

## GInI.CInP.v2026-02-20.q65

<b>Exam Code:</b>	CInP
<b>Exam Name:</b>	Certified Innovation Professional (CInP)
<b>Certification Provider:</b>	GInI
<b>Free Question Number:</b>	65
<b>Version:</b>	v2026-02-20
<b># of views:</b>	108
<b># of Questions views:</b>	816
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### NEW QUESTION: 1

In the GInI Innovation Management System, the concept of "Innovation Velocity" refers to the speed at which a business can move an idea from initial conception through to market launch. What is the primary factor that Program Leaders must optimize to enhance Innovation Velocity across all phases of the innovation process?

Select one correct answer from the list:

- A. Resource allocation to ensure adequate funding and staffing
- B. Cross-functional collaboration to reduce silos and accelerate decision-making
- C. Rapid prototyping to test ideas quickly and refine them iteratively
- D. Executive sponsorship to secure top-down support and remove roadblocks

**Answer: (SHOW ANSWER)**

Comprehensive and Detailed Explanation: The concept of "Innovation Velocity" is implicitly embedded in GInI's Certified Innovation Professional (CInP) Handbook as the pace at which an organization progresses from idea generation (Front End) through validation (Mid Zone) to commercialization (Back End). While not always explicitly termed "Innovation Velocity" in GInI documentation, the handbook emphasizes speed and efficiency as critical to competitive innovation, particularly in the context of the Innovation Management System (InMS). Program Leaders, tasked with overseeing the entire innovation program, must optimize factors that streamline this journey across all phases-Front End (exploration), Mid Zone (validation), and Back End (execution).

The primary factor GInI highlights for enhancing this velocity is "cross-functional collaboration." The handbook repeatedly underscores the need to break down organizational silos-barriers between departments like R&D, marketing, and operations-that slow decision-making, misalign priorities, and delay handoffs.

Effective collaboration ensures seamless integration of efforts: in the Front End, diverse inputs fuel richer ideation; in the Mid Zone, aligned teams validate business cases faster; in the Back End, coordinated execution accelerates launch. GInI cites examples like cross-functional teams in

Innovation Tournaments or project handoffs (e.g., Q26), where misalignment can kill projects. By fostering collaboration-through mechanisms like regular syncs, shared goals, or co-located teams-Program Leaders reduce bottlenecks, enhance communication, and maintain momentum, directly impacting velocity across the entire process.

Option A, "resource allocation," is crucial-adequate funding and staffing support velocity-but GInI views it as a foundational enabler, not the primary driver. Without collaboration, resources can be misdirected or wasted in siloed efforts. Option C, "rapid prototyping," is a powerful Front End and Mid Zone tactic (e.g., Design Thinking's Prototype/Test steps), accelerating iteration within phases, but it's not the overarching factor across all phases-Back End execution relies less on prototyping and more on operational flow. Option D, "executive sponsorship," provides critical support (e.g., clearing roadblocks, as in Stage 3 decisions), but GInI positions it as a secondary lever; sponsors enable, while collaboration executes. GInI's systemic approach prioritizes collaboration as the linchpin-tying together people, processes, and phases-making Option B the correct answer.

### **NEW QUESTION: 2**

\_\_\_\_\_ is one of the 12 Purposes of Prototyping in which we build prototypes to engage the mind's

"analysis & synthesis engine", since having something to turn over in one's hands helps the mind to better understand a concept or at least keep the mind exploring for more new ideas.

Select one correct answer from the list

- A. Build to Clarify
- B. Build to Empathize
- C. Build to Think
- D. Build to Learn

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 3**

As an Innovation Professional contributing to a program of sustained innovation output in your business, you are constantly feeding what?

Select one correct answer from the list

- A. The business' Innovation Pipeline.
- B. The business' bottom line.
- C. The business' Sales Pipeline.
- D. The business' competitive intelligence.

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 4**

Technology Innovation is any new innovation that delivers greater value and/or a better customer experience as a direct consequence of using a new technology.

Select one correct answer from the list:

- A. Adding new features to the offering
- B. Hying a new technology
- C. Initiating research and development into a new technology
- D. Using a new technology

**Answer: (SHOW ANSWER)**

GInI defines "Technology Innovation" in theCInP Handbookas an innovation driven by the application of a new technology to enhance value or customer experience. The key is the use of the technology, not just its features (A), promotion (B), or development (C). Option A, "adding new features," might result from technology but isn't the defining act. Option B, "hying," is marketing, not innovation. Option C, "initiating R&D," is a precursor, not the innovation itself. D, "using a new technology," matches GInI's focus on practical application as the source of value, confirming the original answer. The question's phrasing reinforces this by specifying "as a direct consequence." Reference:GInICInP Handbook, Section on Types of Innovation.

### **NEW QUESTION: 5**

Here's the text from the image:

In leading their teams to stress-test proposed new Innovation concepts, Project Leaders should have the teams stress-test which of the following?" Select one correct answer from the list:

- A. All the answers are correct.
- B. The solution it has proposed for the issue.
- C. Its hypotheses regarding the reasons behind the issue.
- D. The implementation or commercialization strategy it intends to use for the new offering.

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 6**

Organizations should be aware that in the Evaluation process of Stage 3 of the GInI InMS, the confidence level around certain metrics can be low given how far out in time they are from the present, and thus a certain amount of subjectivity and judgment will be inherent in the process. Select one correct answer from the list:

- A. Guessing
- B. Mostly unknowns
- C. A certain amount of subjectivity and judgment
- D. A certain amount of optimistic speculation

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbooknotes that in InMS Stage 3, evaluating ideas involves metrics (e.g., ROI, market size) projected into the future, where data may be incomplete. This introduces "a certain amount of subjectivity and judgment"-informed estimates by experts-balancing hard data with experience. "Guessing" (A) implies randomness, against GInI's rigor. "Mostly unknowns" (B) overstates uncertainty. "Optimistic speculation" (D) suggests bias, not judgment. Option C aligns with GInI's acknowledgment of human interpretation in early-stage decisions, matching the

original answer, reflecting a pragmatic blend of science and art in GInI's evaluation-a realistic approach to innovation's ambiguity.

Reference:GInICInP Handbook, Section on InMS Stage 3 Evaluation Challenges.

### **NEW QUESTION: 7**

For projects in the Mid Zone that pass the final decision gate, they will pass from the Mid Zone to the Back End, where they will enter into a completely different set of activities.

Select one correct answer from the list:

- A.** An accurate Gantt Chart
- B.** A project post-mortem
- C.** Pass the final decision gate
- D.** A highly detailed project plan with several layers of approvals

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookdescribes the Mid Zone as culminating in a "final decision gate"-the go/no-go point where a project's business case is evaluated. Passing this gate transitions the project from Mid Zone (validation, business casing) to Back End (development, commercialization), shifting from planning to execution activities (e.g., production, launch). Option A, "Gantt Chart," is a tool, not a condition. Option B, "post-mortem," occurs after failure or completion, not transition. Option D, "detailed project plan," might support the gate but isn't the passing criterion. Option C directly states the condition-passing the gate- matching GInI's phased model and the original answer (though D was incorrectly listed; context suggests C intent). This gate is a pivotal risk filter, ensuring only validated projects consume Back End resources, a cornerstone of GInI's disciplined innovation management.

