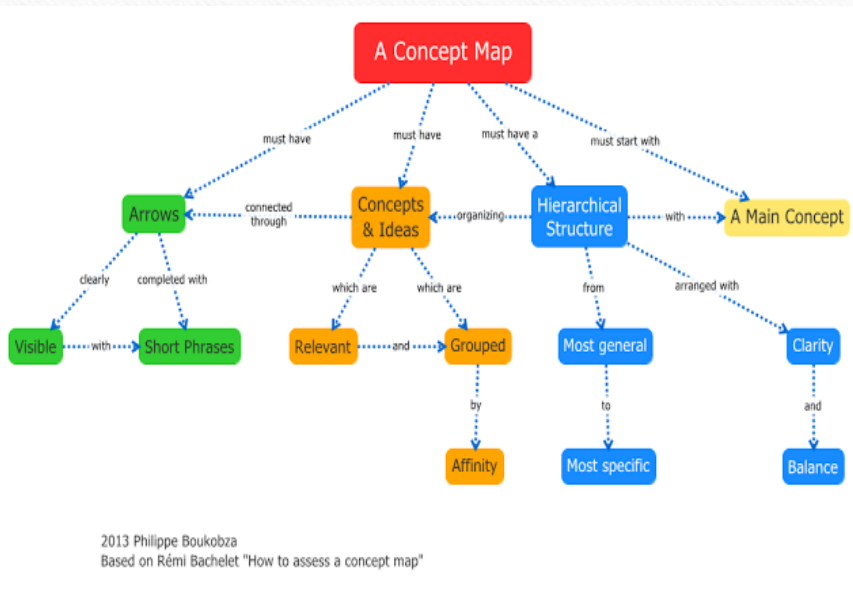
# Step 2: Collecting references - Tips

- Back to the overviews
- Collect
  - Best practices
  - Competitors' ideas
- Be broad with initial research but refine with analysis

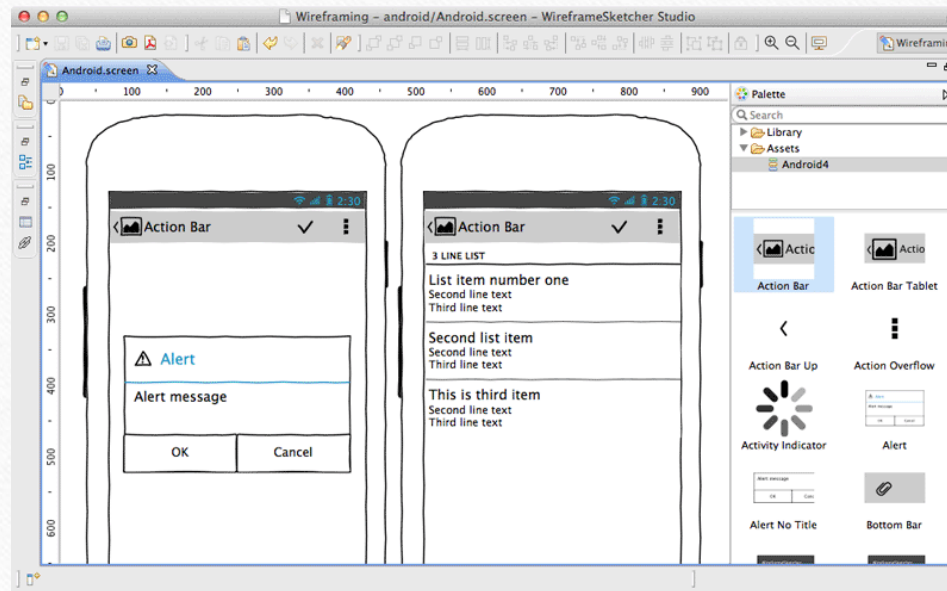


# Step 3: Concept map - tips

Graph visualisation



Create a mockup



Think about



**WHERE WILL  
IT LIVE?**



**RESPONSIVE  
LAYOUTS?**



# Step 4: Revision and discussions

- Ask for feedback



**ASK FOR FEEDBACK**

*REQUEST FEEDBACK FROM A TRUSTED ADVISOR, BUSINESS MENTOR AND OR RESPECTED CLIENT.*

You are not alone in this journey. Asking for help and constructive criticism is invaluable in order for a business to grow.

# How to ask for feedback at work

4 EASY TIPS



## 1.) IF NOT SPONTANEOUSLY GIVEN, ASK FOR IT

Don't be afraid to ask your team a direct feedback on a specific topic; you will probably set the example for others as well to engage more and ask your feedback too!

## 2.) ASK IT ON THE MOMENT, SO IT IS TOP OF MIND

Make sure your timing is right; asking for feedback straight away will ensure much higher response rates and result in a better engagement.



## 3.) HOW DID I DO? COULD HAVE I DONE ANYTHING DIFFERENT?

Ask for a specific and defined feedback on your performance; positives and negatives are equally important to improve your future work!

## 4.) MAKE SURE TO SHOW APPRECIATION

Giving feedback is often associated with the fear of being judged or judgemental; get rid of it showing appreciation for the feedback received!

THANK YOU

COMPILED BY A.ROMBIS  
SOURCE/S:

<https://www.entrepreneur.com/article/219437>  
<https://www.thebalance.com/provide-feedback-that-has-an-impact-1916642>  
<https://www.cabrillo.edu/services/jobs/pdfs/giving-feedback.pdf>



# Step 5: Implementation

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Implementation = F(Intention, Output, Outcome)

Bringing outcomes that are congruent with the original intention by means of outputs

An outcome is an output if it is caused by the that output which precedes the outcome within a time span

