CREATIVE PROBLEM SOLVING

Sunardi
Value Added Service Manager – BINUS CENTER HEAD OFFICE

DESIGN DEVELOPMENT PROGRAM

CORPORATE LEARNING DIVISION

BINA NUSANTARA

VISION & MISSION

BINA NUSANTARA 20/20 Vision

A World-class Knowledge Institution
... in continuous pursuit of innovation and enterprise.

Commits to deliver excellence in education and research for the global community by:

- Providing a learning experience that encourages and rewards innovation
- Creating high impact applied knowledge
- Pursuing a positive contribution to the quality of life
- Contributing to outstanding leadership
- Guiding corporate entrepreneurship

LEARNING OBJECT

At the end of the workshop, participant are able to:

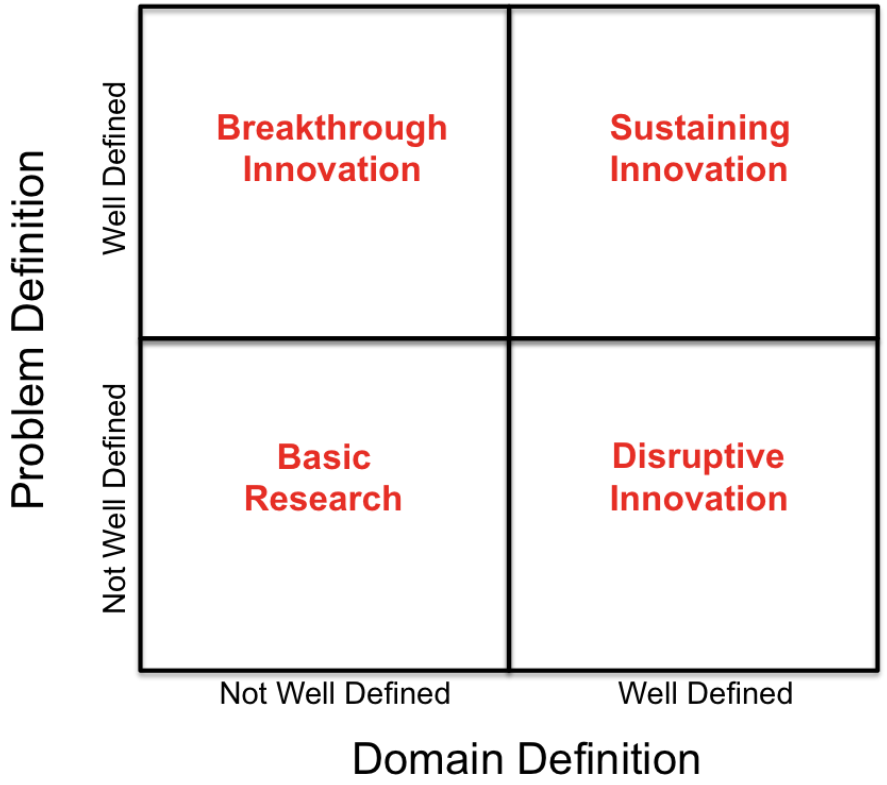
1. Apply methods for thinking more creatively (out of the box) to generate better ideas and faster solutions. [5-9]
2. Define organizational innovation problems and room for improvement. [10-19]
3. Identify innovation not just as a new product or service, but as a way of working to find opportunities in every job in their organization. [20 – 32]
4. Define concept and techniques for managing, controlling and improving quality at the workplace. [20 – 32]

WHY INNOVATION

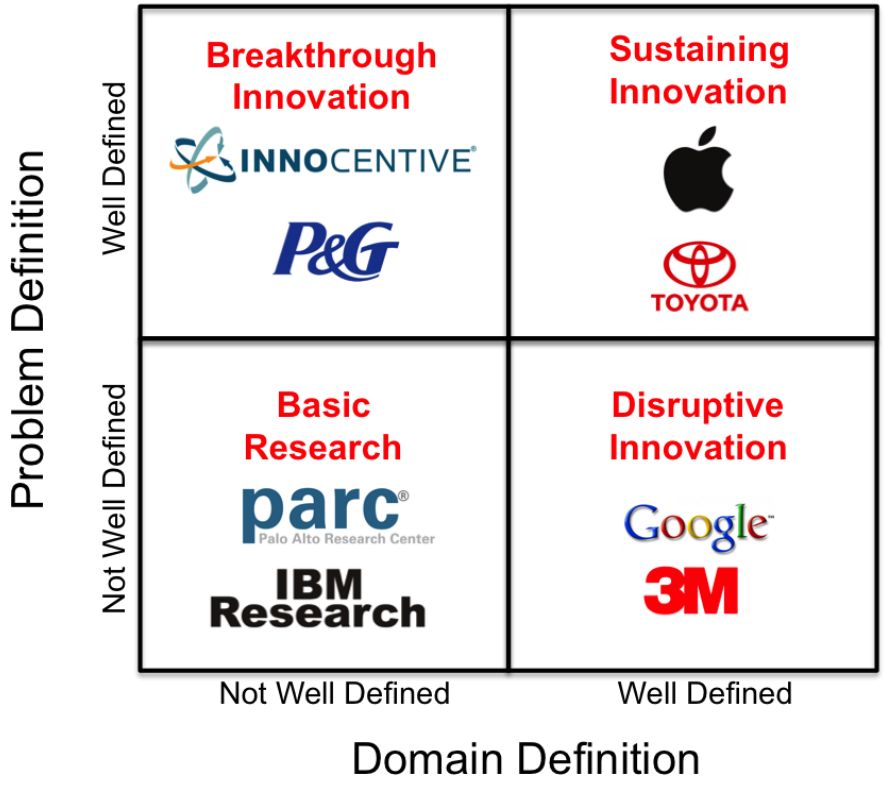
Margin Erosion	"We operate in a mature industry with a mature product portfolio and our margins are beginning to disappear."
Internal Churn	"Our new ideas are stuck in the mud of internal planning and review cycles."
Competition	"New competitors are moving into our space and we need to do something to defend our market position."
Adjacent Markets	"We see opportunities in adjacent markets (new segments, geographies, etc.) but we don't know where and how to start."
Mining IP	"We have so much IP but we cannot convert it into products that resonate with consumers."
Time-to-Market	"Our linear product development process doesn't allow for nimbleness and trial and error."
Customer Insight	"Our product ideas are driven by science and engineering but fail to recognize latent or unarticulated customer needs."
Sustainability	"We got lucky once or twice. How do we repeat our market success year after year?"