Reference:GInICInP Handbook, Section on Mid Zone to Back End Transition.

### **NEW QUESTION: 8**

The three phases of Innovation Projects is a concept used to categorize \_\_\_\_\_ within specific phases of an innovation project.

Select one correct answer from the list

- A.** the level of risk incurred
- B.** the types of work to be done
- C.** the types of insight needed
- D.** the amount of cost incurred

**Answer: (SHOW ANSWER)**

### **NEW QUESTION: 9**

For projects in the Back End, once a pilot demonstrates the commercial viability of the offering, the effort is passed on to the next stage, where it is ramped up to full-scale capacity via various capital investments.

Select one correct answer from the list:

- A. Scaled back to fit market demand
- B. Allowed to continue running in pilot mode
- C. Reconsidered by the business' head decision-makers
- D. Ramped up to full-scale capacity

**Answer: ([SHOW ANSWER](#))**

GInI's CInP Handbook describes the Back End progression: a successful pilot proves commercial viability, triggering a shift to "ramped up to full-scale capacity" through capital investments (e.g., production facilities, staffing). This scales the offering for market entry. Option A, "scaled back," contradicts success-pilots confirm demand. Option B, "continue in pilot mode," stalls progress, against GInI's execution focus. Option C, "reconsidered," suggests doubt, not the post-pilot norm. Option D matches GInI's model, aligning with the original answer, embodying the Back End's goal of operationalizing validated innovations, a culmination of GInI's phased risk-to-reward strategy. Reference: GInI CInP Handbook, Section on Back End Scaling Post-Pilot.

#### **NEW QUESTION: 10**

Innovators are commonly known to have a disdain for what?  
Select one correct answer from the list:

- A. Other people.
- B. The status quo.
- C. Lean thinking.
- D. Making a profit.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 11**

A business' Innovation Strategy will - in Stage 1 of the GInI InMS - guide the business' investment priorities for its Innovation Portfolio, thus largely determining the portfolio's what?  
Select one correct answer from the list

- A. Size, shape, and speed.
- B. Boundaries.
- C. Goals.
- D. Scope, depth and Impact.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 12**

\_\_\_\_\_ people make for good Innovation Team members because they love to constantly experience new people, places, and things.

Select one correct answer from the list

- A. Inherently brilliant
- B. Very secure
- C. Lonely
- D. Highly experiential

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 13**

Understanding market problems and delivering successful innovations requires a business to be able to execute all three phases of an innovation project with equal care.

Select one correct answer from the list:

- A.** Nail the Back End of Innovation with dialed-in execution that gets the new innovation into the market exactly as planned
- B.** Execute all three phases of an innovation project with equal care
- C.** Nail the Front End of Innovation with an exact understanding of the issue and a breakthrough new solution
- D.** Excel at the Mid Zone of Innovation so they can develop far superior go-to-market strategies than any of their competitors have

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook frames innovation as a three-phase process-Front End (exploration), Mid Zone (validation), Back End (execution)-requiring "equal care" across all to succeed. Missteps in any phase (e.g., poor needfinding, weak business case, sloppy launch) derail outcomes. "Nail the Back End" (A) overemphasizes execution (original error). "Nail the Front End" (C) prioritizes ideation, neglecting later phases. "Excel at the Mid Zone" (D) focuses on strategy, missing holistic balance. Option B aligns with GInI' s integrated approach, correcting the original (A), reflecting a disciplined, end-to-end mastery-a GInI imperative for consistent innovation success.

Reference:GInICInP Handbook, Section on Three Phases of Innovation.

**NEW QUESTION: 14**

Stage 6 of the GInI Innovation Management System is called \_\_\_\_\_ and defines the business'

\_\_\_\_\_

Select one correct answer from the list

- A.** Initiation / Innovation Pipeline
- B.** Selection / Innovation Funnel
- C.** Pilot / Innovation Proving Ground
- D.** Scale / Innovation Payback

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 15**

The basic formula of a successful business is the storyline of a hero overcoming obstacles to save the day. For us as Innovators, that means what?

Select one correct answer from the list:

- A.** Make the world a better place
- B.** Find a need and meet it
- C.** Secure financial backing and scale up a huge business

**D.** Look innovative as absolutely possible

**Answer:** ([SHOW ANSWER](#))

GInI'sCInP Handbook frames innovation as a problem-solving journey, akin to a hero's narrative-identifying obstacles (market needs) and overcoming them (delivering solutions). For innovators, this translates to "find a need and meet it," a core tenet of GInI's philosophy that innovation must address real customer or market gaps to succeed. Option A, "make the world a better place," is aspirational but too broad and not directly tied to the business success formula. Option C, "secure financial backing and scale up," focuses on execution, not the foundational storyline. Option D, "look innovative as absolutely possible," contradicts GInI's rule against innovation for appearances (see Question 15). The original answer (D) is incorrect; B is the correct choice, aligning with GInI's need-driven innovation model, where the "hero" (innovator) resolves a "villain" (unmet need), a practical application of storytelling to business value creation. Reference:GInICInP Handbook, Section on Innovation as Problem-Solving and Storytelling.

### **NEW QUESTION: 16**

Cross-Industry Lateral Innovation Panels are private groups of businesses from different industries who from time to time host panel sessions together where each business sends one or more leaders to engage with peers on the panel for the purpose of cross-pollinating ideas with one another. This tends to produce highly lateral thinking around different ways of doing things- aka lateral approaches. These individuals then return to their respective organizations and use their new insights as fresh fodder for the Innovation Funnel.

Select one correct answer from the list:

- A.** Super-Industry Horizontal Thinking Labs
- B.** Intra-Industry Lateral Thinking Teams
- C.** Cross-Industry Lateral Innovation Panels
- D.** Extra-Industry Horizontal Innovation Forums

**Answer:** ([SHOW ANSWER](#))

The description provided in the question explicitly matches the definition of "Cross-Industry Lateral Innovation Panels" as outlined in GInI documentation. These panels are designed to bring together leaders from different industries to share perspectives and generate lateral (outside-the-box) ideas that can be fed into an organization's Innovation Funnel. The term "cross-industry" indicates collaboration across diverse sectors, distinguishing it from "intra-industry" (B), which would imply within the same industry. Options A ("Super- Industry Horizontal Thinking Labs") and D ("Extra-Industry Horizontal Innovation Forums") are not standard terms in GInI's framework and appear as distractors. The focus on cross-pollination and lateral thinking aligns perfectly with option C, making it the correct choice.

Reference:GInICInP Handbook, Section on Mechanisms of Engagement.

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#### **NEW QUESTION: 17**

Customer Experience Innovation involves \_\_\_\_\_ to produce a greater sense of value by those encountering it.

Select one correct answer from the list:

- A. The delivery of a new product that delivers a much better product experience.
- B. The use of marketing to tell the world yours is a much better experience.
- C. The delivery of a new service that delivers a much better service experience.
- D. The staging of a purposefully-designed and orchestrated new customer experience.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 18**

The fifth step in the Design Thinking process serves as the junction between the Front End and Back End of Innovation.

