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SPECIAL INTEREST:

FALL CONFERENCE IN DAYTON, OHIO

October 13-15, 2017

<http://asq.org/innovation-group/About/innovation-conference>

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Notes from the Chair

Our fall conference in Dayton, OH is shaping up to be an exciting and worthwhile experience! Stephen Hacker, ASQ Past Chair, will deliver the keynote address and talk about transformation – that essential element of innovation. The variety of topics and speakers during the day's sessions will give you plenty to choose from and something for everyone. I suspect it will hard to choose! You can also go on a field trip on Friday afternoon and join in the Innovation Games on Sunday – you'll have a blast, learn a lot, and meet some interesting people, I can assure you. Early bird registration is still available – details at <http://asq.org/innovation-group/About/innovation-conference>.

Speaking of conferences, start planning now to attend **next year's WCQI** in Seattle (Apr 30 –May 2, 2018). If you'd like to help with the Innovation Division booth or any other World Conference activities in Seattle, let me know!

Registration is also open for our next **webinar** – Business Model Innovation, by Kateri Brunell on Aug 23 2017. Hope you can join us!

We are always looking for ways to ensure our members receive value from their interactions with the division, and we want to hear from you about what you look to the division to provide. Please take a moment to complete the Voice of the Customer survey (see details in this newsletter). Your feedback will help us guide our initiatives and program for the coming year.

Hope to see you in Dayton in October!

Jane Keathley

Innovation Division Chair

Building an Innovation Body of Knowledge (iBoK)

We are embarking on an initiative to build the Innovation Body of Knowledge (iBoK) for ASQ and started an outline to help develop content. We need your help to develop content and expand the outline with relevant information:

1. What is (and isn't) innovation?
2. What and When to innovate
3. How to innovate (process or cycle)
4. Approaches or methodologies
5. Tools
6. Roles for innovation
7. Factors that enable or hinder innovation
8. Case Studies and Best Practices

Anyone can contribute and we are looking for some section managers to help manage the content for organization and relevance.

The content will eventually become part of ASQ's effort to have an integrated BOK that consolidates all the various BOK across ASQ for a truly global database. Please consider volunteering for the iBoK team and help us create a valuable asset for the division. Contact **Jim Nelson** (mjandjnelson@hotmail.com) for more information or to assist.

PAR 2017 Innovation Award – Judge Recruitment Beginning Soon



Member Units are in the process of developing their applications for the PAR Innovation Award for 2017, and we will soon be recruiting judges to evaluate those applications. Many of our judges in previous award cycles are Innovation Division members – this is a wonderful way to use your

innovation expertise and help out an ASQ Innovation initiative.

Judges receive training, after which they are assigned to a panel of 3 judges to review a set of applications. Judges conduct an independent review of each application and work together with other members of their panel to reach a consensus evaluation of the application along with a recommended award level. Training begins in the fall and judging takes place in January 2018.

Please consider applying to be a judge this year. If you'd like to know more, contact PAR Committee members Jane Keathley or Belinda Chavez, or Chris DeMartino at ASQ.

Innovation@ASQ...

... is the name of the newly formed **LinkedIn** group of the Innovation Division!

The purpose of this group is:

- To provide a learning environment for ASQ members, in general, ASQ Innovation Division members, specifically, & non-ASQ members interested/involved in Innovation activities, work, events, and/or conversations to initiate & participate in conversations and learn from each other.
- To encourage ASQ members to join the Innovation Division.
- To demonstrate the value of ASQ to non-members, and create an environment that encourages non-ASQ members to join ASQ
- To connect with our Twitter feed – @asqinnovation

Rick Fernandez (Membership Chair, rick.r.fernandez@gmail.com) and **Ron Makar**



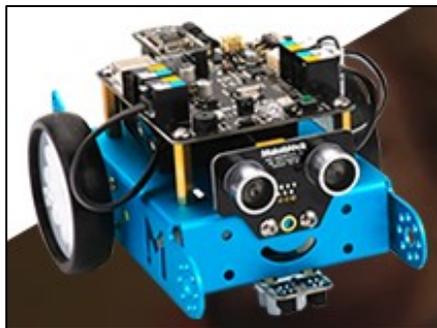
(liaison to the VoC and the Membership Chairs, ron@iQualityConsulting.com) will serve as administrators to this group.

We encourage all Innovation Division members to engage with the group, to create new conversations and participate in ongoing discussions. We also encourage you to send Ron and Rick your thoughts and ideas regarding what you would like to see on this group.

Program Confirmed for ASQ's Innovation Conference

The 5th annual ASQ Innovation Conference will take place October 13–15 in Dayton, Ohio! An exciting slate of presenters is ready to share with you the latest in innovation management topics! Speakers include Innovation Division members, experts in the field of innovation, international presenters from UAE, Costa Rica, and Philippines, and former ASQ Chair Stephen Hacker. The full program is posted at <http://asq.org/innovation-group/About/innovation-conference>.

