

## GInI.CInP.v2026-09-26.q102

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### NEW QUESTION: 1

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: 2

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: 3

Design Thinking ask 3 fundamental questions about each proposed solution. The first of these - the Human element - asks what?

Select one correct answer from the list

- A. Is it desirable to users?
- B. Is it feasible technologically?
- C. Is it acceptable to our managers?
- D. Is it viable to the business?

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

### NEW QUESTION: 4

For projects developing services in the Back End, the first thing the Operations team will do is ensure training materials are developed and then \_\_\_\_\_.

- A. interview each deliverer to ensure they are qualified for delivering the new service
- B. send managers into the field to give deliverers an inspiring talk about how important the new service is
- C. send trainers into the field to train the deliverers
- D. go live with the new service

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

The correct answer is C. send trainers into the field to train the deliverers. In the Back End phase of the innovation process described in Global Innovation Institute topics, the focus shifts from concept development to operational implementation and market delivery. When an innovation project involves launching a new service, operational readiness becomes critical to ensure that the service can be delivered consistently and effectively.

Operations teams play a key role in preparing the organization to deliver the new service. The first step is to develop clear and structured training materials that explain how the service should be performed, what standards must be met, and how customer interactions should occur. Once these materials are created, the next step is to deploy trainers who can educate and prepare the individuals responsible for delivering the service.

Sending trainers into the field ensures that deliverers understand the service procedures, required skills, and quality expectations before the service is launched. This structured training approach helps maintain service consistency, reduces operational risk, and ensures that customers receive the intended value of the innovation once it is introduced to the market.

#### **NEW QUESTION: 5**

The aim of \_\_\_\_\_ is to collect feedback from a large number of respondents in order to reveal specific patterns in their responses that yield new insights for researchers.

Select one correct answer from the list

- A. user research
- B. design research
- C. qualitative market research
- D. quantitative market research

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

#### **NEW QUESTION: 6**

"In constructing their story, an Innovation Team can draw directly from their Empathy Map, in which case the customer's unmet needs (pains and gains) defines what?" Select one correct answer from the list:

- A. What the transformation in the story is.
- B. Where the story takes place.
- C. What the conflict in the story is.
- D. Who the character is.

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

#### **NEW QUESTION: 7**

Stage 4 of the GIMI Innovation Management System is called \_\_\_\_\_, and defines the business '\_\_\_\_\_':

- A. Structure / Innovation Framework
- B. Initiation / Innovation Pipeline
- C. Selection / Innovation Funnel
- D. Capture / Innovation Dragnet

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

Stage 4 of the GIMI Innovation Management System is referred to as Selection / Innovation Funnel. In this stage, the business evaluates and selects the most promising ideas and concepts from the accumulated pool of innovations. The Innovation Funnel is a tool that helps to narrow

down the many potential ideas into a focused set of initiatives that are aligned with the business goals, feasibility, and strategic priorities. The "funnel" metaphor reflects the process of filtering through a large number of ideas, testing them, and selecting the few that will proceed to the next stages of development and implementation. This stage ensures that resources are invested in ideas that have the highest potential for success. The Innovation Professional (CInP) curriculum emphasizes the importance of an organized and systematic selection process to ensure that only the best ideas are pursued and that innovation efforts are aligned with the business' strategic vision.

#### **NEW QUESTION: 8**

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

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: 9**

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:GInICInP Handbook, Section on Post-Brainstorming Idea Management.

### NEW QUESTION: 10

A very broad array of different types of Market Research exist. Most of these can be classified into one of two groups: either \_\_\_\_\_ or \_\_\_\_\_ research.

- A. quantitative / qualitative
- B. objective / subjective
- C. analytical / empirical
- D. hard / soft

**Answer: (SHOW ANSWER)**

Market research is most commonly divided into quantitative and qualitative research. Quantitative research gathers numerical, measurable data that can be statistically analyzed, such as survey results, market size, frequency, preference ratings, usage rates, and segmentation data.

Qualitative research explores meaning, motivation, behavior, perception, and context through interviews, observation, fieldwork, focus groups, and open-ended inquiry. The question asks for the broad classification of market research types, not a casual description of research style.

Option A is therefore correct. Objective/subjective is not the standard market- research classification and can be misleading because qualitative research can still be rigorous. Analytical /empirical is too academic and does not reflect the practical market-research split being tested. Hard/soft is informal and imprecise. In innovation work, both quantitative and qualitative research are important:

quantitative research helps measure patterns, while qualitative research helps uncover deeper needs, motivations, and insights that can feed the innovation process.

### NEW QUESTION: 11

In order to gain insights from the research we undertake and the observations we make, we have to distill down all of that information to figure out what the information is trying to tell us.

Select one correct answer from the list:

- A. Figure out what the information is trying to tell us
- B. Figure out why the pieces of information do not match one another
- C. Have far less information

**D.** Determine what other information we need

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

GInI's CInP Handbook emphasizes that research and observation in the Front End (e.g., needfinding) generate raw data that must be distilled to extract meaning- " figure out what the information is trying to tell us. " This involves synthesizing patterns, needs, or opportunities, a core skill for innovators to translate data into actionable insights. Option B, " why pieces don't match, " focuses on discrepancies, not the broader goal.

Option C, " have far less information, " misinterprets distillation as reduction, not understanding.

Option D, " what other information we need, " is a follow-up, not the primary aim. Option A aligns with GInI's insight- driven approach, matching the original answer, reflecting a Design Thinking- inspired process where meaning precedes action, critical for effective innovation.

Reference: GInI CInP Handbook , Section on Research and Insight Generation.

### **NEW QUESTION: 12**

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

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

### **NEW QUESTION: 13**

Innovation Kits are an activity where people from across the organization are provided with carefully- designed starter kits containing certain paraphernalia intended to serve as thought- starters, which the individuals are then challenged to use to spark innovative new thinking around a particular business challenge, and to consider how the different pieces and parts can be recombined in novel ways to generate innovative new opportunities for the business, all of which end up being fodder for the Innovation Funnel.

Select one correct answer from the list:

- A.** Ideation Bundles
- B.** Imagination Care Packages
- C.** Innovation Kits
- D.** Creativity Starter Packs

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

The question describes a specific engagement mechanism where tangible kits are used to stimulate creative thinking and generate ideas for the Innovation Funnel. GInI's CInP Handbook explicitly refers to these as " Innovation Kits, " highlighting their role in providing physical or conceptual tools to inspire novel solutions to business challenges. Options A ( " Ideation Bundles " ) and D ( " Creativity Starter Packs " ) sound plausible but are not the precise terms used by

GInI. " Imagination Care Packages " (B) is a creative distractor but lacks the formal recognition within GInI's framework. The description's emphasis on " carefully-designed starter kits " and their purpose aligns directly with " Innovation Kits. " Reference: GInI CInP Handbook , Section on Engagement Mechanisms.