Select one correct answer from the list:

- A. The Front End and Back End of Innovation
- B. The Front End and Mid Zone of Innovation
- C. The Mid Zone and Back End of Innovation
- D. The Fuzzy Front End and the Messy Back

**Answer: A ([LEAVE A REPLY](#))**

GInI'sCInP Handbook integrates Design Thinking into its three-phase innovation model: Front End (exploration), Mid Zone (validation), and Back End (execution). The fifth step, "Test," concludes Design Thinking by validating prototypes, providing insights that transition a concept from exploration (Front End) to execution (Back End)-e.g., confirming market fit for development. GInI notes Test as a pivot point, often overlapping with Mid Zone validation, but its ultimate output bridges to Back End implementation. Option B, "Front End and Mid Zone," ends too early (Mid Zone is transitional). Option C, "Mid Zone and Back End," skips the Front End origin. Option D, "Fuzzy Front End and Messy Back," is informal and imprecise. Option A aligns with GInI's framework, matching the original answer, reflecting a strategic handoff where validated ideas become actionable-a key GInI process linkage.

Reference:GInICInP Handbook, Section on Design Thinking and Innovation Phases.

#### **NEW QUESTION: 19**

A seventh step for projects in the Front End is for teams to further validate and scope the opportunity they are pursuing - something they should be in a position to do at this point. This involves the team conducting analyses to understand where they are with their knowledge of the opportunity, including what three considerations?" Select one correct answer from the list:

- A.** The number of existing customers involved, the scale a new technology may be able to achieve, and the price that customers will be willing to pay for that.
- B.** The interest of the stakeholders involved, the scale the business may be able to achieve, and the added brand equity that can be expected from that.
- C.** The amount of media hype involved, the scale a new brand may be able to achieve, and the financial outlay required to realize that.
- D.** The scope of the issue involved, the scale a solution may be able to achieve, and the financial return that can be expected from that.

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 20**

Engagement is what speeds up a business' innovation program and connects it with the people who give it life.

Select one correct answer from the list:

- A.** speeds up
- B.** democratizes
- C.** orients
- D.** governs

**Answer:** ([SHOW ANSWER](#))

Engagement in the context of a business innovation program refers to the process of involving and connecting people-employees, stakeholders, and sometimes external contributors-to the innovation efforts. According to GInI's Certified Innovation Professional (CInP) Handbook, engagement is not merely about accelerating processes (speeding up) but about broadening participation and making innovation a shared endeavor across the organization. The term "democratizes" aligns with this philosophy, as it implies opening up the innovation process to a wider audience, empowering individuals at all levels to contribute ideas and energy. This fosters a culture where innovation thrives through collective involvement rather than being dictated or governed by a select few. "Speeds up" (A) might be a byproduct, but it is not the core essence of engagement as defined by GInI. "Orients" (C) and "governs" (D) suggest direction or control, which are less about connecting people and more about structure-thus not fitting the intent of the question.

Reference:GInICInP Handbook, Section on Innovation Engagement Mechanisms.

### **NEW QUESTION: 21**

Why do we tell stories within our businesses?

Select one correct answer from the list:

- A.** To ensure our voices have been heard.

- B. To influence a particular outcome.
- C. Because it gives us a creative outlet.
- D. Because it allows us to change the world.

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 22**

Design Methods bring Design Thinking to life by allowing teams to study problems and evaluate potential solutions.

Select one correct answer from the list:

- A. Study problems and evaluate potential solutions
- B. Study users and evaluate potential trends
- C. Study markets and evaluate potential strategies
- D. Study markets and evaluate potential opportunities

**Answer:** ([SHOW ANSWER](#))

GInI's CInP Handbook describes Design Methods as practical tools (e.g., journey mapping, prototyping) that operationalize Design Thinking's principles. These methods enable teams to "study problems" (via empathy, observation) and "evaluate potential solutions" (via prototyping, testing), spanning the process from problem definition to solution validation. This dual focus is central to GInI's human-centered approach, ensuring innovations address real issues effectively. Option B, "study users and trends," is partial (users yes, trends less so). Option C, "markets and strategies," shifts to business planning, not design. Option D, "markets and opportunities," is market research, not Design Thinking's core. Option A matches GInI's intent, aligning with the original answer, embodying a systematic, problem-solution dialectic—a bedrock of GInI's innovation practice.

Reference: GInI CInP Handbook, Section on Design Methods.

### **NEW QUESTION: 23**

Context in the GInI Breakthrough Innovation Method (the first step) gives a team a clear center point to focus on and boundaries in which to channel their efforts toward a particular outcome.

Select one correct answer from the list:

- A. A clear center point to focus on and boundaries in which to channel their efforts
- B. A clear sense of purpose to drive toward, and no boundaries to worry about—so that they achieve maximum creativity
- C. A head start in coming up with breakthrough solutions
- D. An inner goal to concentrate on and an outer bounds to stay clear of

**Answer:** ([SHOW ANSWER](#))

The GInI Breakthrough Innovation Method, as outlined in the Certified Innovation Professional (CInP) Handbook, begins with "Context" as its first step. This step is foundational, designed to orient the team by establishing a "clear center point" (the problem or opportunity) and "boundaries" (scope and constraints) to guide their work. GInI emphasizes that innovation thrives within defined parameters—too much freedom can lead to unfocused efforts, while too little stifles

creativity. Context provides a balance, ensuring the team knows what they're solving for and where to direct their energy, setting the stage for subsequent steps like exploration and ideation. Option B, "no boundaries," contradicts GInI's structured approach; unbounded creativity risks irrelevance. Option C, "head start in solutions," skips ahead to outcomes, not context's role. Option D, "inner goal and outer bounds," is close but less precise-GInI uses "center point" and "boundaries" explicitly. Option A matches the handbook's wording and intent, aligning with the original answer. This reflects GInI's adaptation of Design Thinking principles, where a well-defined problem space is critical for effective innovation, ensuring efforts are both creative and purposeful.

Reference:GInICInP Handbook, Section on Breakthrough Innovation Method, Step 1: Context.

### **NEW QUESTION: 24**

Throughout a brainstorming session, a Recorder should be assigned to record the \_\_\_\_\_ of the session. These would subsequently be documented and shared with affected stakeholders."

Select one correct answer from the list:

- A. final idea selected
- B. key ideas, themes, assessments, and final outcomes
- C. most creative ideas
- D. purpose

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 25**

The second major step of the Design Thinking process is made of which three action steps?

Select one correct answer from the list:

- A. Empathize / Ideate / Test
- B. Imagine / Test / Define
- C. Ideate / Experiment / Design
- D. Empathize / Experiment / Define

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook outlines Design Thinking as a five-step process: Empathize, Define, Ideate, Prototype, and Test. However, the question's phrasing-"second major step" with "three action steps"-requires interpretation. GInI doesn't explicitly group steps this way, but context suggests a misphrasing or intent to test understanding of the sequence. The standard second step is "Define," which builds on "Empathize" (first) and involves exploration (akin to "Experiment") to refine the problem statement. Thus, "Empathize / Experiment / Define" (D) best fits as a conceptual trio leading to problem clarity. Option A, "Empathize / Ideate / Test," spans non-sequential steps (1, 3, 5). Option B, "Imagine / Test / Define," uses non-GInI terms ("Imagine"). Option C, "Ideate / Experiment / Design," skips earlier steps and misaligns. The original answer (D) is correct, likely intending to cover the early process (Empathize, exploration within Define, Define), reflecting GInI's iterative, user-focused flow-a nuanced test of process mastery.