TYPE OF INNOVATION

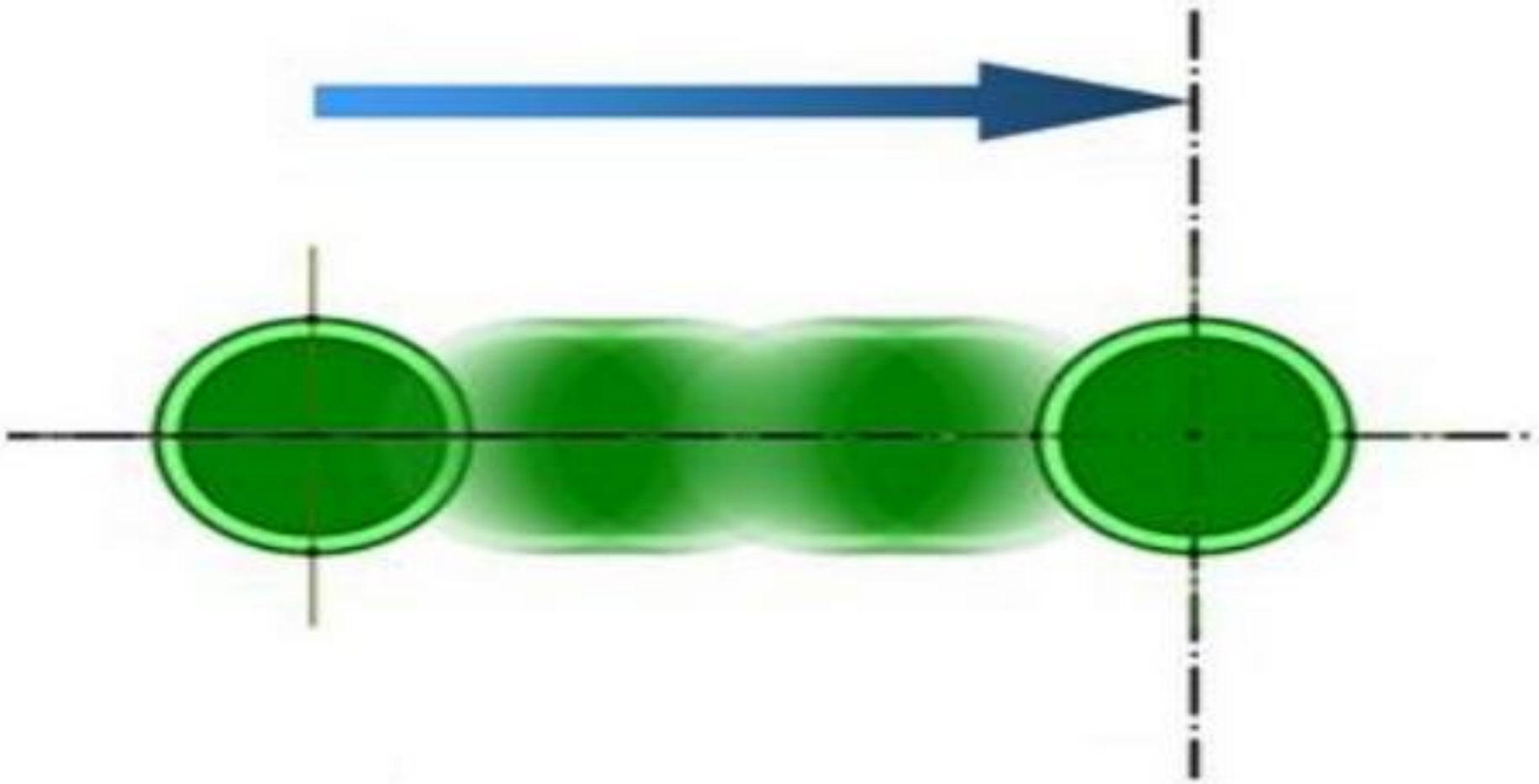
Innovation Matrix



Innovation Matrix

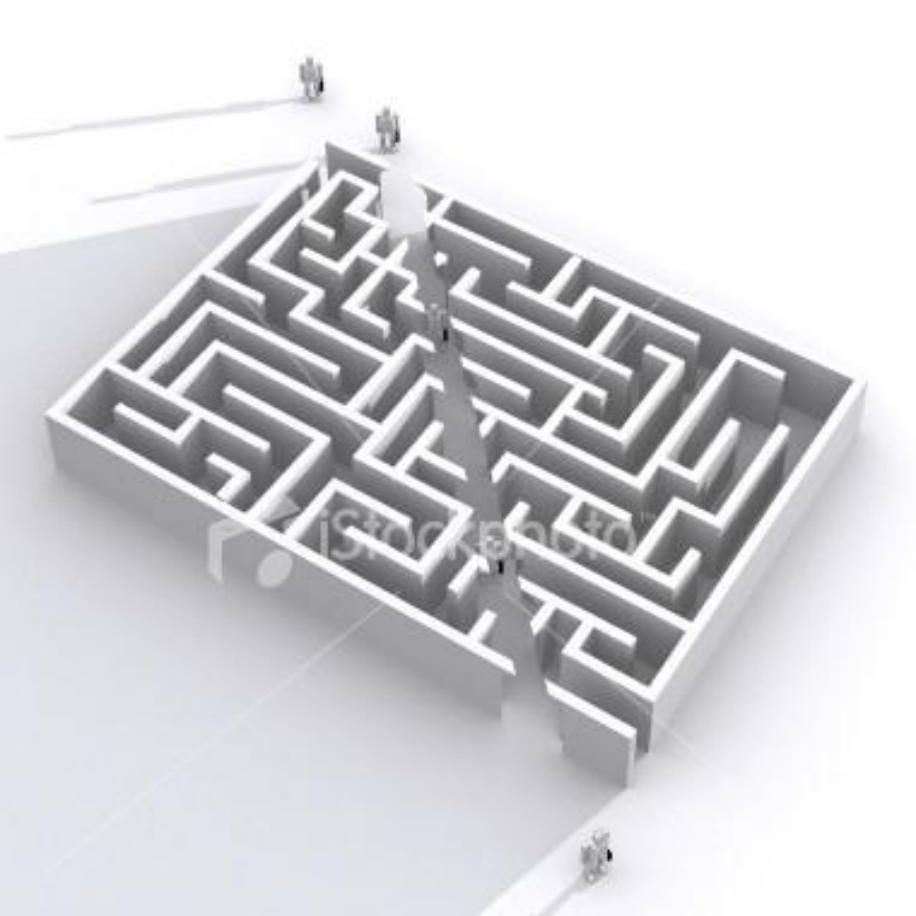


CHANGE

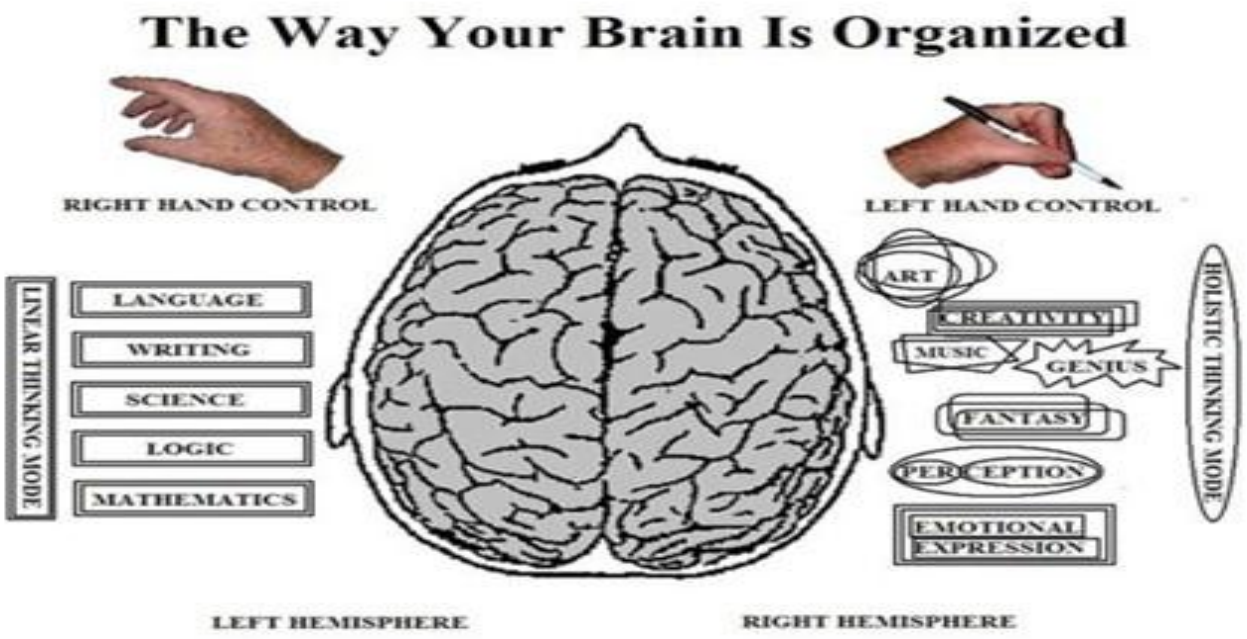


Innovation means behavioral change.

