

“TQA Journey: Change
in Criteria 2020-2021”

เส้นทางการบริหารจัดการสู่

ความเป็นเลิศ

วันที่ 16 มกราคม 2563

ณ ห้องแกรนด์บอลรูม

โรงแรมดิเอ็มเมอรัลด์

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What is Innovation?

Innovation is the creation of something both novel and useful. It can be large or small, incremental or breakthrough. It can be a new product, a new service, a new process, a new business model,

Hill, Linda A.. Collective Genius . Harvard Business Review Press.

How to Lead Innovation?



Leaders must make sure that their organizations are able to



Collaborate



Engage in discovery learning



Make integrative decisions



Leaders Create Collaborative Organizations

- Innovation is a group effort
- The process of innovation needs to be collaborative because innovations most often arise from the interplay of ideas that occur during the interactions of people with diverse expertise, experience, or points of view.

Leaders Foster Discovery- Driven Learning



Since innovation is a problem-solving process, it's really about searching for a solution by creating and testing a portfolio of ideas.



Innovation is a process of trial and error.

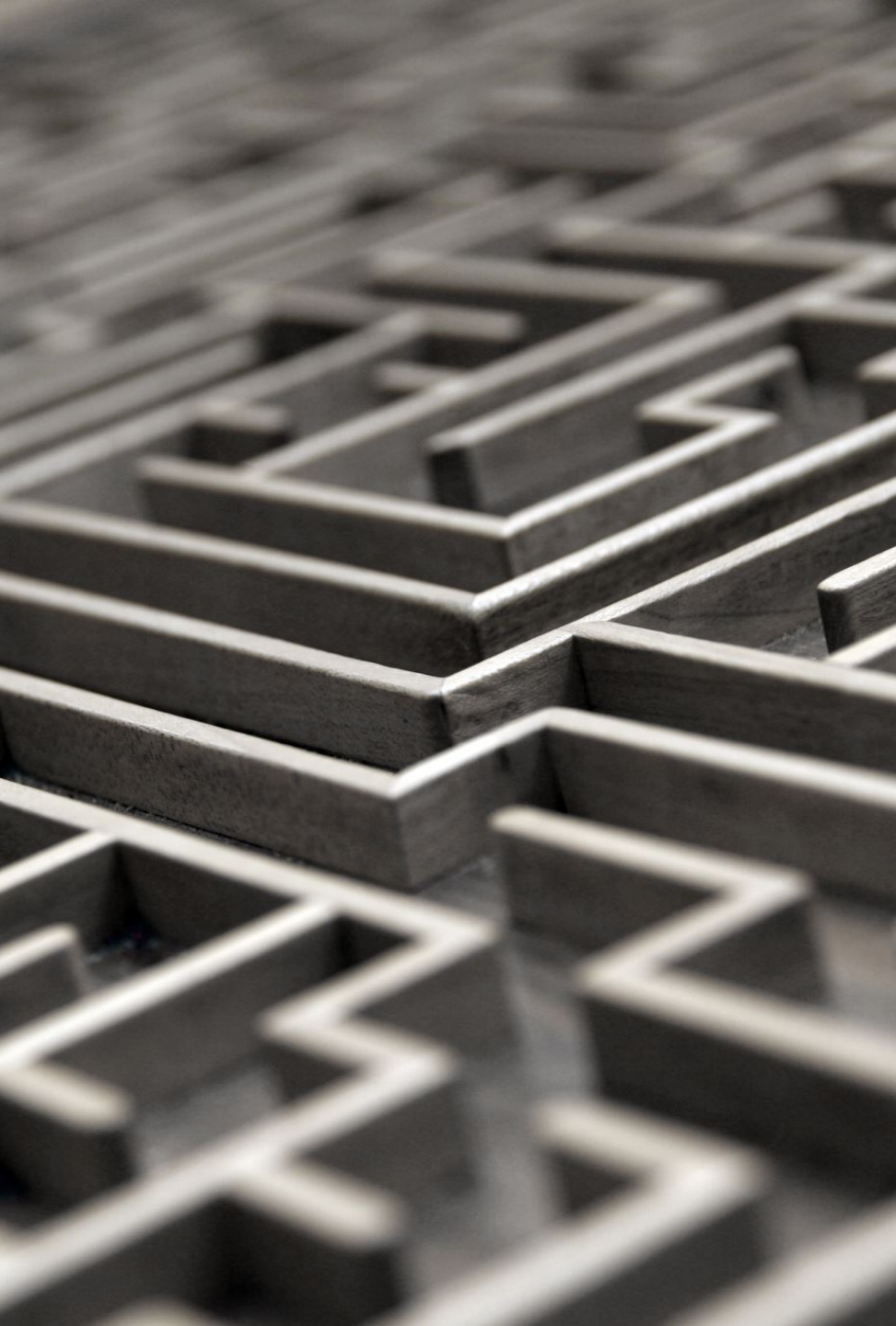


Innovation requires a mind-set of try, learn, adjust, try again.



Leaders Support and Encourage Integrative Decision Making

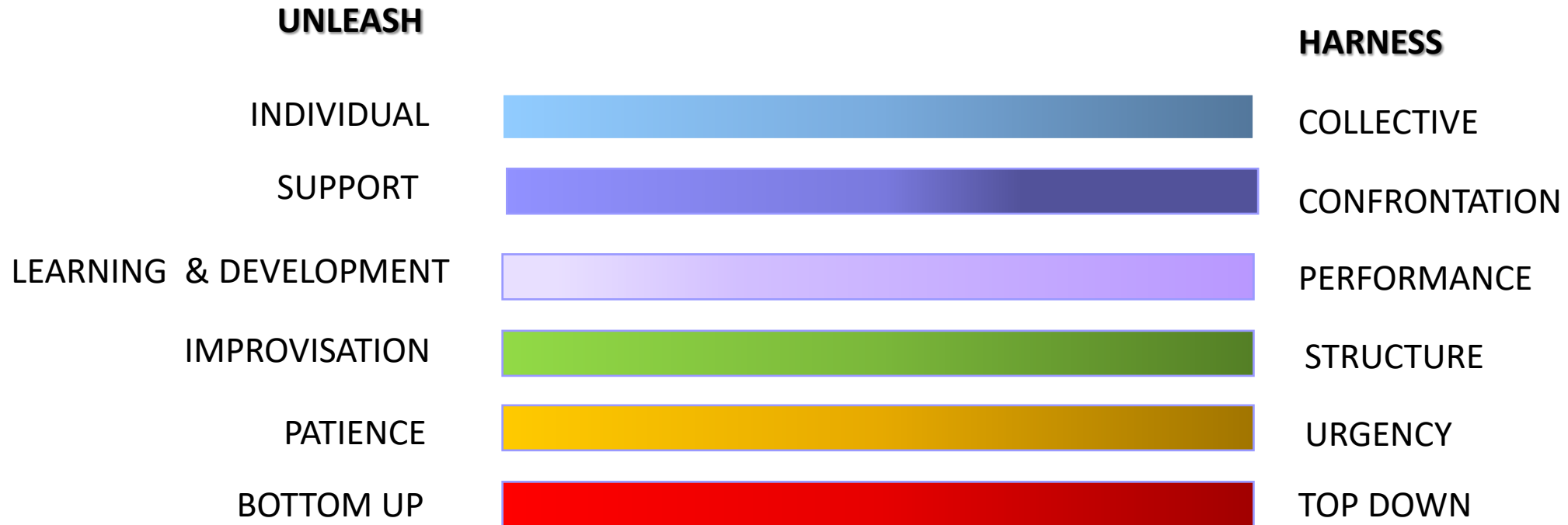
- Leaders must be able to combine option A and option B to create something new, option C, that's better than A or B—tends to produce the most innovative solutions.
- Making integrative choices means to combine ideas that once seemed in opposition, is what allows difference, conflict, and learning to be embraced in the final solutions.