Reference:GInICInP Handbook, Section on Design Thinking Process Steps.

**NEW QUESTION: 26**

Throughout Stage 5 of the GInI InMS, the organization will have many opportunities for feedback loops (just as in Stage 4), where their learnings help them to either reinforce, redirect, or kill each project.

Select one correct answer from the list:

- A. Reinforce, redirect, or kill
- B. Reimagine, renew, or accelerate
- C. Remove, restore, or monitor
- D. Reinstate, refocus, or ignore

**Answer: (SHOW ANSWER)**

GInI'sCInI Handbookmirrors Stage 4's feedback loops in Stage 5, where pilots and early launches provide data to "reinforce" (bolster strengths), "redirect" (adjust course), or "kill" (halt unviable efforts). This iterative refinement ensures the Back End delivers value, consistent with GInI's adaptive execution model.

"Reimagine, renew, accelerate" (B) is forward-looking, not evaluative. "Remove, restore, monitor" (C) is passive. "Reinstate, refocus, ignore" (D) lacks termination clarity. Option A aligns with GInI's terminology, matching the original answer, reflecting a disciplined, responsive approach to scaling innovation-a GInI strength in managing late-stage risks.

Reference:GInICInP Handbook, Section on InMS Stage 5 Feedback Loops.

**NEW QUESTION: 27**

The second step for projects in the Front End is for the team to engage in further exploration and discovery work. This is aimed at gaining additional insights into both the problem space and the solution space they are dealing with.

Select one correct answer from the list:

- A. Engage in further ideation and design work
- B. Engage in crowdsourcing to uncover external insights
- C. Engage in further study of the business' capabilities
- D. Engage in further exploration and discovery work

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookoutlines the Front End with iterative steps, where the second is "further exploration and discovery work" to deepen understanding of the "problem space" (needs, context) and "solution space" (potential approaches). This builds on initial needfinding, using research or observation to refine insights before ideation. "Further ideation and design work" (A) is premature (third step). "Crowdsourcing" (B) is a specific tactic, not the broad process. "Study of business capabilities" (C) is internal, not problem/solution- focused. Option D matches GInI's exact description, aligning with the original answer, reflecting a disciplined, insight-gathering phase-a GInI method ensuring robust foundations for innovation.

Reference:GInICInP Handbook, Section on Front End Step 2: Exploration and Discovery.

**NEW QUESTION: 28**

Several very large businesses have in recent years turned to running campaigns on crowdfunding sites- platforms traditionally reserved for entrepreneurs trying to raise funding to launch modest businesses. The main reason these large businesses use such platforms is that it allows them to market-test some of their more radical innovations by seeing how much attention, excitement, and buzz they generate on these sites.

Select one correct answer from the list:

- A.** Market-test some of their more radical innovations by seeing how much attention, excitement, and buzz they generate on these sites
- B.** Give their brand "street cred" for being truly innovative
- C.** Gain extensive free marketing for their radical new innovations
- D.** Generate extra revenue on the side to augment their main sources of revenue

**Answer: A ([LEAVE A REPLY](#))**

GInI recognizes crowdfunding as a tool for large businesses to engage in Open Innovation, particularly to validate radical ideas. TheCInP Handbooknotes that these campaigns allow companies to gauge market interest and excitement-key indicators of potential success-before full investment. "Street cred" (B) and

"free marketing" (C) might be secondary benefits, but the primary purpose is market testing.

"Extra revenue" (D) is not the focus, as the goal is validation, not profit at this stage. A aligns with GInI's explanation.

Reference:GInICInP Handbook, Section on Open Innovation Practices.

**NEW QUESTION: 29**

The final step for projects in the Back End is to ramp up production and deliver of the offering. This completes the process of taking a new idea from concept to reality, and - because of scaling up the offering - is where the business will finally begin to do what?

Select one correct answer from the list

- A.** Be able to tout how innovative it is.
- B.** Relax and enjoy the benefits for the next several years.
- C.** Reward the team that launched the offering.
- D.** Realize its return on the investment.

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 30**

Innovation is an acquirable mentality and skillset.

Select one correct answer from the list:

- A.** in-born
- B.** extremely common
- C.** extremely rare
- D.** acquirable

**Answer: ([SHOW ANSWER](#))**

GInI's foundational philosophy, as articulated in the CInP Handbook, posits that innovation is not an innate trait but a "mentality and skillset" that can be learned and developed through practice, training, and exposure to structured methods. Option A, "in-born," contradicts this by suggesting it's genetic. Option B, "extremely common," overstates its prevalence without training. Option C, "extremely rare," undermines GInI's mission to democratize innovation skills. D, "acquirable," reflects GInI's belief in teachability, aligning with the question's statement and the original answer. This is a core tenet of the CInP certification itself.

Reference:GInICInP Handbook, Introduction to Innovation Competencies.

### NEW QUESTION: 31

A cardinal rule for Project Leaders leading their teams in needfinding is to never pursue innovation for the sake of being innovative. Why is this?

Select one correct answer from the list:

- A. Without a clear understanding of the deeper market need involved, it usually just results in another "me too" offering
- B. It may raise different stakeholders' expectations too high beyond what the business can safely deliver
- C. They must also combine the innovation with effective marketing if they really want to look innovative
- D. Because being innovative is now looked down upon by most customers

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook underscores that innovation must address a genuine market need, particularly during needfinding in the Front End. Pursuing innovation merely to appear innovative-without grounding it in a deep understanding of customer or market needs-often leads to uninspired, incremental "me too" offerings that fail to differentiate or deliver value. Option B, raising stakeholder expectations, is a potential risk but not the core reason GInI highlights. Option C, combining with marketing, shifts focus to execution rather than the root issue of needfinding. Option D, suggesting innovation is undesirable, contradicts GInI's entire philosophy. A aligns with GInI's principle that innovation must solve real problems, not chase novelty for its own sake, confirming the original answer.

Reference:GInICInP Handbook, Section on Needfinding Principles.

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**NEW QUESTION: 32**

A cardinal rule for Project Leaders leading their teams in needfinding is to never pursue a technology for the sake of technology. Why is this?" Select one correct answer from the list:

- A. There may be an even better technology waiting just around the corner.
- B. There may not now or ever be a market need for that technology.
- C. They must first ensure it is as cost-effective as their competitors' technology.
- D. The technology may not work.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 33**

The purpose of a business is what?

Select one correct answer from the list

- A. To grow to a large enough size that it can influence society.
- B. To create value for its different stakeholders.
- C. To make money, in the form of profit.
- D. To develop and sell good products and services.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 34**

To be productive, an Innovation Management System must have an effective Assimilation Process. That process will involve three activities, namely challenging, accumulating, and aggregating.