DIFERENTT WAY



LEFT & RIGHT BRAIN



SHYMPONY

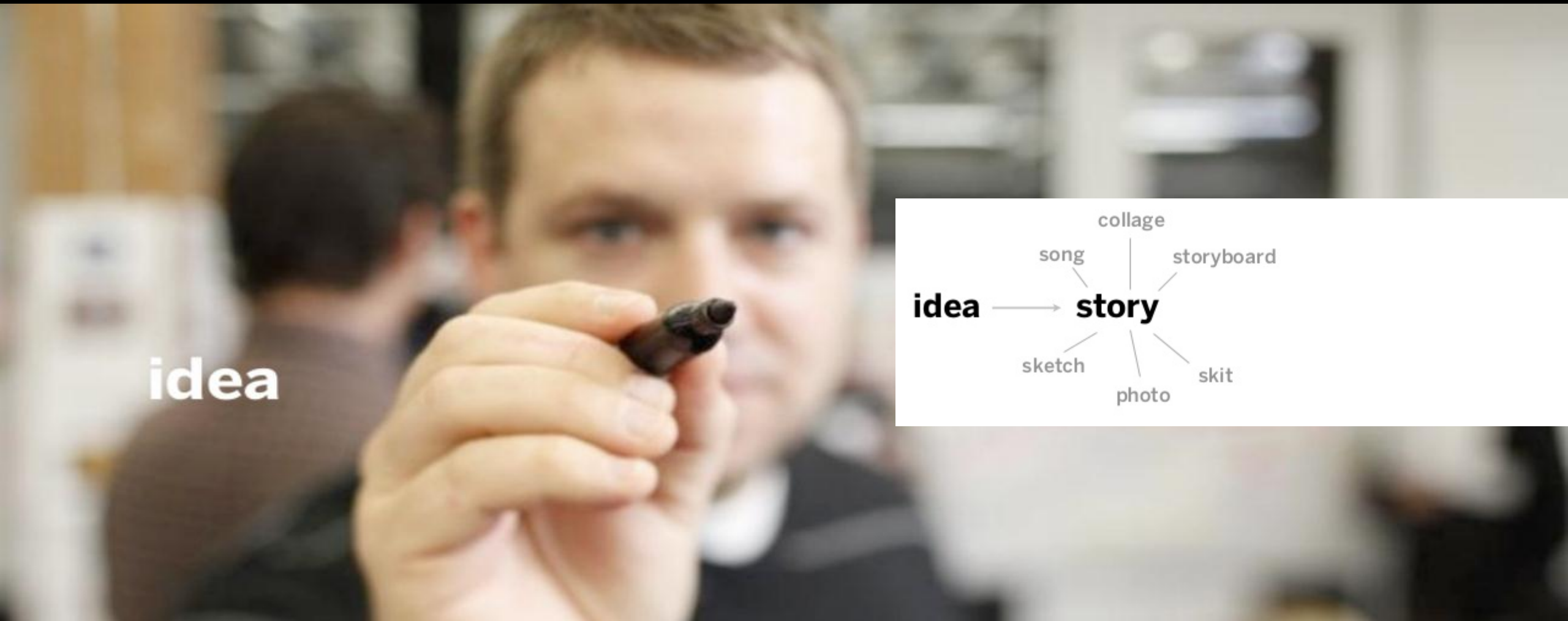
ORCHERSTRA

STORY

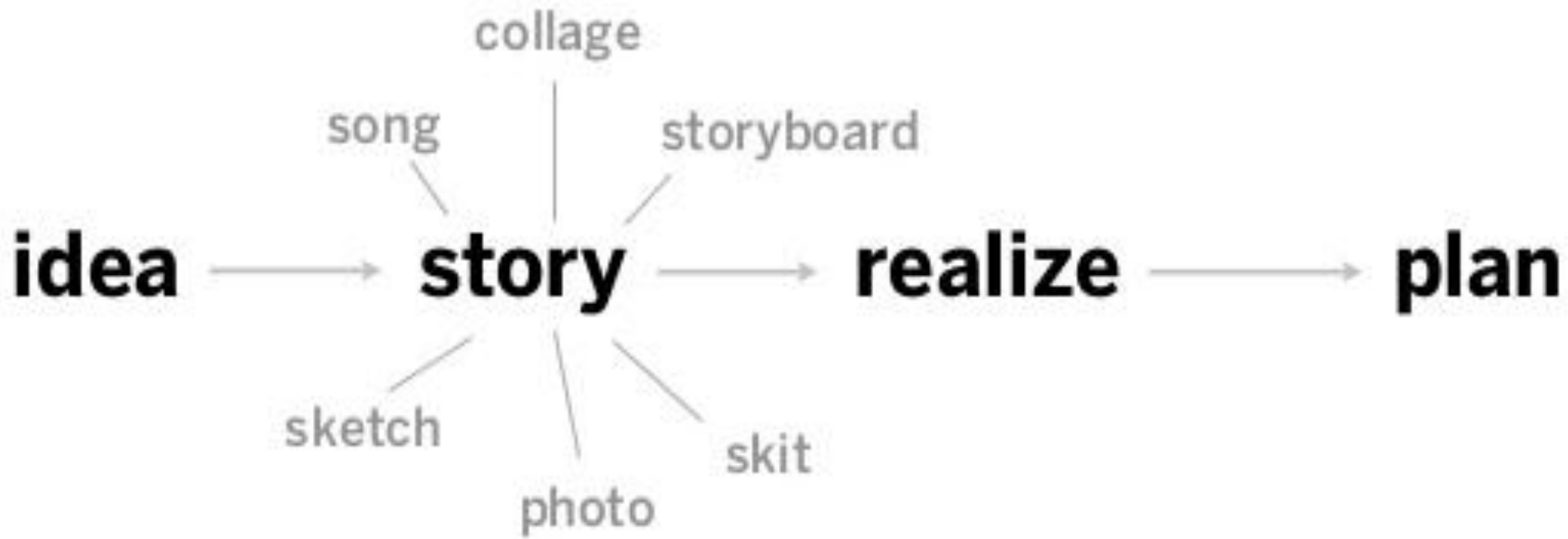
VALUE FROM STORY

DESIGN

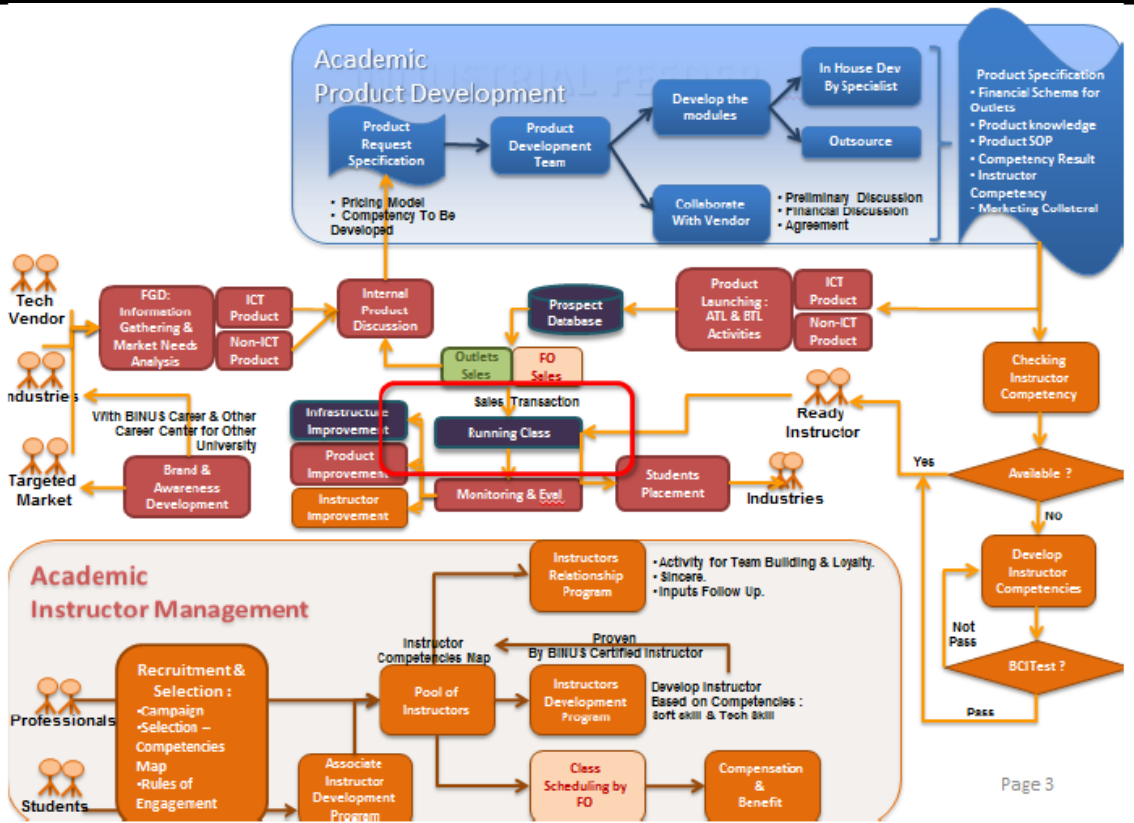
VISUAL

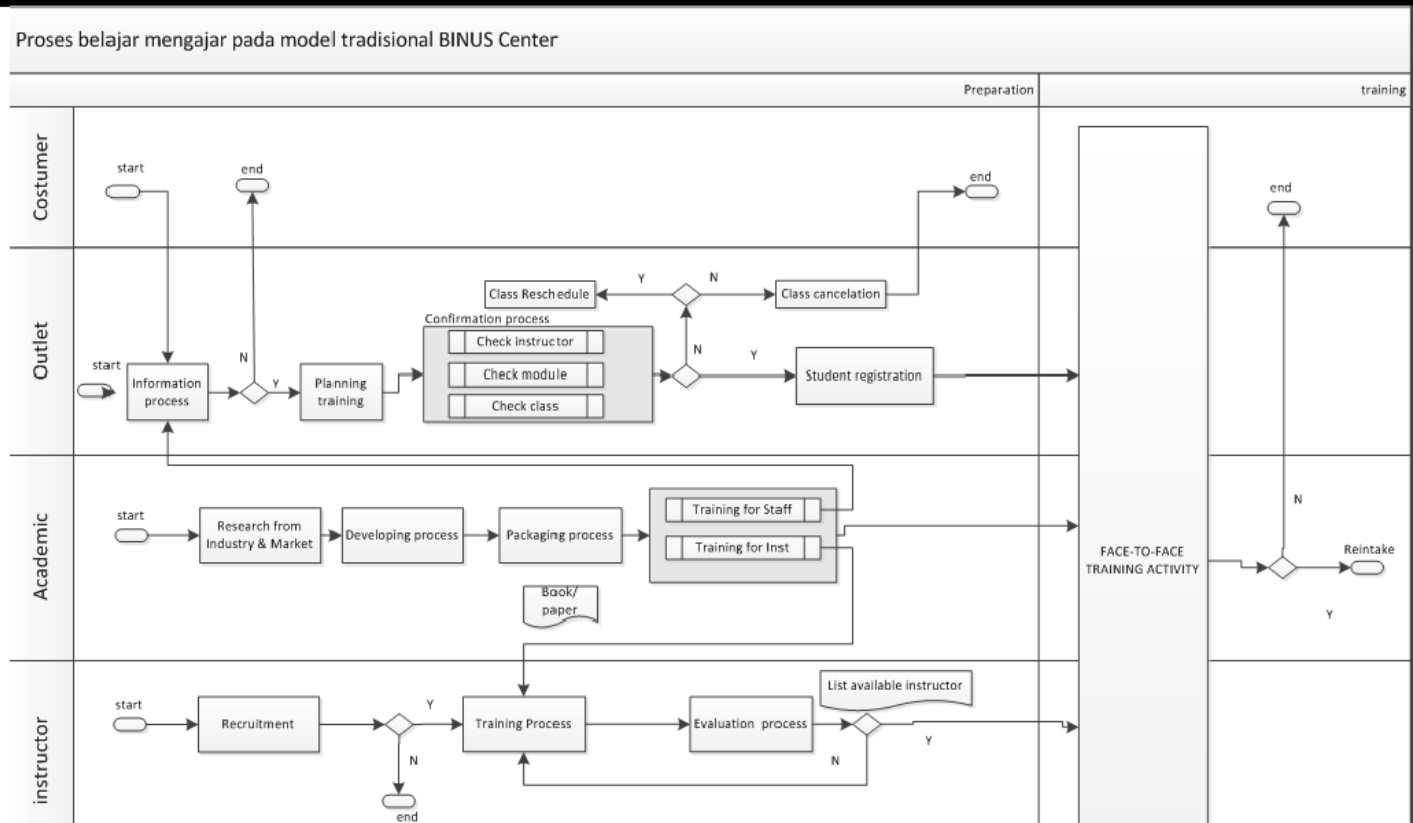


VISUAL

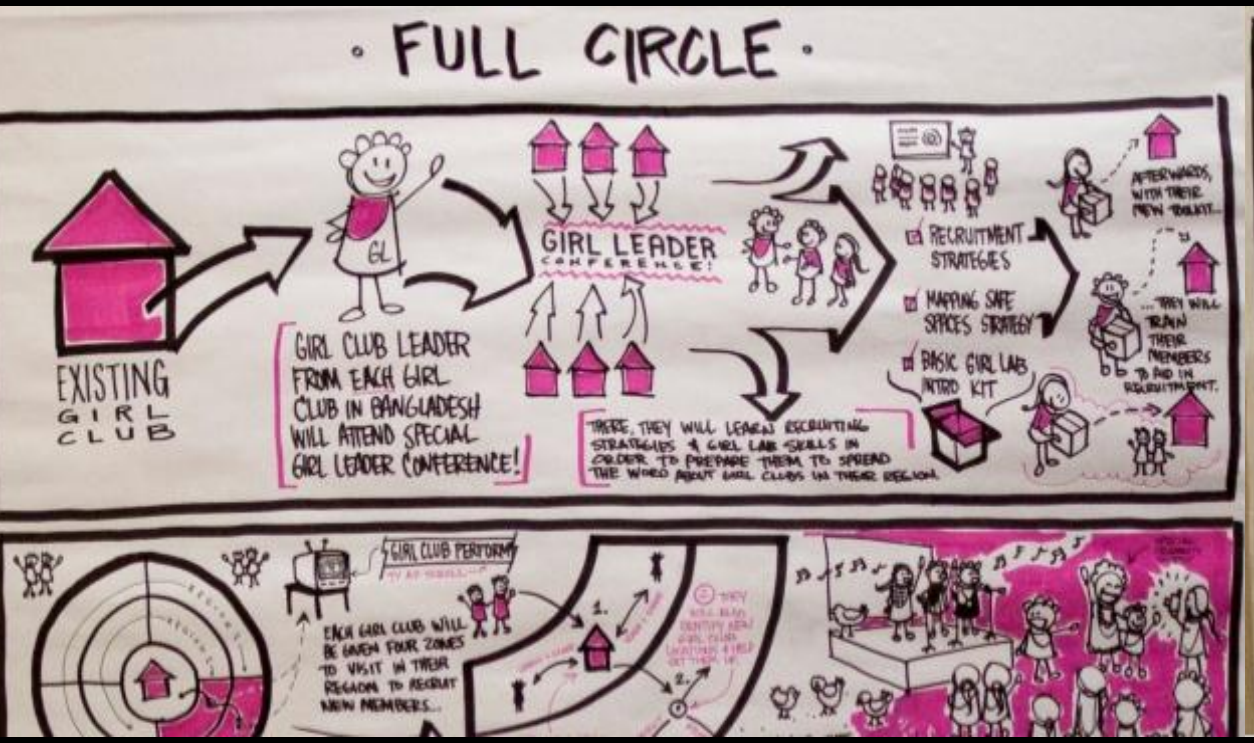

collage
song
storyboard
idea
story
realize
plan
sketch
skit
photo

PATH


Academic
Product Development
Product Request Specification
Product Development Team
Develop the modules
In House Dev By Specialist
Outsource
Collaborate With Vendor
• Preliminary Discussion
• Financial Discussion
• Agreement
Product Specification
• Financial Scheme for Outlets
• Product knowledge
• Product SOP
• Competency Result
• Instructor Competency
- Marketing Collateral
• Pricing Model
• Competency To Be Developed
Tech Vendor
FGD: Information Gathering & Market Needs Analysis
ICT Product
Non-ICT Product
Internal Product Discussion
Prospect Database
Product Launching : ATL & BTL Activities
ICT Product
Non-ICT Product
Outlets Sales
FO Sales
Sales Transaction
Running Class
Checking Instructor Competency
Ready Instructor
Available ?
Yes
No
Develop Instructor Competencies
Not Pass
BCITest ?
Pass
Industries
With BINUS Career & Other Career Center for Other University
Targeted Market
Brand & Awareness Development
Infrastructure Improvement
Product Improvement
Instructor Improvement
Monitoring & Eval
Students Placement
Industries
Academic
Instructor Management
Instructors Relationship Program
• Activity for Team Building & Loyalty.
• Sincere.
• Inputs Follow Up.
Instructor Competencies Map
Proven By BINUS Certified Instructor
Pool of Instructors
Instructors Development Program
Develop Instructor Based on Competencies : Soft skill & Tech Skill
Professionals
Recruitment & Selection :
•Campaign
•Selection – Competencies Map
•Rules of Engagement
Associate Instructor Development Program
Class Scheduling by FO
Compensation & Benefit
Students
Page 3


Proses belajar mengajar pada model tradisional BINUS Center
Preparation
training
Costumer
Outlet
Academic
instructor
start
end
Information process
Planning training
Class Reschedule
Class cancelation
Confirmation process
Check instructor
Check module
Check class
Student registration
Research from Industry & Market
Developing process
Packaging process
Training for Staff
Training for Inst
Book/ paper
Recruitment
Training Process
Evaluation process
List available instructor
FACE-TO-FACE TRAINING ACTIVITY
Reintake
Y
N