#### **NEW QUESTION: 14**

It has been demonstrated in numerous studies that the collective wisdom of a large group can often produce noticeably better insights and ideas than the more limited perspective of a narrow group, especially when considering that those on the outside assume the \_\_\_\_\_ perspective of a situation, while those on the inside assume the \_\_\_\_\_ perspective of the situation - these two perspectives producing very different outcomes.

- A. public's / managers'
- B. executives' / workers'
- C. customers' / CEOs'
- D. market's / business'

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

The correct answer is A. public's / managers'. Innovation management principles often emphasize the value of diverse perspectives and collective intelligence when generating ideas and solving complex problems.

Studies on group wisdom demonstrate that large and diverse groups frequently produce stronger insights because they include viewpoints from individuals who are outside the internal organizational mindset.

People outside the organization typically view a situation from the public's perspective, which reflects the needs, expectations, and experiences of customers, users, and society. This viewpoint is often less constrained by internal assumptions, organizational habits, or operational limitations. As a result, it can reveal opportunities, unmet needs, and innovative possibilities that internal teams may overlook. # On the other hand, individuals inside the organization often adopt a managers' perspective, which is influenced by internal priorities such as processes, budgets, policies, and operational constraints. While this perspective is important for implementation and control, it can sometimes limit creativity and broader opportunity recognition.

GInI innovation topics highlight the importance of open innovation, participatory innovation, and external engagement to bring in broader perspectives. Combining external viewpoints with internal expertise helps organizations generate more powerful ideas and achieve stronger innovation outcomes

#### **NEW QUESTION: 15**

A group's collective brainstorming work should be \_\_\_\_\_ as this tends to bring the ideas to life in a way that words never can." Select one correct answer from the list:

- A. very colorful
- B. profusely described
- C. clearly articulated

D. highly visual

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 16

Build to Empathize is one of the 12 Purposes of Prototyping in which we build prototypes to develop a deeper understanding of the customer and of their world / situation / problem.

Select one correct answer from the list:

A. Build to Learn

B. Build to Think

C. Build to Clarify

D. Build to Empathize

Answer: ([SHOW ANSWER](#))

GInI's CInP Handbook lists 12 Purposes of Prototyping, including " Build to Empathize, " where prototypes are created not to test solutions but to deepen empathy-e.g., simulating a user's experience to understand their context, struggles, or needs. This aligns with the Empathize phase, using tangible models to bridge observation and insight. " Build to Learn " (A) tests functionality or feasibility, not empathy. " Build to Think

" (B) aids ideation, not user understanding. " Build to Clarify " (C) refines concepts for communication, not customer insight. Option D matches GInI's definition, aligning with the original answer, showcasing GInI's nuanced prototyping philosophy-leveraging physicality to enhance human connection, a subtle yet powerful Front End tool.

Reference: GInI CInP Handbook , Section on 12 Purposes of Prototyping.

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#### NEW QUESTION: 17

All good innovations start their life as a hypothesis and therefore teams-if they are to explore a particular situation in their search for a new innovation opportunity-can thus engage in hypothesis forming.

Select one correct answer from the list:

A. hypothesis

B. need

C. idea

D. question

Answer: ([SHOW ANSWER](#))

According to GInI's innovation framework, the inception of an innovation often begins with a hypothesis -a testable assumption about a problem, need, or opportunity that can be explored and validated. The CInP Handbook explains that in the Front End of Innovation, teams engage in " hypothesis forming " to frame their exploration, setting the stage for needfinding and ideation. The question's structure-"start their life as" followed by "engage in hypothesis forming"-explicitly points to " hypothesis " as the foundational element.

Option B, " need, " is a precursor to innovation but not the starting point GInI emphasizes in this context; needs are identified through hypotheses. Option C, " idea, " comes later, after hypotheses are tested. Option D, " question, " might initiate the process but lacks the specificity of a hypothesis as a structured starting point. GInI's focus on hypothesis-driven innovation, especially in methodologies like Design Thinking, confirms A as the correct answer, matching the original input.

Reference: GInI CInP Handbook , Section on Front End of Innovation and Hypothesis Forming.

### NEW QUESTION: 18

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: GInI CInP Handbook , Section on Open Innovation.

### NEW QUESTION: 19

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: 20

In running a Pilot (associated with Stage 5 of the GIMI InMS), the scale of the pilot, and the level of "maturity" of the offering will often be a function of what?

- A. The dictates of the business ' executive management team.
- B. The eagerness of the Innovation Team driving the project.
- C. The size and age of the business, the industry it is in, and what high-value brands it does or does not own that it needs to protect.
- D. The breadth and depth of the business ' portfolio of offerings, as well as how many different brands it has.

**Answer: (SHOW ANSWER)**

In Stage 5 of the GIMI Innovation Management System (InMS), which focuses on running a Pilot, the scale and maturity of the pilot are often influenced by several key business factors. The size and age of the business, the industry it operates in, and the brands it owns or doesn ' t own all play a significant role in determining how large or small the pilot should be, as well as how developed the offering needs to be at that stage. A business with an established brand or market presence may be more cautious in its approach to piloting a new product or service to protect its reputation and assets, whereas a newer or smaller business may be more flexible or aggressive in testing innovative concepts. The Innovation Professional (CInP) curriculum emphasizes that these strategic considerations are essential in shaping the scope and focus of a pilot, ensuring that the business mitigates risk while testing new ideas.

#### NEW QUESTION: 21

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: A (LEAVE A REPLY)**

GInI's CInP Handbook positions 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: GInI CInP Handbook , Section on Innovation Manager Responsibilities.

### NEW QUESTION: 22

For projects in the Back End, there is a defined process for pursuing Design Strategy, consisting of three activities, namely \_\_\_\_\_.

- A. Market Research, Brainstorming, and Reduction
- B. Design Research, Concepting, and Distillation
- C. User Research, Ideation, and Distribution
- D. Design Insights, Experimenting, and Incubation

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

The correct answer is B. Design Research, Concepting, and Distillation. In Global Innovation Institute innovation topics, the Back End of innovation focuses on preparing concepts for implementation, launch, and market success. Within this phase, Design Strategy provides a structured way to shape how an innovation will be translated into a coherent and market-ready offering. The three activities in this process are Design Research, Concepting, and Distillation. Design Research involves gathering and organizing the information needed to inform design decisions. This may include customer insights, usage context, market factors, and brand considerations. Concepting then turns those insights into possible design directions, expressions, and solution approaches that support the innovation opportunity. Distillation is the process of narrowing, refining, and clarifying those concepts into the strongest, most aligned strategic design outcome.