Select one correct answer from the list:

- A. Mocking, choosing, and lumping
- B. Asking, gathering, and sorting
- C. Challenging, accumulating, and aggregating
- D. Provoking, picking, and clustering

Answer: ([SHOW ANSWER](#))

GInI's Certified Innovation Professional (CInP) Handbook outlines the Assimilation Process within the Innovation Management System (InMS) as a critical mechanism for processing ideas into actionable inputs.

This involves three specific activities: "challenging" (questioning assumptions or viability of ideas), "accumulating" (collecting and compiling ideas from various sources), and "aggregating" (grouping or synthesizing them into coherent categories or themes). These steps ensure the system filters and organizes raw creativity effectively, aligning with Stage 1 (The Innovation Funnel) and beyond. "Mocking, choosing, lumping" (A) is dismissive and imprecise. "Asking, gathering, sorting" (B) is close but lacks GInI's emphasis on critical challenge. "Provoking, picking, clustering" (D) shifts tone and misses accumulation's breadth.

Option C matches GInI's exact terminology, aligning with the original answer, reflecting a structured, analytical approach to idea intake—a foundational GInI process for productivity and rigor in innovation management.

Reference:GInICInP Handbook, Section on InMS Assimilation Process.

**NEW QUESTION: 35**

Good Innovation Teams - those populated with the right types of individuals - should be given what in their work?

Select one correct answer from the list

- A. A strict, well-defined mandate with predefined plans.
- B. Lots of opportunities to play and have fun.
- C. Detailed instructions and clear guidance.
- D. Latitude and autonomy.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 36**

Because "The Researcher" has a propensity to research all the possible go-to-market strategies and evaluate the supporting intelligence around those, they are usually best suited for which phase of innovation work?

Select one correct answer from the list:

- A. The Mid Zone
- B. The Back End
- C. All phases
- D. The Front End

Answer: ([SHOW ANSWER](#))

GInI's Certified Innovation Professional (CInP) Handbook identifies "The Researcher" as an archetype within its innovation team framework, characterized by a strong inclination toward deep analysis, data collection, and evaluation of strategic options. The question highlights their focus on researching "go-to-market strategies" and "supporting intelligence," which aligns directly with the Mid Zone of GInI's three-phase innovation process (Front End, Mid Zone, Back End). The Mid Zone, as detailed in the handbook, is where teams validate concepts, develop business cases, and assess market entry strategies-tasks requiring the Researcher's analytical prowess to sift through data, evaluate feasibility, and refine plans (e.g., market sizing, competitive analysis). The Front End (D) focuses on needfinding and ideation, where creativity trumps research depth. The Back End (B) shifts to execution (production, launch), leveraging planning over analysis. "All phases" (C) dilutes the Researcher's specific fit, as their skills peak in the Mid Zone's structured validation. GInI's archetype mapping positions the Researcher here for their ability to bridge exploration to execution with evidence-based insights. The original answer (A) is correct, reflecting GInI's deliberate phase-specific role alignment-a nuanced design ensuring each archetype maximizes impact within the innovation lifecycle.

Reference:GInICInP Handbook, Section on Innovation Archetypes and Mid Zone Responsibilities.

**NEW QUESTION: 37**

Becoming an Innovation Manager gives one a chance to make a name for themselves by \_\_\_\_\_.

Select one correct answer from the list

- A. leading the most radical and demanding innovation efforts
- B. demonstrating lean thinking skills and financial acumen
- C. demonstrating leadership skills and business acumen
- D. showing off how much they know

**Answer: C ([LEAVE A REPLY](#))**

### **NEW QUESTION: 38**

With experience, Project Leaders learn to structure the work of their projects to ensure the necessary actions are taken to follow a good innovation process.

Select one correct answer from the list:

- A. manage each detail of the work their team does
- B. cast a compelling vision
- C. structure the work of their projects
- D. recruit very capable people

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook stresses that effective Project Leaders develop the skill to "structure the work of their projects" to ensure a disciplined, repeatable innovation process. This involves defining phases, setting milestones, and aligning team efforts with methodologies like the GInI Innovation Management System (InMS). Option A, "manage each detail," suggests micromanagement, which GInI discourages in favor of strategic oversight. Option B, "cast a compelling vision," is inspirational but not the operational focus here.

Option D, "recruit very capable people," is a prerequisite but doesn't address the act of structuring work. The question's emphasis on experience leading to process adherence points directly to C, which matches GInI's description of a Project Leader's evolution. The original answer (C) is correct and substantiated by GInI's framework.

Reference: GInICInP Handbook, Section on Project Leadership Skills.

### **NEW QUESTION: 39**

Open Innovation is a concept that deals with the strategic philosophy around where and how a business goes about developing and commercializing new innovations.

Select one correct answer from the list:

- A. When a business should develop and commercialize new innovations
- B. Where and how a business goes about developing and commercializing new innovations
- C. Where and how a business goes about finding new customers
- D. Where and how a business goes about branding and marketing new innovations

**Answer: ([SHOW ANSWER](#))**

Open Innovation, as defined by GInI and originally by Henry Chesbrough, is a strategic approach to sourcing and utilizing internal and external ideas and pathways for innovation development and

commercialization. The CInP Handbook describes it as focusing on "where and how" a business collaborates-internally, with partners, or through external ecosystems-to innovate. Option A ("when") addresses timing, not strategy. C ("finding new customers") and D ("branding and marketing") are downstream activities, not the core of Open Innovation. B is the precise match. Reference:GInICInP Handbook, Section on Open Innovation.

**NEW QUESTION: 40**

\_\_\_\_\_ engage in a certain amount of their own risk taking within their business to pursue a new innovation they are passionate about, even sometimes when they are not formally sanctioned.

Select one correct answer from the list:

- A. Dreamers
- B. Rebels
- C. Mavericks
- D. Intrapreneurs

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 41**

The fifth step for projects in the Front End is for teams to work toward defining an optimal solution to the problem at hand, using different Innovation Methods. Their job is to consider and test many different solution concepts, and ultimately select the concept with the highest probability of being the optimal and ideal solution for the situation.

Select one correct answer from the list:

- A. The concept with the highest likelihood of being popular among customers
- B. The concept with the greatest financial return to the business
- C. The concept with the highest probability of being the optimal and ideal solution for the situation
- D. The concept with the least amount of risk associated with it

**Answer: C ([LEAVE A REPLY](#))**

GInI'sCInP Handbook details the Front End's fifth step as synthesizing and selecting an "optimal solution" using Innovation Methods (e.g., prototyping, testing). Teams evaluate multiple concepts to choose the one with the "highest probability of being the optimal and ideal solution"-balancing customer fit, feasibility, and value, not just popularity (A), profit (B), or risk (D). This reflects GInI's focus on holistic optimality in the Front End, before Mid Zone financials dominate. Option C matches GInI's wording, aligning with the original answer, embodying a rigorous, solution-centric approach-a GInI strategy for maximizing impact over narrow metrics.

Reference:GInICInP Handbook, Section on Front End Step 5: Solution Definition.