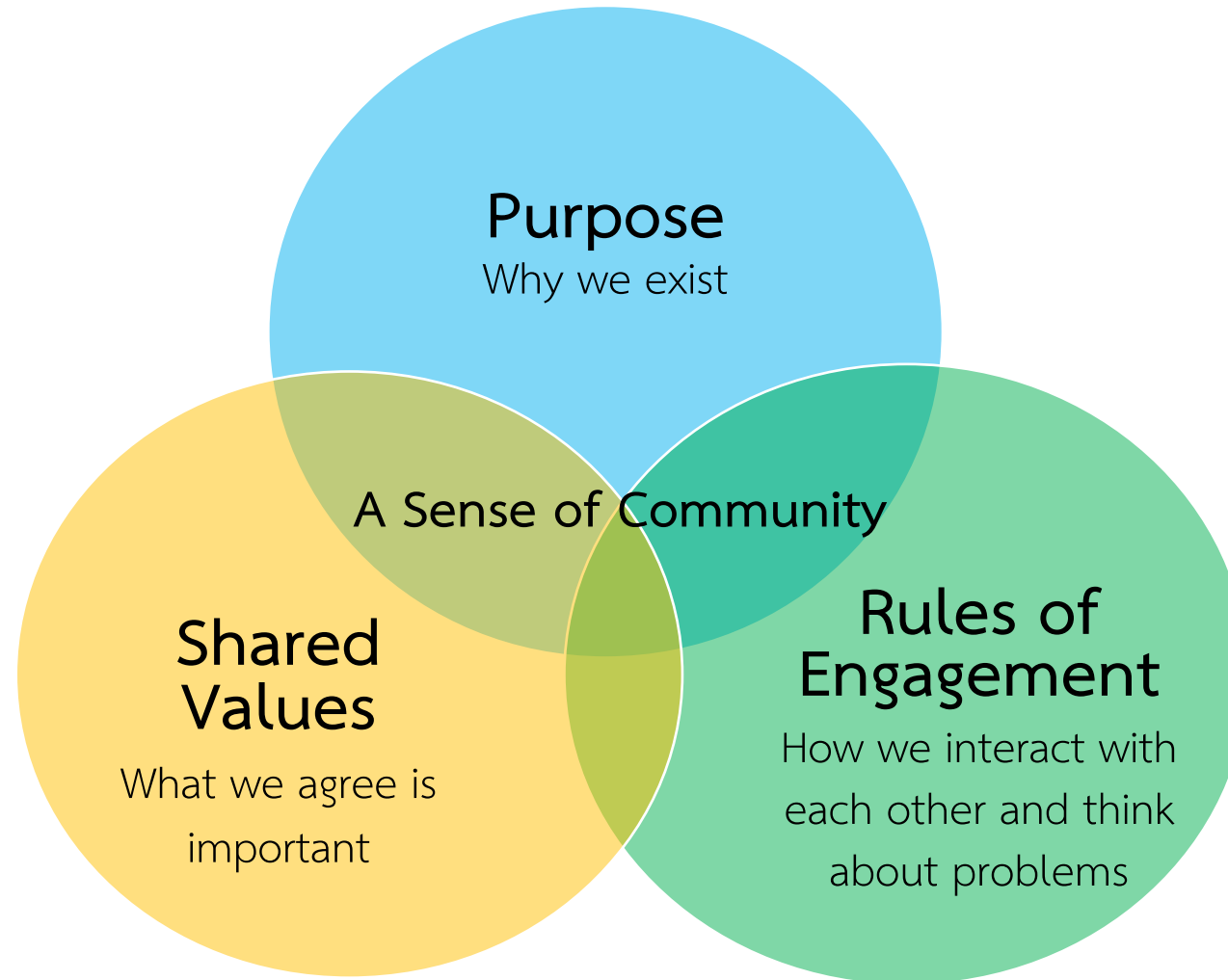
Unleash and Harness: A Fundamental Paradox of Innovation

- A paradox is a truth that contains contradictory elements but is true nonetheless.
- Unleash is how ideas and options get identified and creates.
- Harness is how those ideas and options are shaped into a final solution.

