

Method of Innovation

To continuously innovate to meet changing demands, simply follow this straightforward method to maximise your innovative thinking.

Define the issue



This means working out what should you focus your innovative and creative energy on by immersing yourself in the issues around you. Which area of work would innovation have the most impact on and add most public value? What direction is your service going in? What is an existing issue in your service? What is the overarching goal you want to achieve? What is outside of your scope? Narrow it down to a key issue that would offer real value and be solution-focussed in your thinking, considering what you want rather than what the problem is.

Generate ideas



Once you've defined your area, now comes the generation of possible ideas. One method here is to use idea generating models [link to idea generating models e-learning]. Keep non-judgemental about the ideas – this part is about quantity not quality. You can use tools like SCAMPER, reverse brainstorm, borrow with pride, and the four lenses of innovation to help you come up with lots of ideas. Another method is to immerse yourself in the issue and then give yourself space to allow ideas to incubate on their own – this way you allow your subconscious to spot patterns you might not have considered if you used your analytical, conscious mind.

Evaluate ideas



Now you have lots of ideas you can start to look through them for the best ones. You can create criteria to score the viability of ideas. How easy is each idea to implement? How much value would each idea create? How much does each idea solve the underpinning issue?

Implement



Now you can action your chosen idea. You'll find it best to be agile and work iteratively, making changes as you go. Make sure you've identified all the relevant stakeholders and work alongside them.



Hampshire
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