The other options include terms that may sound related to innovation work, but they do not represent the specific three-part Design Strategy sequence described here. The progression from research to concept development to focused refinement is what makes Design Research, Concepting, and Distillation the correct answer.

### NEW QUESTION: 23

The third step in the GIMI Breakthrough Innovation Method - Oblique Examination - involves \_\_\_\_\_ a current business model or value proposition, examining and testing each of its underlying assumptions, and then \_\_\_\_\_ it in a very new way based on those insights.

- A. studying / reimagining
- B. deconstructing / reconstructing
- C. questioning / answering

D. taking / critiquing

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

The third step in the GIMI Breakthrough Innovation Method, known as Oblique Examination, focuses on deconstructing a current business model or value proposition. This involves breaking down the business elements and thoroughly analyzing each underlying assumption. By deconstructing the model, the team can identify potential flaws, limitations, and opportunities for improvement. After deconstruction, the next step is to reconstruct the model, which means rebuilding it in a completely new way based on the insights gained from the examination. This step is essential for challenging existing frameworks, generating innovative solutions, and creating a more effective business model or proposition. It is not just about making incremental changes but about rethinking and redesigning the model from the ground up. This approach aligns with the Innovation Professional (CInP) curriculum, which emphasizes the need to critically assess and reimagine business strategies to unlock breakthrough innovation.

#### **NEW QUESTION: 24**

One of the Program Leader ' s jobs in relation to Engagement is to select and deploy the engagement mechanisms most suited to special needs that arise from different functional groups and/or business units in the business.

Select one correct answer from the list:

- A. anyone, working anywhere
- B. deep deficiencies
- C. surprising new opportunities
- D. different functional groups and/or business units

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

GInI's CInP Handbook tasks Program Leaders with tailoring engagement mechanisms to the specific needs of various parts of the organization, such as " different functional groups and/or business units. " This ensures relevance and effectiveness across diverse teams like RandD, marketing, or operations. " Anyone, working anywhere " (A) is too vague, " deep deficiencies " (B) implies problems rather than needs, and " surprising new opportunities " (C) shifts focus to outcomes rather than organizational structure. D directly reflects GInI' s emphasis on customization by group.

Reference: GInI CInP Handbook, Section on Role of Program Leaders.

#### **NEW QUESTION: 25**

Design Thinking asks three fundamental questions about each proposed solution. The second of these - the Business element - asks what?

- A. Is it feasible technologically?
- B. Is it acceptable to our managers?
- C. Is it desirable to users?
- D. Is it viable to the business?

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

Design Thinking commonly evaluates proposed solutions through three lenses: desirability, viability, and feasibility. The Human element asks whether the solution is desirable to users. The Business element asks whether the solution is viable to the business. The Technology element asks whether the solution is feasible technologically. Because the question specifically says "the Business element," the correct answer is D: "Is it viable to the business?" Viability means the solution can create value in a way that makes business sense. It may involve revenue potential, cost structure, strategic fit, scalability, operational practicality, and the ability to sustain the offering. Option A belongs to the technology/feasibility lens, not the business lens. Option C belongs to the human/desirability lens. Option B is a distractor because managerial acceptability is not one of the three core Design Thinking validation questions. Business viability is the correct focus.

### NEW QUESTION: 26

In selecting new ideas in Stage 3 of the GInI InMS, the organization must make every effort possible to use real data in their decision-making, as this forces them to accept reality as it really is.

Select one correct answer from the list:

- A. Make fiscally conservative assumptions
- B. Accept reality as it really is
- C. Fall back on statistics, which they can easily frame to their needs
- D. Choose whichever ideas they feel will sell the most

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

GInI's CInP Handbook stresses that in InMS Stage 3, idea selection relies on "real data" (e.g., market research, prototypes) to ground decisions in evidence, forcing the organization to "accept reality as it really is

" -not wishful thinking or bias. This ensures viable, impactful projects advance, aligning with GInI's data-driven ethos. "Fiscally conservative assumptions" (A) adds unnecessary caution, not GInI's intent. "Fall back on statistics" (C) suggests manipulation, against GInI's integrity. "Choose ideas that sell" (D) prioritizes intuition over evidence. Option B matches GInI's principle, aligning with the original answer, reflecting a reality-based filter that enhances innovation success-a GInI hallmark of disciplined creativity.

Reference: GInI CInP Handbook, Section on InMS Stage 3 Data-Driven Selection.

### NEW QUESTION: 27

Several very large businesses have in recent years turned to running campaigns on crowdfunding sites. One of the more important reasons these businesses use such platforms is that it affords them the opportunity to

\_\_\_\_\_ their concepts, under the assumption that concepts that see good traction on these platforms will see good traction in the general market, and conversely concepts that see poor traction on these platforms will see low demand in the general market and should thus be abandoned.

- A. generate media buzz about
- B. run price elasticity studies on
- C. market test
- D. run technical validation testing on

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

The correct answer is C. market test. In modern innovation practices, crowdfunding platforms such as Kickstarter or Indiegogo are often used by organizations as a market validation tool. Instead of investing large resources in developing and launching a new product, companies can present early concepts to the public and observe how potential customers respond. The level of interest, number of backers, and financial support serve as indicators of real market demand. Within innovation management frameworks discussed in Global Innovation Institute topics, early validation is critical to reducing uncertainty and risk in the Innovation Funnel. Crowdfunding campaigns allow organizations to test whether customers truly value a concept before committing to full-scale production. If a concept receives strong traction, it suggests that the broader market may respond positively. Conversely, if the concept attracts little attention or funding, it signals weak demand and helps organizations avoid investing further resources. Although crowdfunding can generate publicity, its primary strategic value in innovation management is testing real customer demand in the market. Therefore, using crowdfunding platforms as a way to market test concepts makes option C the most accurate answer.

#### **NEW QUESTION: 28**

Rewards generally involve either \_\_\_\_\_ or \_\_\_\_\_.