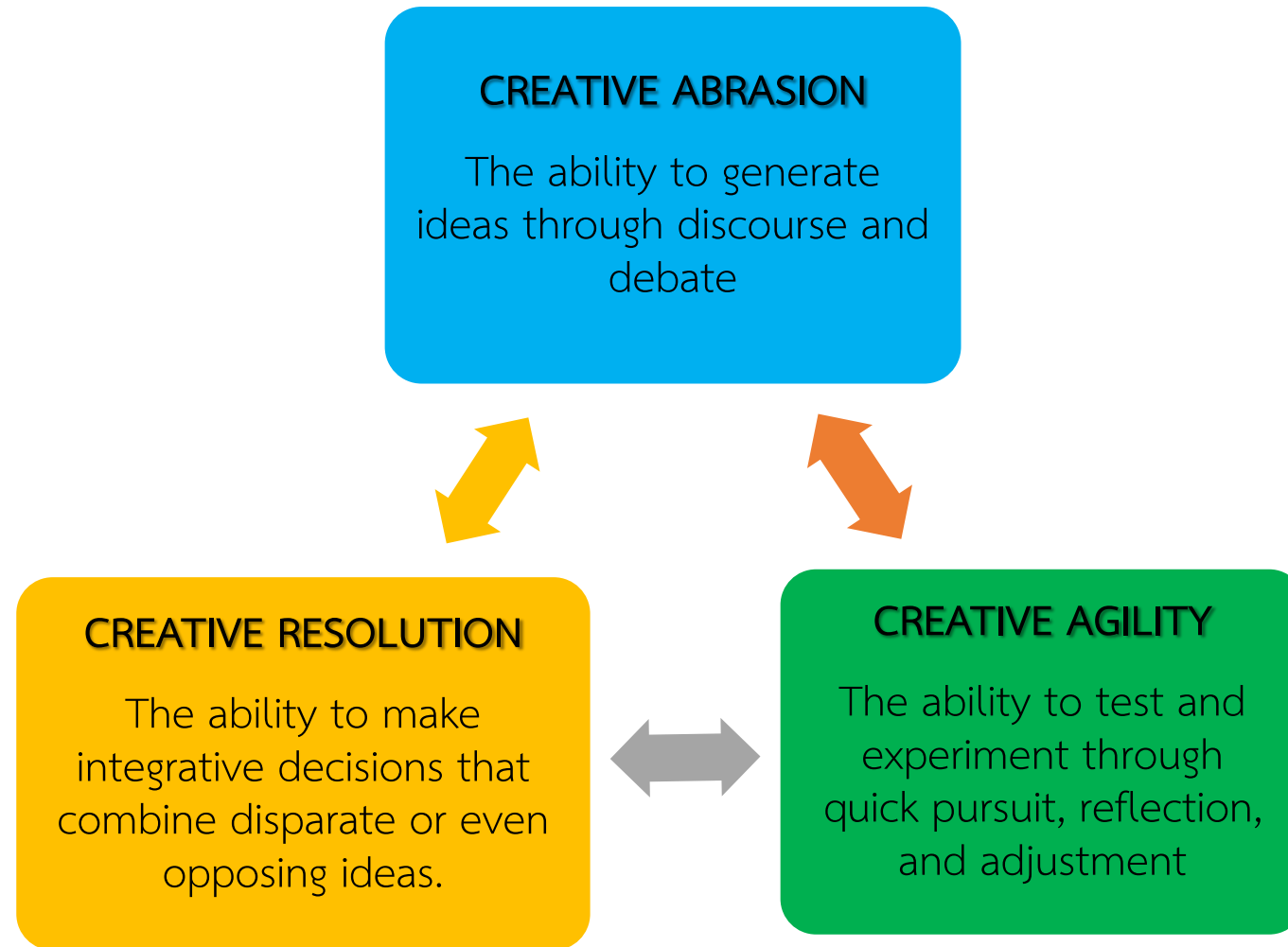
Paradox of Innovation Management



Build a Community of Innovation



Organizational Essential to Innovative Problem Solving



Movie Making Process