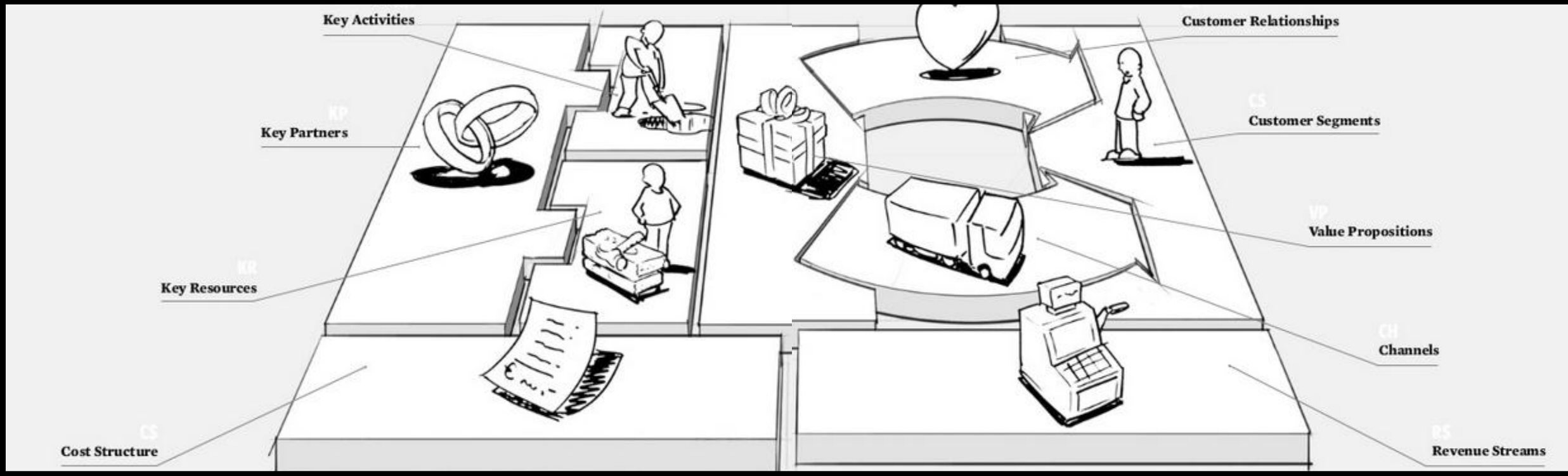
DRAW/CAPTURE



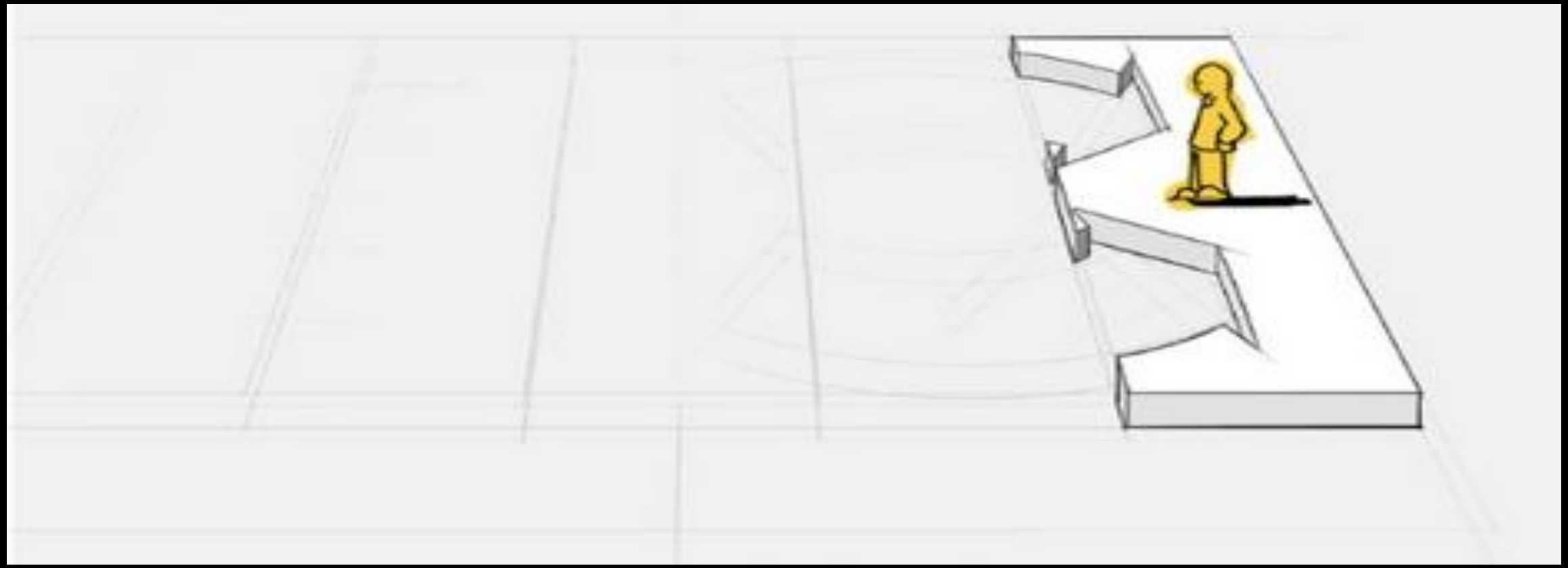
PICTURE/VIDEO TAKING

ACTION PLAN

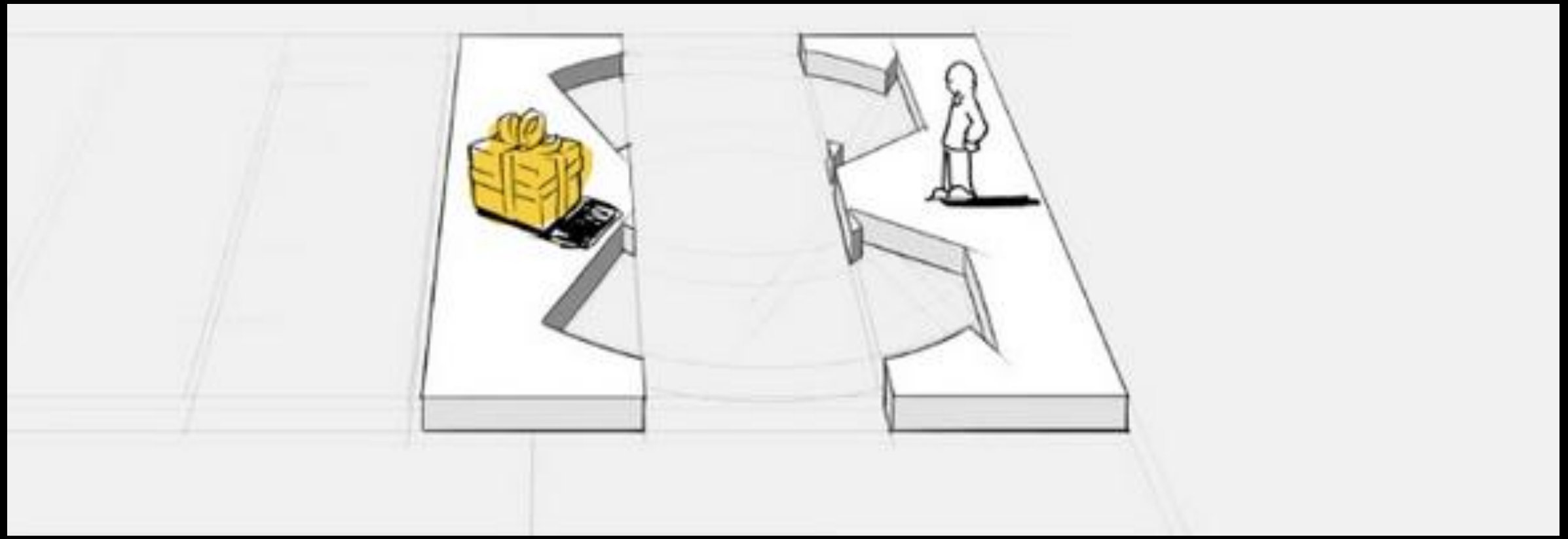
BUSINESS MODEL CANVAS