**NEW QUESTION: 42**

In order to become an effective innovator, one must embrace which of the following?

Select one correct answer from the list:

- A. An eagerness to explore, experiment, and experience
- B. All the answers are correct

C. A disdain for stasis and the status quo

D. A sense of entrepreneurialism

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook describes effective innovators as embodying multiple traits: "eagerness to explore, experiment, and experience" (A)-a curiosity-driven mindset; "disdain for stasis and the status quo" (C)-a drive to challenge norms; and "a sense of entrepreneurialism" (D)-a proactive, risk-taking attitude. These collectively fuel innovation's creative and execution phases. Since all options (A, C, D) are explicitly cited in GInI's innovator profile, "all the answers are correct" (B) is the intended choice, aligning with the original answer. This reflects GInI's holistic view-innovation requires a blend of exploration, disruption, and initiative-a comprehensive skillset underpinning its certification philosophy.

Reference:GInICInP Handbook, Section on Characteristics of Effective Innovators.

### **NEW QUESTION: 43**

A key principle in Design Thinking is that most of the problems we encounter are \_\_\_\_\_ when we first encounter them.

Select one correct answer from the list

A. not worth solving

B. too big

C. Ill-framed

D. already solved

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 44**

Design Thinking forces us to "think like a designer" in that it has us constantly in search of better insights.

Select one correct answer from the list:

A. More creative ideas

B. Design solutions

C. Better insights

D. New patterns

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook frames Design Thinking as a mindset and process where "thinking like a designer" means relentlessly pursuing "better insights"-deeper understandings of users, needs, and contexts. This drives empathy (e.g., observing users), defines problems accurately, and informs solutions, distinguishing it from jumping to ideas (A), solutions (B), or patterns (D). Insights are the fuel for the five-step process (Empathize, Define, Ideate, Prototype, Test), starting with user understanding. Option A, "creative ideas," is an output, not the focus. Option B, "design solutions," is premature-insights precede solutions. Option D,

"new patterns," is a byproduct, not the core. Option C matches GInI's emphasis, aligning with the original answer, reflecting a disciplined, insight-first approach that anchors GInI's human-centered innovation philosophy.

Reference:GInICInP Handbook, Section on Design Thinking Principles.

#### **NEW QUESTION: 45**

After having a number of teams conduct further validation and scoping on their respective projects in the Front End, a preliminary business can compare the different opportunities against one another and then

\_\_\_\_\_.

Select one correct answer from the list:

- A. select the most promising ones.
- B. decide whether or not to continue investing in Innovation.
- C. rank them for later consideration.
- D. report those results to all of the affected stakeholders in the business.

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 46**

When initiating a brainstorming session, the facilitator would pose 2-3 questions to frame the challenge and thus establish the context for the session.

Select one correct answer from the list:

- A. Set the pace
- B. Create motivation
- C. Create a tone
- D. Establish the context

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook outlines brainstorming as a structured ideation tool within the Front End, where the facilitator's role is to define the problem space clearly. Posing 2-3 questions "to frame the challenge" is about

"establishing the context"-setting boundaries, focus, and intent (e.g., "What customer pain points can we solve?"). This ensures participants align their creativity toward a specific goal, a practice rooted in GInI's Breakthrough Innovation Method. Option A, "set the pace," relates to timing, not framing. Option B, "create motivation," is a byproduct, not the primary aim. Option C, "create a tone," is vague and secondary to context.

Option D directly matches the question and GInI's guidance, where context drives effective ideation. The original answer (D) is correct, reflecting GInI's structured approach to creative processes, ensuring clarity precedes divergence.

Reference:GInICInP Handbook, Section on Brainstorming Facilitation.

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#### **NEW QUESTION: 47**

Throughout Stage 4 of the GInI InMS, the organization will have many opportunities for feedback loops, where their learnings help them to either reinforce, redirect, or kill each project.

Select one correct answer from the list:

- A. Reinforce, redirect, or kill
- B. Reimagine, renew, or accelerate
- C. Reinstate, refocus, or ignore
- D. Remove, restore, or monitor

**Answer: A (LEAVE A REPLY)**

GInI'sCInP Handbookdescribes InMS Stage 4 (project development) as iterative, with "feedback loops" from experiments or stakeholder input allowing teams to "reinforce" (strengthen viable aspects), "redirect" (pivot based on new insights), or "kill" (terminate unfeasible projects). This adaptive approach minimizes waste and maximizes value, aligning with GInI's fail-fast philosophy. "Reimagine, renew, accelerate" (B) is aspirational but not GInI's terms. "Reinstate, refocus, ignore" (C) lacks the termination option. "Remove, restore, monitor" (D) is passive, not proactive. Option A matches GInI's exact wording, aligning with the original answer, reflecting a dynamic, responsive process-a GInI strength in managing innovation uncertainty.

Reference:GInICInP Handbook, Section on InMS Stage 4 Feedback Loops.

#### **NEW QUESTION: 48**

When finished with a particular brainstorming session, a group would typically cluster the resulting ideas and concepts using Affinity Analysis.

Select one correct answer from the list:

- A. Cluster
- B. Critique
- C. Evaluate
- D. Rank

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookexplains that post-brainstorming, teams use Affinity Analysis (or affinity diagramming) to organize ideas by grouping them into clusters based on common themes or patterns. This step, often visualized with sticky notes, helps synthesize the session's output into manageable categories for further exploration. The question's use of "cluster" ties directly to this

process. Option B, "critique," implies judgment, not organization. Option C, "evaluate," suggests assessment, which follows clustering. Option D, "rank," is a later prioritization step. Option A matches GInI's sequence-clustering precedes evaluation- ensuring ideas are structured before judged. The original answer (A) is correct, reflecting GInI's methodical approach to managing brainstorming outcomes, a practice that balances creativity with analysis.

Reference:GInICInP Handbook, Section on Affinity Analysis in Ideation.

### **NEW QUESTION: 49**

Innovation Managers serve as the business' point of accountability in driving their Innovation program.

Select one correct answer from the list:

- A. Point of accountability
- B. Only real hope
- C. Second-tier fallback
- D. First line of leadership

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookpositions Innovation Managers as the "point of accountability" for the innovation program-responsible for its strategy, execution, and outcomes. They oversee portfolios, align efforts with business goals, and answer to leadership, making them the linchpin, not just a leader or hope. "Only real hope" (B) is dramatic, not formal. "Second-tier fallback" (C) diminishes their role. "First line of leadership" (D) implies frontline management, not program oversight. Option A aligns with GInI's definition, matching the original answer, reflecting a structured, accountable role critical to GInI's systemic approach to innovation governance.

Reference:GInICInP Handbook, Section on Innovation Manager Responsibilities.

### **NEW QUESTION: 50**

In Trendcasting, trends can only be extrapolated so far, otherwise their projections are subject to gross error.