- A. new cars / vacation homes
- B. cash prizes / high-value material prizes
- C. promotions / salary raises
- D. letters of appreciation / certificates of accomplishment

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

The correct answer is D. letters of appreciation / certificates of accomplishment . In innovation engagement systems, rewards are often designed to encourage participation, reinforce positive behavior, and recognize meaningful contribution without creating unhealthy competition or overly transactional motivation. In many structured innovation programs, recognition-based rewards are more sustainable and culturally effective than expensive financial or material incentives. GInI-related innovation topics emphasize engagement, reinforcement, intrapreneuring, and the creation of an innovation-supportive environment. In that context, rewards often take the form of visible appreciation, acknowledgment of effort, and symbolic recognition. Letters of appreciation and certificates of accomplishment validate employee involvement, celebrate contribution, and strengthen motivation to continue participating in the innovation program. They also help reinforce the message that innovation is part of the organization's culture and shared responsibility. The other options focus on large financial or material benefits that are generally not typical as standard innovation-program rewards. Promotions and salary raises are broader human resource

decisions rather than normal innovation recognition tools. Therefore, the most appropriate and conceptually accurate answer is letters of appreciation / certificates of accomplishment .

#### **NEW QUESTION: 29**

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

- A. cluster
- B. evaluate
- C. rank
- D. critique

**Answer: (SHOW ANSWER)**

Affinity Analysis is a technique often used after brainstorming sessions to organize and make sense of the ideas and concepts generated. The key step in this process involves grouping or clustering related ideas into categories or themes, which helps to bring structure and clarity to the multitude of ideas. The clustering of these ideas allows participants to identify patterns, make connections, and understand the common threads among various suggestions. By grouping related thoughts together, the team can efficiently identify trends, prioritize ideas, and refine concepts for further exploration. This method is not about critiquing, ranking, or evaluating ideas immediately; instead, it's about organizing them into manageable groups. This structured approach aids in identifying areas of focus and ensures that no valuable ideas are overlooked. The practice of clustering is a vital element in various innovation and design-thinking methodologies. For further details, the " Innovation Professional (CInP) " curriculum outlines the process and benefits of using Affinity Analysis for idea management and concept refinement.

#### **NEW QUESTION: 30**

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: (SHOW ANSWER)**

GIInI recognizes crowdfunding as a tool for large businesses to engage in Open Innovation, particularly to validate radical ideas. The CInP Handbook notes 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: GInI CInP Handbook , Section on Open Innovation Practices.

### NEW QUESTION: 31

\_\_\_\_\_ are prototypes used to simulate a customer experience and/or the immersive environment in which that experience is intended to take place.

- A. Customer Prototypes
- B. Behavioral Prototypes
- C. Experience Prototypes
- D. Works-Like Prototypes

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

Experience Prototypes are specifically designed to simulate the customer experience and the immersive environment in which the experience will occur. Unlike other prototypes that may focus on functionality or the technical workings of a product (e.g., works-like prototypes), experience prototypes are created to provide a sense of how the user will interact with and experience the product or service in a real-world context. These prototypes help test the emotional and sensory aspects of the customer journey, enabling designers to assess whether the intended experience resonates with users. Experience prototypes allow businesses to refine customer touchpoints, ensuring that the product or service aligns with user expectations and creates a meaningful impact. This approach is integral to Design Thinking, where understanding the customer experience is a central focus. In the Innovation Professional (CInP) curriculum, creating experience prototypes is emphasized as a vital step in the iterative design process, helping to ensure that the final product meets both functional and experiential goals.

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### NEW QUESTION: 32

\_\_\_\_\_ is used in the Front End to address "what" problems, in the Mid Zone to address "when", "where", and "who" problems, and in the Back End to address "how" problems.

- A. Analysis
- B. Creativity
- C. Leadership
- D. Imagination

**Answer: (SHOW ANSWER)**

The correct answer is A. Analysis. In innovation management frameworks discussed in Global Innovation Institute topics, different phases of the innovation process require structured thinking to clarify problems and guide decision-making. Analysis is a critical capability that supports teams throughout the entire innovation lifecycle, although the type of analytical question changes depending on the phase of work.

In the Front End of Innovation, analysis is used to explore and define the "what" problems. This includes identifying opportunities, understanding customer needs, and defining the core problem that innovation should address. Tools such as market analysis, user research, and insight discovery help clarify the problem space.

In the Mid Zone, analysis focuses on "when," "where," and "who." At this stage, teams evaluate potential solutions, determine the target users or markets, and identify the contexts in which innovations should be applied. Analytical thinking helps compare alternatives and refine concepts. In the Back End, analysis addresses "how" problems, including implementation, scaling, and operational integration. Here, analysis supports planning, feasibility assessment, and execution strategies to successfully bring innovations to market.

**NEW QUESTION: 33**

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: (SHOW ANSWER)**

GInI'sCInP Handbook describes 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: 34**

Through stories, facts and raw data gain meaning because they simplify and clarify even the most complex information.

Select one correct answer from the list:

- A. Present just the facts, so that our organizations aren't hung up on opinions and assumptions
- B. Help us show lots of tables and graphs depicting the data
- C. Simplify and clarify even the most complex information
- D. Allow us to embellish the information wherever needed to support our cause

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

GInI's CInP Handbook highlights storytelling as a powerful tool in innovation, particularly in the Mid Zone and Back End, where teams must communicate insights and business cases effectively. Stories transform raw data and facts into a narrative that "simplifies and clarifies even the most complex information," making it accessible and compelling to stakeholders like executives or investors. This aligns with human cognition- people process narratives better than isolated data points-enhancing decision-making. Option A, "present just the facts," dismisses the narrative's role, contradicting GInI's emphasis on meaning-making. Option B, "show lots of tables and graphs," focuses on presentation tools, not the outcome of clarity. Option D, "embellish the information," suggests manipulation, which GInI warns against as it undermines credibility. Option C matches the question's intent and GInI's guidance, emphasizing clarity as the goal of storytelling.

The original answer (C) is correct, rooted in GInI's communication strategies that bridge technical complexity with actionable understanding, a skill critical for innovation professionals.

Reference: GInI CInP Handbook , Section on Storytelling in Innovation.

### NEW QUESTION: 35

The fourth step for projects in the Mid Zone is for teams to develop a sound business case for the opportunity.

This is important because it will be used for the business' highly-critical decision on whether or not to make the major investment required to continue moving the project forward toward development and commercialization.

