5 Skills for Turning Ideas into Innovation  
Institute Webinar March 2021  
Resource List

Extra reading

Discover
Why you should ask why.
11 lessons in user research from MindHunter.
How U of Miami turbo-charged the discovery process.

Diverge
Exercises to boost divergent thinking.
Why most brainstorm don't work.
Shift team mindset from blocking to amplifying.

Debate
How to run feedback and critique sessions.
Does your workplace have a culture of critique to evaluate and talk about others' ideas productively?
Boost creativity by using “6 Thinking Hats”.
Inside the team critique process at Facebook.

Develop
How prototypes make your good ideas better.
Not all prototypes are created equal.
The value of prototypes in user feedback.

Demo
Tips from AWS Re:Invent for explaining ideas instead of persuading.
Why we love the "It's X for Y" method for pitching ideas.
Why your boss ignores your ideas.
How to successfully pitch your idea with a 'dynamic change story'.
A few handy concepts for getting clients to accept your ideas.