

## Teacher Overview

The Innovation activity gives the student an opportunity to take an existing product and improve it. When doing this activity it is important to remind students that innovation is not just creating new products, but improving existing products to meet new needs, demands, requirements, etc.

## When to Use This Lesson

The Innovation activity is most effective after discussing innovation and creative destruction.

The Innovation activity is one you can do throughout the duration of the course as it encourages creativity and problem solving. If you do repeat this activity it is helpful to select different products each time.

## Time

The amount of time this activity takes depends on how long you give your students to brainstorm, create their new design, and plan their pitch as well as deliver their pitches.



## BEFORE CLASS PREPARATION

- > Review activity guide.
- > Decide what you want your students to innovate. For this particular activity guide we will be using the ironing board.
- > Plan the logistics of the activity.
  - Do you want them to work individually, in partners or teams? Will you choose partners/teams or let them choose?
  - How much time do they have to innovate?
  - What details do they need to include? Product name, price, dimensions, colors, etc.?
  - How long can their pitch be?
  - Who will judge? How many winners will there be?
  - You can have YE staff, classroom volunteers, school administrators, or another class vote.
- > If you use another class, it is best to give them some criteria to go on. Let them know this is an innovation activity so you are looking for a product that is new and creative. You can also make the pitch's quality a part of the selection process.
- > You can use YE dollars and/or bonds. For guidance on use of YE dollars/bonds see the Classroom Currency Guide.
- > Collect needed materials.

## FOUNDATIONAL VALUES

- > Sound Judgment
- > Freedom
- > Passion
- > Opportunity

## LEARNING OBJECTIVES

- > Innovation 4a-e

## KEY TERMS

- > Innovation
- > Creative Destruction

## MATERIALS

- > Butcher paper/large flipchart paper
- > Markers/colored pencils
- > Sample of item chosen for innovation

## ACTIVITY INTRODUCTION

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- > **ProTip:** You may choose to show your students the following video. This video is about a global design company called IDEO. In this video IDEO demonstrates their innovative way of designing a new shopping cart.
  - Long version (22 minutes) - <https://www.youtube.com/watch?v=izjhx17NuSE>
- > Ask your students how many of them iron their clothes, or have ironed something at some point for a family member or other project. Ask them if they used an ironing board when they did the ironing.
- > Tell them that for today's activity they get to use an ironing board, yay!

## ACTIVITY DIRECTIONS

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- > Put students with their partners/teams. Tell them they will want to make sure they have plenty of room to work.
- > Tell your students they work for "IRONING is FUN, INC." Their job at IRONING is FUN, INC. is in Research and Development. Ask if anyone knows what that means.
  - That means that their only job is innovation, introduction, and improvement of the IRONING is FUN, INC. ironing boards.
- > Their new project, starting now, is to "make ironing FUN!"
- > They have 40 minutes to develop their idea, create a visual aid using the resources provided, and plan a 3 minute pitch.
- > Make sure to notify them as time passes so they are aware of how much time they have left to work.
- > When the 40 minutes has expired, tell them to stop working. Collect their visual aides so no group has more time than another to work on them.
- > Begin pitches.
- > After all groups have pitched you can announce the winner(s). Pay them based on how you have decided to pay the winners.
  - You might want to pay out to the top 3 bond recipients, and give guest judges a certain number of YE dollars they can pay out to whomever in whatever amount they choose.

## ACTIVITY DEBRIEF

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- > What made you decide to create/innovate the way you did?
- > Are you solving a problem?
- > Who are you solving the problem for?
- > Is there already something like your product available?
- > What is your comparative advantage to the product that is already available?
- > Did you create value for anyone? If so, who? If not, why not?
  - Why would someone buy it if it isn't going to create some sort of value for them?
- > Did you consider who would buy your product?
- > Is there a market for your product?
- > Who would be your target market?
- > Where would you sell your product?
- > What steps did you take during your ideation and innovation process?
- > Did you pivot?