Select one correct answer from the list:

- A. Market this new innovation at such a level that no one can ignore it
- B. Build a new facility to produce this new innovation
- C. Continue moving the project forward toward development and commercialization
- D. Pivot the entire business around this new innovation

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

GInI's CInP Handbook outlines the Mid Zone's fourth step as the creation of a "sound business case," a detailed document that justifies advancing an innovation project into the Back End-where development and commercialization occur. This step is critical because it precedes a go/no-go decision gate, determining if the business will invest heavily in bringing the innovation to market. The business case must include financial models (e.g., cost-benefit analysis), strategic rationale (e.g., market demand), and risk assessments, providing a holistic view to secure approval. Option A, "market this new innovation," is a Back End activity, not the decision's focus. Option B, "build a new facility," is a specific operational choice post-approval, not the general intent. Option D, "pivot the entire business," is an extreme strategic shift far beyond most project scopes. Option C

directly matches GInI's description, emphasizing progression to development and commercialization as the next logical step after Mid Zone validation. The original answer (C) is correct, reflecting GInI's phased approach where the business case bridges the Mid Zone's conceptual work to the Back End's execution. This process ensures alignment with organizational goals and prevents premature overcommitment, a principle grounded in GInI's risk-mitigation philosophy.

Reference:GInICInP Handbook, Section on Mid Zone Step 4: Business Case Development.

### **NEW QUESTION: 36**

Transformative Innovations are so radically and new that they do what?

- A. Transform society and how it operates.
- B. Transform product attribute mixes.
- C. Transform markets and how they buy.
- D. Transform industries and how they operate.

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

Transformative Innovations are groundbreaking, radical innovations that have the potential to change society and how it operates at a fundamental level. These innovations often reshape industries, social structures, and ways of living, leading to major shifts in how people interact with products, services, and each other. Unlike incremental innovations, which focus on improving existing solutions or enhancing product features, transformative innovations often introduce new paradigms, technologies, or business models that disrupt existing systems. This category of innovation can redefine entire sectors or even societal functions, such as how people communicate, work, or access services. The Innovation Professional (CInP) curriculum emphasizes the significance of transformative innovations in driving societal progress and creating long-term impact across various industries.

### **NEW QUESTION: 37**

The Open Innovation philosophy also embraces the idea that any given organization is not always the one most capable of \_\_\_\_\_, owing to having its own sources of myopia.

- A. spotting new opportunities it should pursue
- B. spotting new production processes it should use
- C. spotting new technologies it should use
- D. spotting new customers it should woo

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

Open Innovation is built on the recognition that valuable ideas, opportunities, technologies, and pathways to market do not always originate inside the organization. The question specifically refers to organizational myopia, meaning the blind spots, assumptions, routines, and internal biases that prevent a business from seeing certain opportunities clearly. The broadest and most accurate answer is "spotting new opportunities it should pursue." Open Innovation helps organizations overcome internal limitations by looking outside their own boundaries for insights, ideas, partnerships, technologies, and market signals. Options B, C, and D are narrower.

Production processes, technologies, and customers can all be part of opportunity discovery, but they do not capture the full strategic point. The philosophy is not merely that outsiders may know a better production process or customer segment; it is that the organization may not be best positioned to recognize valuable opportunities at all. Therefore, option A is the correct answer.

### NEW QUESTION: 38

Studies have proven that more - not less - \_\_\_\_\_ make for better creativity and more creative outcomes.

- A. people
- B. rules
- C. degrees of freedom
- D. constraints

**Answer: (SHOW ANSWER)**

Creativity often thrives when there are more degrees of freedom rather than rigid rules or constraints. This concept suggests that when individuals or teams are given the flexibility to explore multiple avenues without strict limitations, they are able to come up with more innovative and diverse solutions. Studies in creative thinking consistently show that too many restrictions can stifle the generation of new ideas, whereas allowing for more freedom in how problems are approached can lead to breakthrough insights and creative outcomes.

In the context of innovation, providing team members with ample room to experiment and think outside of conventional boundaries is often essential for fostering originality. While constraints and structure can guide focus and implementation, having the freedom to explore is crucial for generating creative possibilities. This aligns with modern research on creativity, which highlights the importance of an environment that balances some structure with the freedom to innovate. The Innovation Professional (CInP) curriculum emphasizes the value of degrees of freedom as a core element for encouraging creativity in the problem-solving process.

#### Category Breakdown

##### Category Number of Questions

Creativity, Ideation, and Brainstorming - Tapping Into Innovation's Source of Life 17 Design Thinking, Human-Centric Design, and The Role of Design in Innovation 33 Engagement - The Art of Participatory Innovation 21 The Innovation Manager - Grand Masters of the New 6 Getting Innovation Done - Running Innovation Projects in the Business 19 The Innovation Manager as Project Leader - Driving Focused Innovation 11 The Innovation Manager as Liaison - Leveraging Open Innovation 9 The Innovation Professional - World Changers of the Business World 2 The Innovation Management Process 20 The Big Dig - The Role of Research in Innovation 12 The GInI Breakthrough Innovation Method 33 Leading and Building a Core Innovation Team 20 Storytelling - How to Spark the Imagination and Turn Ships 3 Selecting the Winning Ideas - My Innovation is Better Than Your Innovation 22 Designing Innovation Spaces 1 Innovation's Design Outputs - The Many Forms of "What's New" 11 The Effective Innovator - Einstein, Edison, Jobs, and You 2 The Innovation Fundamentals - Getting to Know Business Innovation 3 Program and Project Management Tools for Innovation Management 1 TOTAL 246

**NEW QUESTION: 39**

\_\_\_\_\_ is one of the 12 Purposes of Prototyping in which we build prototypes to engage the mind 's " analysis and 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 Think
- C. Build to Learn
- D. Build to Empathize

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 40**

Because "The Planner" will coordinate the production and delivery of a new offering, they are usually best suited for which phase of innovation work?

Select one correct answer from the list:

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

Answer: ([SHOW ANSWER](#))

GInI'sCInP Handbook defines "The Planner" as an archetype excelling in organization, logistics, and execution-skills critical for coordinating "production and delivery" of a new offering. This places them squarely in the Back End of GInI's innovation process, where the focus shifts from ideation (Front End) and validation (Mid Zone) to operationalizing the innovation. The Back End involves detailed planning for manufacturing, supply chain management, and market launch-tasks the Planner's methodical nature is tailored to handle (e.g., scheduling, resource allocation). The Front End (B) is exploratory, requiring creativity over coordination. The Mid Zone (C) focuses on business casing and strategy, not execution logistics. "All phases" (D) overextends the Planner's role beyond their core strength. GInI's framework assigns the Planner to the Back End to ensure seamless delivery, leveraging their ability to translate validated concepts into tangible outcomes. The original answer (A) is correct, embodying GInI's strategic archetype deployment-a practical application of role specialization in the innovation pipeline.

Reference:GInICInP Handbook, Section on Innovation Archetypes and Back End Execution.