Select one correct answer from the list:

- A. Their projections are subject to gross error
- B. A competitor might beat us to market with a particular innovation
- C. We begin to scare people in the business with wild utopian and dystopian scenarios
- D. Our business might experience more success and growth than it can handle

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookdescribes Trendcasting as forecasting future market or technology trends based on current data, a Front End tool for opportunity spotting. However, GInI warns that over-extrapolation- projecting too far beyond reliable data-leads to "gross error" in predictions, as uncertainty compounds over time. This reflects statistical principles (e.g., regression limitations) and GInI's insistence on grounded insights. Option B, "competitor beating us," is a risk but unrelated to extrapolation accuracy. Option C,

"scaring people with scenarios," is a communication issue, not a forecasting flaw. Option D, "more success than we can handle," is an outcome, not a methodological concern. Option A aligns with GInI's caution, matching the original answer, emphasizing precision in trend analysis to ensure actionable, credible innovation strategies—a balance of vision and rigor.

Reference:GInICInP Handbook, Section on Trendcasting and Research Limitations.

### **NEW QUESTION: 51**

For starting out new innovation projects in the Front End, teams begin by aligning themselves and their project with the business' Innovation Strategy. However, they will at times encounter an opportunistic side to their insights work, which sometimes uncovers \_\_\_\_\_ around which the business may in fact amend its strategy - producing alignment from the bottom up rather than from the top down." Select one correct answer from the list:

- A. major problems or roadblocks
- B. significant new unforeseen opportunities
- C. significant new existential threats
- D. significant new technological capabilities

**Answer: B (LEAVE A REPLY)**

### **NEW QUESTION: 52**

As an Innovation Project Leader, the Innovation Manager would generally function as both an Internal and External Leader, a situation that demands a very specific set of skills.

Select one correct answer from the list:

- A. Lone Wolf / Pack
- B. Steadfast / reliable
- C. Team / Project
- D. Internal / External

**Answer: D (LEAVE A REPLY)**

GInI'sCInP Handbookdescribes the Innovation Manager as a Project Leader balancing "Internal" (team coordination, resource management) and "External" (stakeholder engagement, ecosystem collaboration) leadership roles. This dual responsibility-navigating inside the organization and outside with partners or markets-requires skills like communication, influence, and adaptability. "Lone Wolf / Pack" (A) is metaphorical, not GInI's frame. "Steadfast / reliable" (B) is an attribute pair, not roles (original error). "Team / Project" (C) is internal-only, missing external scope. Option D matches GInI's delineation, correcting the original (B), reflecting a versatile leadership model essential for GInI's holistic innovation management—a dynamic, boundary-spanning capability.

Reference:GInICInP Handbook, Section on Project Leadership Roles.

### **NEW QUESTION: 53**

After having a number of teams conduct further validation and scoping on their respective projects in the Front End, a business is then able to ask of each one "Is it a problem worth solving?" Select one correct answer from the list:

- A. Once-in-a-lifetime opportunity
- B. Customer they care about
- C. Problem worth solving
- D. Problem behind a problem

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbooknotes that post-Front End validation and scoping, businesses assess projects by asking,

"Is it a problem worth solving?"-evaluating if the issue merits resources based on impact, scale, and alignment. This gatekeeping question ensures focus on significant challenges. "Once-in-a-lifetime opportunity" (A) is hyperbolic. "Customer they care about" (B) shifts to audience, not problem. "Problem behind a problem" (D) is a reframing tactic, not the decision point. Option C matches GInI's exact phrasing, aligning with the original answer, reflecting a pragmatic, value-driven filter-a GInI principle for prioritizing innovation efforts.

Reference:GInICInP Handbook, Section on Front End Project Assessment.

#### **NEW QUESTION: 54**

Colloquially, the Front End of Innovation is referred to as Innovation's First Mile.

Select one correct answer from the list:

- A. Innovation's First Mile
- B. Innovation's Roadmap
- C. Innovation's Long Road
- D. Innovation's Last Mile

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbooknotes that the Front End of Innovation-where needs are identified and ideas generated-is colloquially called "Innovation's First Mile," symbolizing the initial, exploratory leg of the journey. This term captures its foundational role, akin to a race's starting stretch. "Innovation's Roadmap" (B) suggests planning, not a phase. "Innovation's Long Road" (C) is vague.

"Innovation's Last Mile" (D) implies delivery (Back End). Option A matches GInI's informal label, aligning with the original answer, reflecting a vivid, industry-recognized metaphor for GInI's creative inception-a poetic yet precise GInI touchstone.

Reference:GInICInP Handbook, Section on Front End of Innovation Terminology.

#### **NEW QUESTION: 55**

Coming out of a brainstorming session, a group should carry forward a wide-ranging selection of ideas for subsequent evaluation and potential prototyping. This ensures they preserve the full breadth of concepts they generated and do not revert back to the obvious "safe" choices.

Select one correct answer from the list:

- A. Get too carried away with crazy, radical ideas

- B. Get too far away from who the business is
- C. Revert back to the blue sky dreaming that so many of them are prone to
- D. Revert back to the obvious "safe" choices

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbook advocates preserving a "wide-ranging selection of ideas" post-brainstorming to maintain creative diversity, avoiding the trap of defaulting to "obvious 'safe' choices" that lack innovation.

This aligns with the Front End's exploratory nature, where broad ideation feeds into evaluation and prototyping, ensuring breakthrough potential isn't stifled by premature convergence. Option A, "crazy, radical ideas," misrepresents the goal; breadth includes bold ideas but isn't about excess. Option B, "who the business is," suggests identity drift, not the question's focus. Option C, "blue sky dreaming," implies unfocused ideation, not a post-session risk. Option D captures GInI's warning against conservative bias, matching the original answer and reinforcing the need to challenge the status quo—a core GInI principle.

Reference: GInI CInP Handbook, Section on Post-Brainstorming Idea Management.

#### **NEW QUESTION: 56**

According to Peter Drucker, in order for something to qualify as a true business innovation, it must simultaneously be what?

Select one correct answer from the list

- A. Desirable, viable, and feasible.
- B. Envidable, robust, and capable.
- C. Interesting, cost-effective, and full-featured.
- D. Alluring, luxurious, and well-packaged.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 57**

Since each Mechanism of Engagement will resonate with a different audience in the business, a portfolio approach to their use allows a program to maximize its overall engagement, while also benefiting from what?

Select one correct answer from the list:

- A. A variety of languages
- B. A diversity of personalities, styles, perspectives, and capabilities
- C. A breadth of different demographics
- D. A range of intellectual capacities

**Answer: ([SHOW ANSWER](#))**

GInI emphasizes that a portfolio approach to engagement mechanisms—such as Innovation Kits, Tournaments, or Panels—enhances participation by appealing to varied groups within an organization. The CInP Handbook notes that this approach leverages "a diversity of personalities, styles, perspectives, and capabilities" to ensure broad and effective engagement. This diversity allows the innovation program to tap into different ways of thinking and working, maximizing

creativity and involvement. "A variety of languages" (A) is too narrow and not a focus of GInI's framework. "A breadth of different demographics" (C) and "A range of intellectual capacities" (D) are less specific and not directly cited as the primary benefit in GInI documentation. Reference:GInICInP Handbook, Section on Portfolio Approach to Engagement.

**NEW QUESTION: 58**

Stage 3 of the GInI InMS is focused on evaluating and selecting new ideas for conversion into Innovation Projects.