The speakers on Saturday provide a great opportunity to learn and participate, and there is more in store for conference attendees. Friday evening, we will tour local innovation trailblazers including the unmanned aerial systems facility, followed by a reception at the [Proto BuildBar](#).



And Sunday morning from 9 to noon we will conduct a few rounds of Innovation Games that you can learn and apply in your own workplace when you return, invigorated, on Monday.

[Please visit the conference website](#) to learn more and to register for the conference. We will enjoy seeing you there!



INNOVATION SURVEY

Your help is needed!

How are we doing? Please take a few minutes (less than 10, really!) to provide feedback on how your Innovation Division is serving you. We value your input and will use it as we grow and innovate into the future.

Please complete the short survey at the link below. Thanks!

<https://www.surveymonkey.com/r/InnovationASQ2017>



Upcoming Webinar: Business Model Innovation

Date: 8/23/17 7:00–8:00 PM ET

Companies in many industries are experiencing disruptions to their fundamental businesses. Others are seeking to capitalize on opportunities to create new business models to remain viable or achieve strategic growth goals. What role, if any, can performance improvement professionals play in the design or redesign of business models? This webinar will provide an overview of some of the latest thinking and practices in Business Model Innovation.

Note: Kateri will be providing another, more expanded presentation on this same topic at the ASQ Innovation Division Conference on October 14, 2017 in Dayton, OH.

Registration Link: <https://asq.webex.com/asq/onstage/g.php?MTID=e298bf798d634e88a7b86b2daad0a7a0c>

Learning Objectives:

- *Define what a Business Model is*
- *Recognize the importance of business models to performance improvement professionals*
- *Describe sources of ideas/ drivers for new business models*
- *Summarize ways of constructing business models*

Presenter Bio

Kateri Brunell is Managing Director of Banyan Innovation Management, an independent consultancy specializing in concept development, process innovation, and Lean Six Sigma. She has recently been the Director of Enterprise Continuous Improvement at Aviall, Inc./Boeing Global Services where her team worked at the intersection of improvement and innovation, as well as Director/Lean Six Sigma Master Black Belt at ADT Security Services/Tyco International. In 2016, she co-developed a

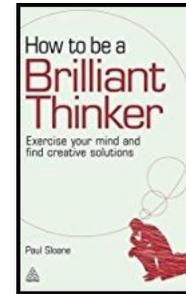
course in Lean Innovation and Management for Villanova University and serves as an adjunct faculty member. Kateri is a Senior ASQ Member, ASQ Innovation Division board member, and holds several ASQ certifications, PMP from Project Management Institute, and New Product Development Professional (NPDP) from the Product Development and Management Association (PDMA).



Book Review:

How to be a Brilliant Thinker

Sloane, P. (2010). [How to be a brilliant thinker: exercise your mind and find creative solutions](#). Kogan Page Publishers.



Paul Sloane's book contains most, but not all, "current thinking about thinking". He challenges our conventional *linear* approach to thinking through problems and reminds us of the importance of *lateral thinking* as introduced to as by Edward de Bono.

Much of Sloane's material is not new. For example, in Chapter 21, when he discusses 'memorizing' he talks about the 'tagging techniques' of Leslie Welch and the mnemonics we learned at school. He does stimulate thought and he provides some useful tools such as the analytical tools of Chapter 4 and the decision-making tools in Chapter 12.

The editor of this book should have forced more attention to structure and flow. Although our best thinking is not strictly linear, reading is a linear activity and 'How to be a brilliant thinker' does not flow well. Chapters 27, 28 and 30 which address putting thoughts into action at the end of the book might have fitted better prior to Chapter 15 when the author starts to address "self-help". There are also frequent lists which are poorly structured and obstruct the flow for the reader. The lists are useful but would benefit from being better structured. One of Edward de Bono's original tenets regarding a reader's absorption of information is that we can scan most effectively six points at a time.

The first half of the book is mostly well written with frequent anecdotes to illustrate the points that Sloane is making. Unfortunately, the second half of the book becomes a consolidation of the self-help books that proliferated twenty years ago and also loses the anecdotes. Healthy living is important for brilliant thinking but I would like to have heard more from the author about how 'epiphanies' occur or some insights into problem definition and techniques such as TRIZ or I-Ching.

Paul Sloane's book is a useful stimulus for those of us looking to challenge our approach to thinking through opportunities and solutions. The book is well priced and easy to carry on a business trip. It would have benefited from a little more 'time in the oven' to give it better flow and readability.

Peter Merrill