**NEW QUESTION: 41**

The purpose of a business is what?

Select one correct answer from the list

- A. To make money, in the form of profit.
- B. To create value for its different stakeholders.

- C. To develop and sell good products and services.
- D. To grow to a large enough size that it can influence society.

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

**NEW QUESTION: 42**

\_\_\_\_\_ people make for good Innovation Team members because they love trying out new business ideas.

- A. Reckless
- B. Highly entrepreneurial
- C. Power-hungry
- D. Inherently brilliant

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

Highly entrepreneurial people are excellent Innovation Team members because they have a natural inclination to experiment with new business ideas. They possess the mindset and drive required to take calculated risks, explore new possibilities, and find innovative solutions. Their entrepreneurial spirit fuels creativity and the willingness to push boundaries, which are essential for driving successful innovation initiatives. These individuals are not afraid to test unproven concepts, make mistakes, and learn from them, making them invaluable assets in an innovation-driven environment. The Innovation Professional (CInP) curriculum emphasizes the importance of fostering an entrepreneurial mindset within innovation teams, as it enhances the ability to generate novel ideas and bring them to fruition. Entrepreneurial individuals are proactive in seeking opportunities and have the resilience to navigate the challenges that come with pioneering new business models or products.

**NEW QUESTION: 43**

Problem Reframing is the process of restating a problem from how it was originally encountered to what?

Select one correct answer from the list

- A. A more correct understanding of the problem.
- B. A more enjoyable type of problem to solve.
- C. A more strategically significant type of problem.
- D. An opportunity to apply new technologies.

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

**NEW QUESTION: 44**

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: GInI CInP Handbook, Section on Needfinding Principles.

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

In order for the business ' Evaluation Group to be able to evaluate new innovation ideas and opportunities in Stage 3 of the GInI InMS, they must have what, so that they can know whether or not an idea has potential merit?

Select one correct answer from the list

- A.** Ownership over the business ' Innovation Strategy.
- B.** Fresh market intelligence.
- C.** Knowledge of the Chief Innovation Officer ' s favorite types of projects.
- D.** A well-defined technology roadmap

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

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

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's CInP Handbook explains 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: GInI CInP Handbook, Section on Affinity Analysis in Ideation.

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#### NEW QUESTION: 47

Stage 2 of the GInI InMS is where \_\_\_\_\_ are used to engage the organization for the purpose of having them identify new ideas and opportunities for the business.

Select one correct answer from the list

- A. engagement plans
- B. Mechanisms of Engagement
- C. games
- D. rewards

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

#### NEW QUESTION: 48

Because "The Questioner" has a natural curiosity that drives them to ask lots of probing questions about a situation, they are usually best suited for which phase of innovation work?

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

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

The correct answer is B. The Front End. In innovation management frameworks described in Global Innovation Institute topics, the Front End of Innovation (FEI) is the stage where opportunities are explored, problems are defined, and insights are discovered. This stage involves activities such as needfinding, research, observation, questioning assumptions, and identifying unmet needs in markets or customer experiences. # Individuals described as "The Questioner" possess a natural curiosity and tend to ask many probing questions to better understand a situation. This behavior is extremely valuable during the Front End because

innovation teams must explore problems deeply before attempting to design solutions.

Questioners help teams challenge assumptions, uncover hidden insights, and clarify the real problems that need to be addressed. # The Mid Zone of innovation typically focuses on concept development, prototyping, and experimentation, while the Back End focuses on implementation, scaling, and commercialization. Although questioning is valuable throughout the process, the Front End relies most heavily on curiosity, exploration, and problem discovery, making it the phase where "The Questioner" contributes the most value to the innovation team

#### **NEW QUESTION: 49**

Coming out of the Level 2 EandS Process, the overall size of a business' Pipeline, including resources, capacities, growth demands, and the relative scope of each project, will dictate what?

- A.** How many new projects get initiated each period.
- B.** How many new launches the business must complete in each period.
- C.** How many new projects must get killed each period.
- D.** How many new projects will have to sit waiting their turn in queue.

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

The correct answer is A. How many new projects get initiated each period. In innovation portfolio and pipeline management, once projects have passed through the Level 2 Evaluation and Selection process, the organization must determine how many of those approved opportunities can realistically move forward. That decision depends on available resources, execution capacity, strategic growth requirements, and the size and complexity of each project. In other words, the pipeline cannot be filled based only on idea quality; it must also reflect what the business is capable of advancing during a given planning period.

This is consistent with GInI innovation management principles related to portfolio balance, resource alignment, governance, and structured project progression. A healthy innovation pipeline requires disciplined intake so that the organization does not overload teams, delay critical initiatives, or weaken execution quality.

The number of projects initiated must therefore be matched to capacity and strategic need.

Option B focuses on launch outputs rather than initiation decisions. Option C is not something the pipeline size directly dictates. Option D may occur in practice, but it is not the primary planning outcome being defined here.

#### **NEW QUESTION: 50**

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 quell any remaining objections to the endeavor.
- C.** To satisfy the various decision-makers and other stakeholders in the business.
- D.** To ascertain the level of risk the endeavor will encounter once it is launched.

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

**NEW QUESTION: 51**

The Brainstorming Facilitator must establish what if they are to have an effective brainstorming session?

- A. Rules of order
- B. Rules of engagement
- C. Terms of acceptance
- D. Laws of conformance

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

A brainstorming session requires psychological safety, clarity, and behavioral discipline. The facilitator must establish rules of engagement so participants understand how to contribute, how ideas will be treated, and how the group will avoid premature criticism or dominance by a few voices. Rules of engagement commonly include suspending judgment, encouraging quantity, building on others' ideas, staying focused on the challenge, allowing wild ideas, and ensuring balanced participation. Option A, rules of order, sounds parliamentary and overly formal; brainstorming is not a governance meeting. Option C, terms of acceptance, suggests approval criteria, which belongs later during evaluation, not during idea generation. Option D, laws of conformance, contradicts brainstorming because creativity requires divergence and exploration, not rigid compliance. The facilitator's job is to create the right working conditions for idea generation. Rules of engagement provide that operating frame and help the session remain productive, inclusive, and focused.

**NEW QUESTION: 52**

The Mid Zone of innovation deals with conducting additional research and developing what?

- A. Appropriate commercialization strategies.
- B. Detailed patent strategies.
- C. Appropriate validation strategies.
- D. Good design strategies.

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

In the Mid Zone of the innovation process, the focus is primarily on appropriate validation strategies. This phase involves testing, validating, and refining the initial concepts or prototypes that have been generated in the earlier stages of the innovation pipeline. Validation ensures that the ideas, products, or solutions are feasible, meet market needs, and are aligned with business goals before they move further down the pipeline.