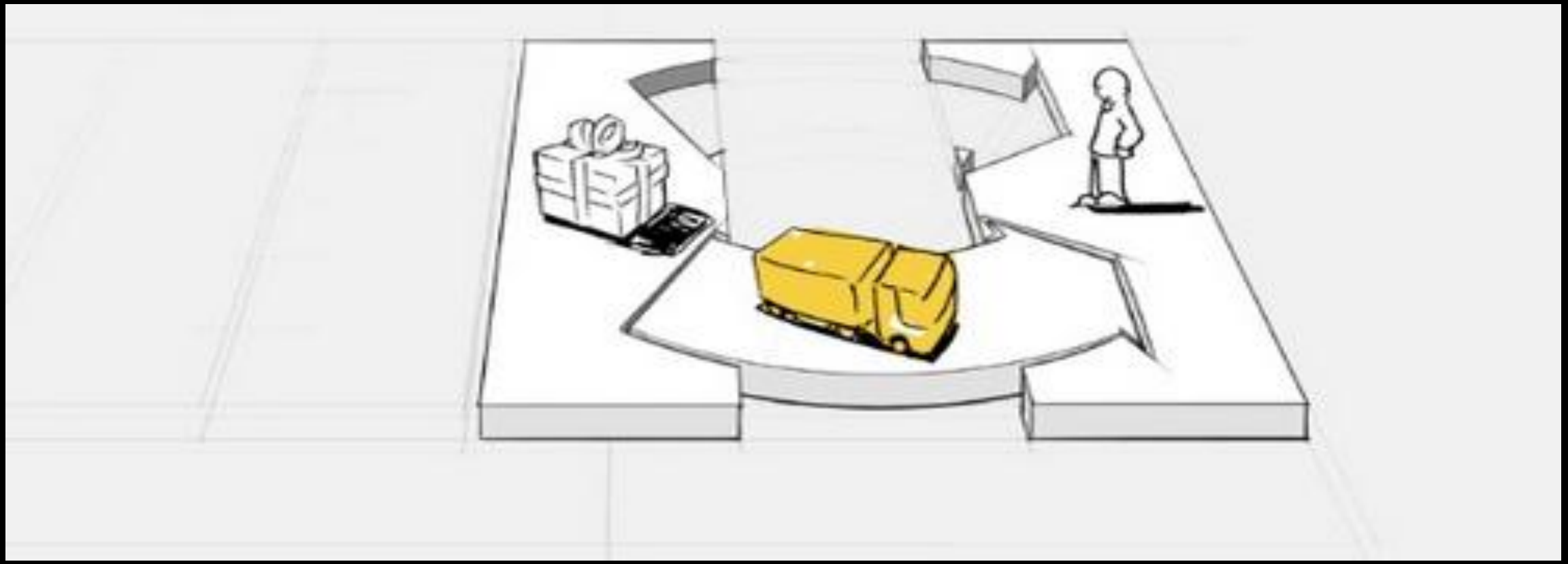
COSTUMER SEGMENT



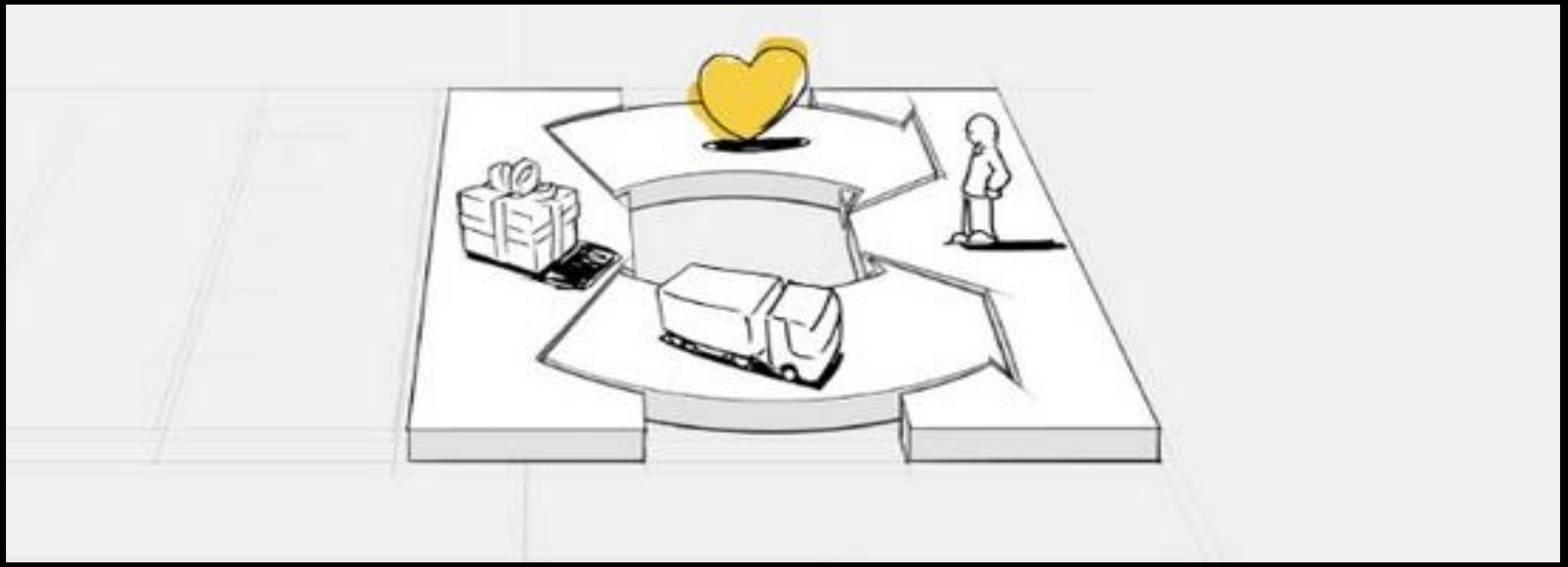
VALUE PROPOSITION



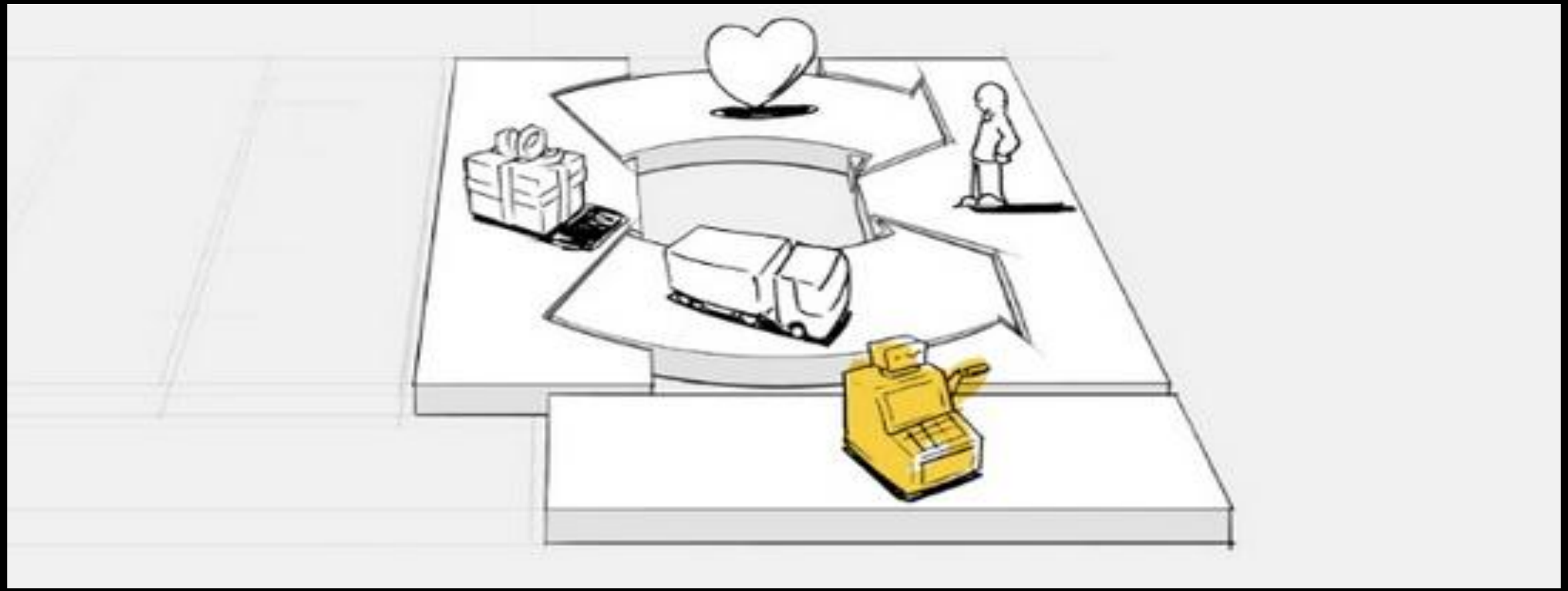
CHANNEL



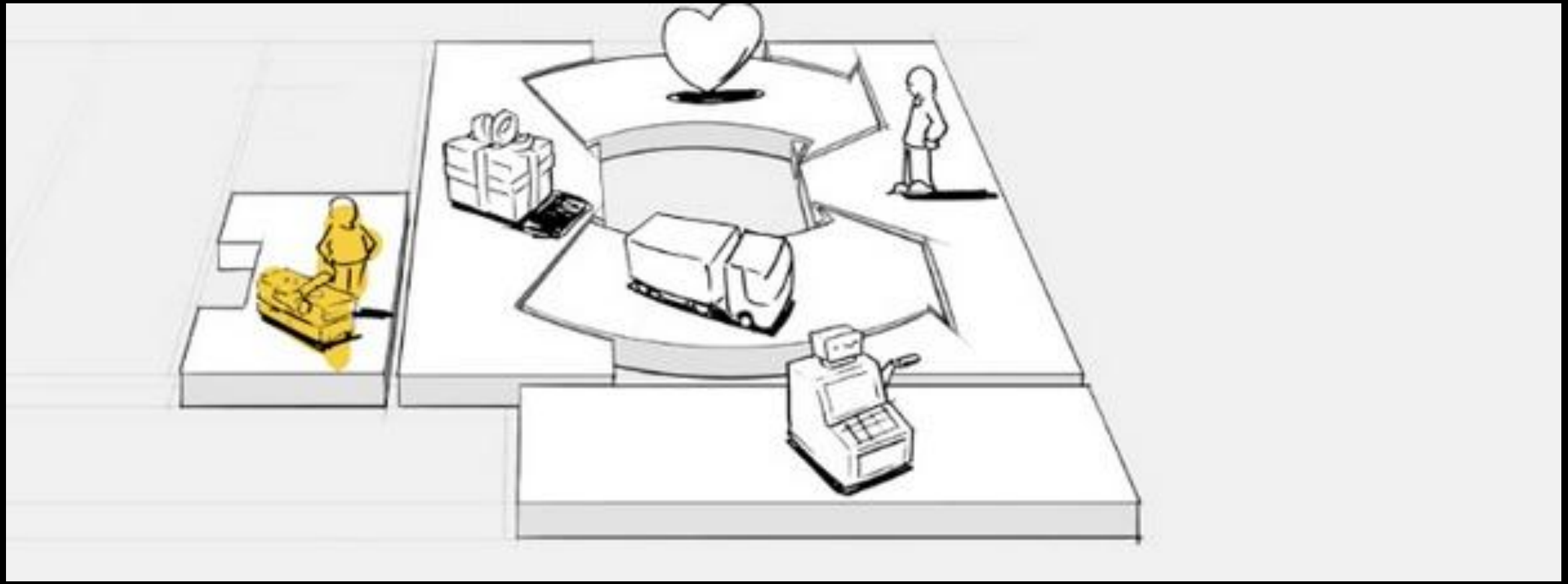