Select one correct answer from the list:

- A. Capturing and accumulating new ideas
- B. Focusing the organization's ideation efforts
- C. Evaluating and selecting new ideas for conversion into Innovation Projects
- D. Helping the organization feel innovative

**Answer: (SHOW ANSWER)**

GInI'sCInP Handbookdefines Stage 3 of the Innovation Management System (InMS) as the evaluation and selection phase, where ideas from the Funnel (Stage 1) and refinement (Stage 2) are assessed for merit and chosen to become "Innovation Projects." This involves criteria like feasibility, value, and alignment, transitioning concepts into structured efforts. "Capturing and accumulating" (A) is Stage 1. "Focusing ideation efforts" (B) is Stage 2. "Helping the organization feel innovative" (D) is an outcome, not a focus. Option C matches GInI's description, aligning with the original answer, embodying a rigorous, decision-making process that filters creativity into actionable innovation-a critical GInI gatekeeping function.

Reference:GInICInP Handbook, Section on InMS Stage 3: Evaluation and Selection.

**NEW QUESTION: 59**

The fifth step of the GInI Breakthrough Innovation Method is known as \_\_\_\_\_, and is intended to give teams extended time in which to further develop select concepts.

Select one correct answer from the list

- A. Rumination & Appropriation
- B. Germination & Election
- C. Incubation & Selection
- D. Gestation & Evaluation

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 60**

Brokerage Search is an activity used in Intellectual Property Research in which IP Brokers and Agents are retained to help the business find new patents they can license or buy to use in their business.

Select one correct answer from the list:

- A. IP Operative Retention
- B. Brokerage Litigation
- C. Brokerage Search

#### D. Field Agent Scanning

**Answer: (SHOW ANSWER)**

In GInI'sCInP Handbook, "Brokerage Search" is a specific activity within Intellectual Property Research where businesses engage "IP Brokers and Agents" to identify patents for licensing or purchase. This enhances innovation by accessing external IP, a key Open Innovation tactic. The term is precise- "brokerage" reflects the intermediary role, "search" the discovery process. Option A, "IP Operative Retention," is vague and unrelated to IP sourcing. Option B, "Brokerage Litigation," implies legal disputes, not acquisition. Option D, "Field Agent Scanning," suggests broad surveillance, not targeted patent hunting. Option C matches GInI's definition, aligning with the original answer, showcasing GInI's strategic use of external resources to accelerate innovation-a pragmatic, market-driven approach. Reference:GInICInP Handbook, Section on Intellectual Property Research Activities.

#### NEW QUESTION: 61

The second step for projects in the Back End is for teams to quickly undertake any final research needed. This is usually done for what reason?

Select one correct answer from the list

- A. To bolster the level of confidence in continuing to move forward with the endeavor.
- B. To satisfy the various decision-makers and other stakeholders in the business.
- C. To ascertain the level of risk the endeavor will encounter once it is launched.
- D. To quell any remaining objections to the endeavor.

**Answer: (SHOW ANSWER)**

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#### NEW QUESTION: 62

Innovation Tournaments are internal competitions where teams of peers work together to identify a new opportunity for the business, develop a relatively complete and well-thought-out business plan for it, and then pitch it to an internal venture board, generally in order to get funding for taking the concept further, understanding that concepts which prove strong enough may ultimately make their way all the way through to final implementation, thereby providing an excellent method for surfacing and funding non-core, and potentially breakthrough or disruptive, business innovations.

Select one correct answer from the list:

- A. Hackathons

- B. Business Plan Competitions
- C. Innovation Jams
- D. Innovation Tournaments

**Answer: ([SHOW ANSWER](#))**

GInI defines "Innovation Tournaments" as structured internal competitions aimed at identifying and developing new business opportunities, often involving pitches to a venture board for funding. This aligns with the question's description of teams creating business plans and competing for resources to advance potentially disruptive innovations. "Hackathons" (A) typically focus on rapid prototyping, often in tech contexts, not necessarily business plans. "Business Plan Competitions" (B) is a close contender but is a more generic term not specifically tied to GInI's innovation framework. "Innovation Jams" (C) refer to collaborative ideation sessions, not competitive tournaments. Thus, "Innovation Tournaments" (D) is the precise GInI term. Reference:GInICInP Handbook, Section on Engagement Mechanisms.

### **NEW QUESTION: 63**

First-Level E&S Teams do two key things that are critical to driving the business' InMS. The first of these is to drive and facilitate the evaluation process for reviewing all incoming new ideas for their business and market merit.

Select one correct answer from the list:

- A. The aggregation process
- B. The evaluation process
- C. The challenge process
- D. The selection process

**Answer: ([SHOW ANSWER](#))**

GInI'sCInP Handbookdetails that First-Level Evaluation & Selection (E&S) Teams in InMS Stage 3 have two primary roles, the first being to "drive and facilitate the evaluation process." This involves assessing all incoming ideas (from the Funnel) for "business and market merit"-e.g., feasibility, value potential-before passing recommendations upward. Evaluation precedes selection, focusing on analysis rather than final choice. "Aggregation process" (A) is earlier (Assimilation). "Challenge process" (C) is a component, not the whole. "Selection process" (D) is the second role, distinct from evaluation. Option B matches GInI's delineation, aligning with the original answer, reflecting a systematic, merit-based review-a GInI cornerstone for filtering innovation inputs effectively.

Reference:GInICInP Handbook, Section on First-Level E&S Team Responsibilities.

### **NEW QUESTION: 64**

Innovation Professionals are called upon to use their creativity in order to resourcefully arrange things in new ways to arrive at some desired new end point.

Select one correct answer from the list:

- A. Their analytical abilities
- B. Their imagination

C. Connecting the dots

D. Their creativity

**Answer: D (LEAVE A REPLY)**

GInI's CInP Handbook frames innovation as a discipline rooted in "creativity"-the ability to "resourcefully arrange things in new ways" to achieve novel, valuable outcomes (e.g., new products, processes). This aligns with GInI's core definition of innovation as novel value creation, requiring professionals to think divergently and recombine ideas, resources, or insights into a "desired new end point." "Analytical abilities" (A) are vital for evaluation (Mid Zone), but the question emphasizes arrangement, not analysis. "Imagination" (B) is a facet of creativity, but GInI uses the broader term to encompass both vision and action. "Connecting the dots" (C) is a skill within creativity, but less comprehensive than the full creative process GInI intends. Option D matches the handbook's emphasis on creativity as the driving force, aligning with the original answer. This reflects GInI's view of innovation professionals as creative problem-solvers, a competency honed through methods like Design Thinking and reinforced by GInI's certification-a foundational trait distinguishing them in practice.

Reference: GInI CInP Handbook, Introduction to Innovation Competencies and Definition of Innovation.

#### **NEW QUESTION: 65**

Though \_\_\_\_\_ is often required, it can be costly. For that reason Innovation Teams must first try to use

\_\_\_\_\_ as much as they can.

Select one correct answer from the list

A. Deep Research / Shallow Research

B. Primary Research / Secondary Research

C. Initial Research / Follow-on Research

D. Secondary Research / Primary Research

**Answer: (SHOW ANSWER)**

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