It helps identify potential flaws, gaps, or improvements needed before commercialization. The goal is to verify the assumptions made during the ideation and prototyping phases, reducing risks and confirming that the solution works as intended in real-world conditions. The Innovation Professional (CInP) curriculum emphasizes the importance of a structured validation process to increase the likelihood of successful innovation outcomes. Validation strategies ensure that the product or service is viable and ready for the next steps, such as commercialization or scaling.

**NEW QUESTION: 53**

A well-developed Opportunity Analysis will uncover for a business both unmet and unarticulated opportunities.

Select one correct answer from the list:

- A. Tangible and intangible opportunities
- B. Good opportunities and bad opportunities
- C. Currently untapped opportunities and future potential opportunities
- D. Unmet and unarticulated opportunities

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

GInI'sCInP Handbook describes Opportunity Analysis as a Front End process to identify market gaps, specifically "unmet" (known but unaddressed needs) and "unarticulated" (latent needs customers don't yet express) opportunities. This dual focus, rooted in Design Thinking, uncovers high-value innovation targets-e.

g., unmet demand for convenience, unarticulated desire for simplicity. Option A, "tangible/intangible," is abstract and not GInI's framework. Option B, "good/bad," is judgmental, not analytical. Option C, "untapped /future," shifts to timing, missing the unmet/unarticulated distinction. Option D aligns with GInI's terminology, matching the original answer, emphasizing deep customer insight as the bedrock of impactful innovation-a disciplined, user-centric approach.

Reference:GInICInP Handbook, Section on Opportunity Analysis.

**NEW QUESTION: 54**

" Several very large businesses have in recent years turned to running campaigns on crowdfunding sites. One of the more important reasons these businesses use such platforms is that it affords them the opportunity to

\_\_\_\_\_ their concepts, under the assumption that concepts that see good traction on these platforms will see good traction in the general market, and conversely concepts that see poor traction on these platforms will see low demand in the general market and should thus be abandoned. " Select one correct answer from the list:

- A. market test
- B. run technical validation testing on
- C. run price elasticity studies on
- D. generate media buzz about

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

**NEW QUESTION: 55**

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: 56**

The starting point for producing relevant innovations is \_\_\_\_\_ about problems, not \_\_\_\_\_ about solutions.

- A.** insights / insights
- B.** questions / answers
- C.** hypotheses / ideas
- D.** theories / thoughts

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

The correct answer is B. questions / answers . In innovation management and design thinking practices emphasized in Global Innovation Institute learning topics, the innovation process begins with asking the right questions about problems rather than immediately searching for answers or solutions . Effective innovation requires a deep exploration of the problem space before jumping into solution development.

By focusing on questions, innovation teams encourage curiosity, investigation, and deeper understanding of user needs, market gaps, and underlying challenges. Asking thoughtful questions helps uncover hidden assumptions, identify unmet needs, and broaden the scope of exploration. This approach aligns with the needfinding and insight discovery stages commonly emphasized in innovation frameworks.

If teams focus too early on answers, they risk developing solutions that address the wrong problem or fail to create meaningful value. Questions help frame the problem correctly and guide research, observation, and experimentation. Once the right questions are explored, teams can then develop stronger insights and more effective solutions.

Therefore, innovation leaders encourage teams to begin with questions about problems , ensuring that eventual answers and solutions are grounded in real needs and validated opportunities.

### **NEW QUESTION: 57**

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)**

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 RandD, 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: 58**

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

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

#### NEW QUESTION: 59

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's CInI Handbook mirrors 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: GInI CInP Handbook, Section on InMS Stage 5 Feedback Loops.

#### NEW QUESTION: 60

In the fourth step in the GInI Breakthrough Innovation Method—Synthesis and Capture—teams conceptually define and document the details around any number of new solution concepts, including any feature mixes they require.

Select one correct answer from the list:

- A. New value propositions, including any market niches they are aimed at
- B. New value models, including any technologies they rely on
- C. New business models, including any regulatory approvals they require
- D. New solution concepts, including any feature mixes they require

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

The fourth step of the GInI Breakthrough Innovation Method, "Synthesis and Capture," is about consolidating insights from prior steps into tangible outputs. The CInP Handbook specifies that teams "conceptually define and document" "new solution concepts," detailing their features and requirements (e.g., functionality, design elements). This step focuses on the "what" of the

solution-specific ideas that address the defined context-before broader considerations like value propositions or business models are fully fleshed out. Option A, " value propositions, " emerges later, tying solutions to market needs. Option B, " value models, " involves delivery mechanisms, beyond this step's scope. Option C, " business models, " includes strategic and regulatory aspects, typically Mid Zone concerns. Option D aligns with GInI's focus on solution concepts as the immediate output, matching the question's wording and the original answer. This reflects GInI's Front End emphasis on ideation-to-concept transition, ensuring ideas are concrete before validation, a process rooted in iterative design principles.

Reference: GInI CInP Handbook, Section on Breakthrough Innovation Method, Step 4: Synthesis and Capture.

### NEW QUESTION: 61

IP Law Firms are often retained to undertake IP Research for firms, for which they tend to employ \_\_\_\_\_ for conducting most of the work.

Select one correct answer from the list

- A. Law School Interns
- B. Registered Patent Agents
- C. Licensed Patent Attorneys
- D. Certified Patent Analysts

Answer: ([SHOW ANSWER](#))

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### NEW QUESTION: 62

For projects developing products in the Back End, once final funds are released and capital equipment has been procured, the Operations Team will begin preparations to ready the product for pilot and eventual launch.

Select one correct answer from the list:

- A. Start helping the marketing team produce effective marketing collateral for the product
- B. Begin their production planning work
- C. Start production
- D. Begin preparations to ready the product for pilot and eventual launch

Answer: ([SHOW ANSWER](#))

The CInP Handbook details that in the Back End, after funding and equipment are secured, the Operations Team focuses on " preparations to ready the product for pilot and eventual launch. "

This includes pilot planning (e.g., small-scale testing) and launch logistics (e.g., supply chain readiness), ensuring the product is market-ready. Option A, "marketing collateral," is outside Operations' scope. Option B, "production planning," occurs earlier in design phases. Option C, "start production," jumps ahead-pilots precede full production. Option D aligns with GInI's sequence, matching the original answer, reflecting a phased approach where pilots validate scalability before launch, a risk-management strategy central to GInI's Back End process. Reference: GInI CInP Handbook, Section on Back End Pilot and Launch Prep.