COSTUMER RELATION



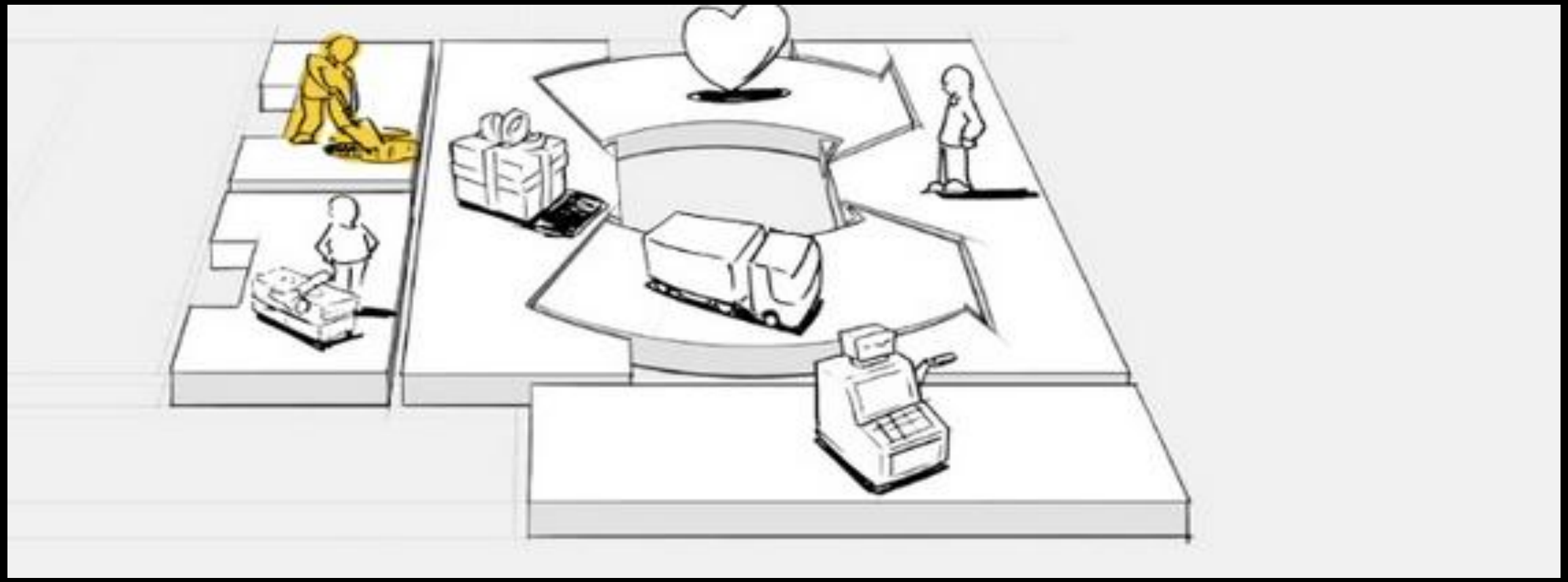
REVENUE STREAM



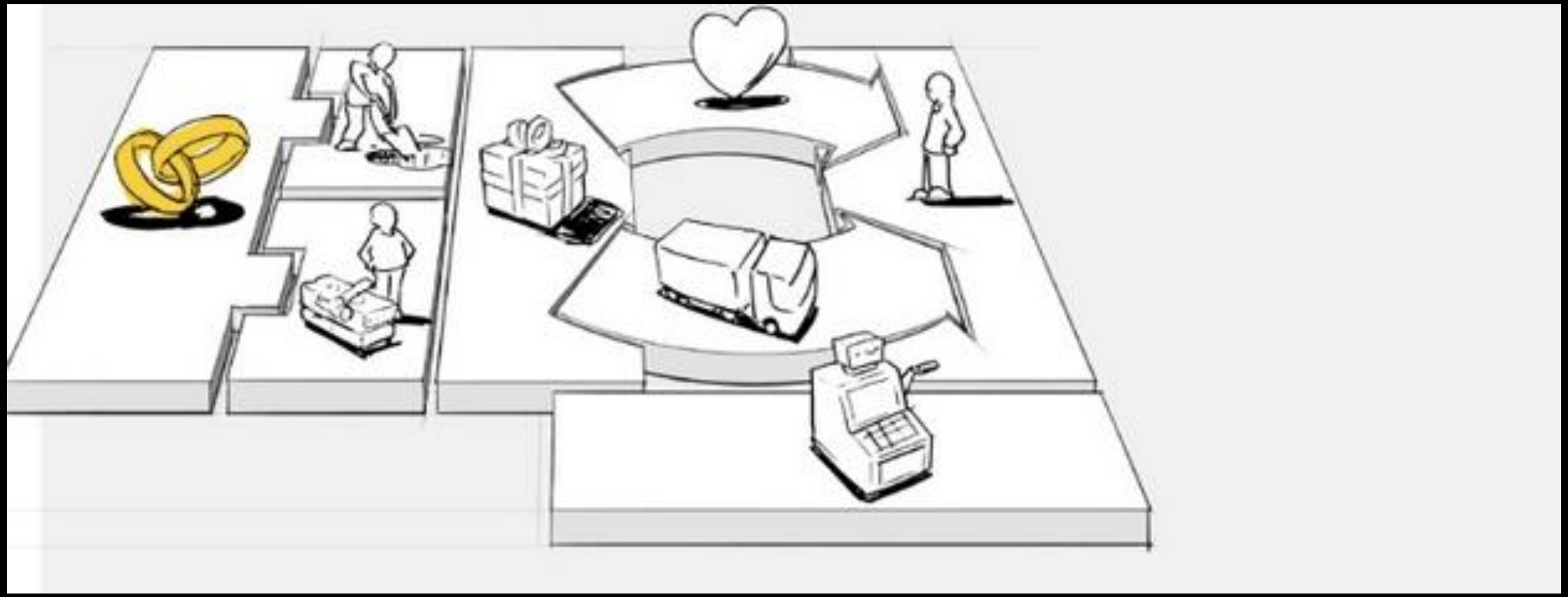
KEY RESOURCE



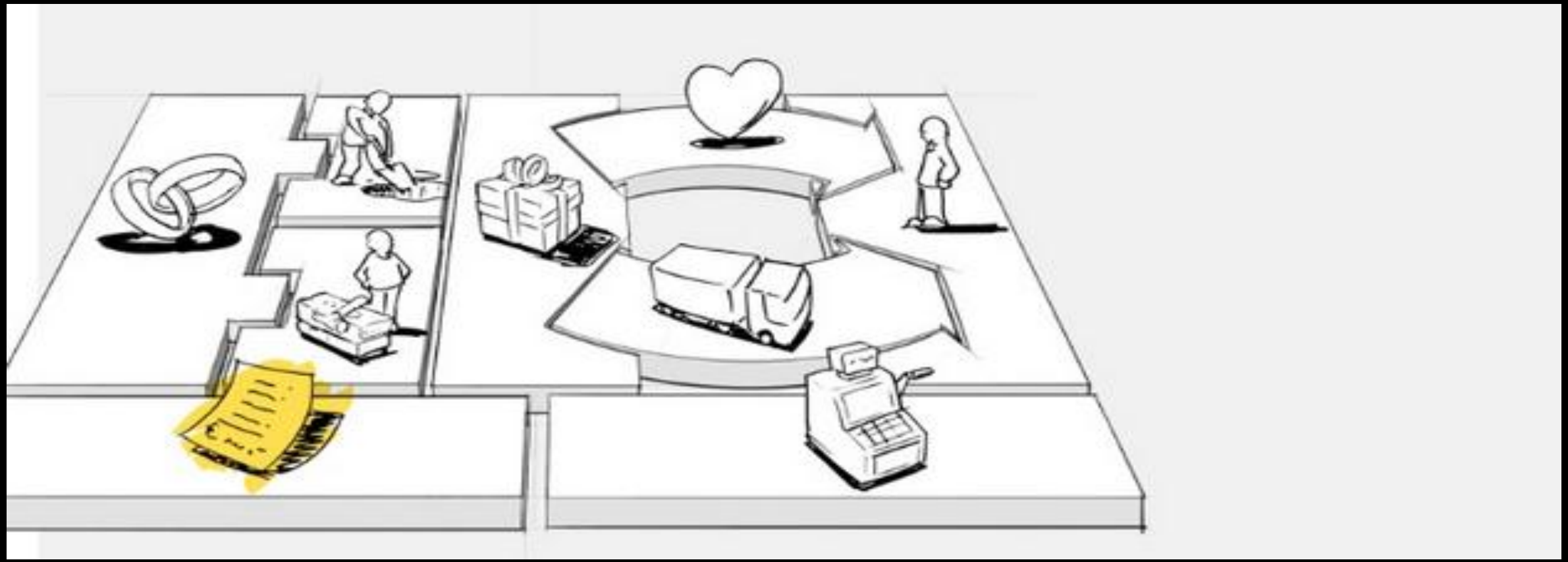
KEY ACTIVITY



KEY PARTNERSHIP



KEY STRUCTURE



ACTION PLAN

imagine
new ideas
seek
new understanding
make
something real
clarify your
GOAL
build
your team
plan
for action

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RESULT