#### **NEW QUESTION: 63**

In a good Innovation Team, all of the members will have what?

Select one correct answer from the list

- A.** A desire to have lots of fun.
- B.** A clear sense of their own priorities.
- C.** A willingness to go to work each day and do their job.
- D.** Skin in the game - a commitment to the team's purpose.

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

#### **NEW QUESTION: 64**

In order to manage the different stakeholders to a given Innovation Project, the Project Leader must figure out what each stakeholder's motivations are, and how to thereby leverage those to achieve, overall, what needs to be accomplished.

Select one correct answer from the list:

- A.** Thoughts
- B.** Motivations
- C.** Favorite things
- D.** Breaking points

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

GInI'sCInP Handbook emphasizes stakeholder management as a key Project Leader skill, requiring insight into "motivations"-the underlying drivers (e.g., career goals, resource needs) that influence stakeholder support or resistance. By understanding and leveraging these, the leader aligns diverse interests to "achieve what needs to be accomplished" (project goals).

"Thoughts" (A) is vague, lacking actionable depth. "Favorite things" (C) is trivial and irrelevant.

"Breaking points" (D) focuses on limits, not drivers. Option B aligns with GInI's guidance, matching the original answer, reflecting a strategic, psychology-informed approach to leadership-a GInI tactic for navigating complexity and ensuring project momentum through stakeholder buy-in.

Reference:GInICInP Handbook, Section on Project Leadership and Stakeholder Management.

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

The fourth step for projects in the Back End is for teams to undertake the formal design and development work required to have a final design for the offering. For a product, this involves an

engineering design that is consistently manufacturable and yields a product capable of delivering on the Design and Innovation Intents set for it.

Select one correct answer from the list:

- A. Manufacturing ready and yields a product capable of satisfying customers
- B. Easy to manufacture and assemble, and yields a product customers are very happy with
- C. Consistently manufacturable and yields a product capable of delivering on the Design and Innovation Intents set for it
- D. Manufacturable within quality limits and yields a product that meets all of its specifications

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook defines the Back End's fourth step as finalizing the design, where for products, engineering ensures the design is "consistently manufacturable" and meets the "Design and Innovation Intents" (specific value or experience goals set earlier). Consistency ensures scalable production, while intents tie back to the original vision (e.g., usability, performance). Option A, "manufacturing ready," is vague and customer satisfaction is an outcome, not intent. Option B, "easy to manufacture," lowers the bar- GInI seeks consistency, not ease-and "very happy" is subjective. Option D, "within quality limits," is close but "specifications" is broader than intents, which are strategic. Option C matches GInI's exact wording and focus, aligning with the original answer, emphasizing fidelity to the innovation's purpose through robust engineering-a critical Back End discipline.

Reference: GInI CInP Handbook , Section on Back End Step 4: Design and Development.

### NEW QUESTION: 66

Some of the commonly-used other types of Market Research include Sentiment Analysis, Brand Tracking, and Social Media Listening.

Select one correct answer from the list:

- A. Customer Co-Creation, Kepner-Tregoe Studies, and Time and Motion Studies
- B. Anthropometric Studies, Usability Studies, and Aptitude Studies
- C. Cognitive Task Analysis, Collaborative Mind-Mapping, and Value Web Analysis
- D. Sentiment Analysis, Brand Tracking, and Social Media Listening

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook categorizes Market Research as a broad toolset for understanding markets and customers, including "Sentiment Analysis" (gauging opinions), "Brand Tracking" (monitoring brand perception), and "Social Media Listening" (analyzing online conversations). These are widely recognized, practical methods in GInI's framework, often used in the Front End to inform opportunity identification.

Option A includes "Customer Co-Creation" (an innovation method, not pure research), "Kepner-Tregoe Studies" (decision-making, not market research), and "Time and Motion Studies" (efficiency analysis, not market-focused). Option B's "Anthropometric Studies" (physical measurements), "Usability Studies" (design testing), and "Aptitude Studies" (ability assessment) are niche or misaligned. Option C's "Cognitive Task Analysis," "Collaborative Mind-Mapping," and "Value Web Analysis" are analytical or ideation tools, not market research.

Option D directly matches GInI's examples, aligning with the original answer, reflecting a data-driven approach to capturing market signals-vital for strategic innovation planning.

Reference: GInI CInP Handbook, Section on Market Research Techniques.

### NEW QUESTION: 67

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: A (LEAVE A REPLY)**

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: 68

As an Innovation Professional contributing to a program of sustained innovation output in your business, you are constantly feeding its Innovation Pipeline with new projects that allow the business to achieve what?

- A. Year-over-year cost reductions
- B. The lowest possible risk exposure
- C. The best possible marketing campaigns
- D. Strategically important growth initiatives

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

As an Innovation Professional, your role is to continuously feed the Innovation Pipeline with strategically important growth initiatives. These initiatives are essential for driving long-term business success, ensuring that the company adapts to changing markets, and capitalizing on new opportunities. While cost reductions, risk mitigation, and marketing campaigns are important aspects of business strategy, the primary focus of innovation is often on initiatives that contribute directly to the company's growth and expansion. This includes developing new products, entering new markets, enhancing customer experiences, or improving business models. The

Innovation Professional (CInP) curriculum highlights that innovation should be closely aligned with strategic business goals, and that new projects should be aimed at fostering sustainable growth and securing the organization ' s competitive advantage in the long run.

#### **NEW QUESTION: 69**

To be productive, an Innovation Management System must have an effective Assimilation Process. That process will involve three activities, namely \_\_\_\_.

- A.** challenging, accumulating, and aggregating
- B.** provoking, picking, and clustering
- C.** mocking, choosing, and lumping
- D.** asking, gathering, and sorting

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

In the context of an Innovation Management System (InMS) , the Assimilation Process is crucial for successfully transforming new ideas into actionable solutions. This process involves three main activities:

challenging , accumulating , and aggregating .

- \* Challenging refers to questioning the ideas and assumptions, testing their validity, and pushing boundaries to find better, more innovative solutions.
- \* Accumulating involves gathering relevant data, ideas, and insights from various sources to build a solid foundation of information.
- \* Aggregating is the process of combining and synthesizing these gathered ideas and insights into cohesive and structured concepts that can be further developed.

These activities are key to managing and processing ideas within the innovation pipeline, ensuring that only the most viable and valuable ideas move forward. The Innovation Professional (CInP) curriculum emphasizes the importance of a systematic approach to assimilating new ideas, ensuring that innovation efforts are focused, effective, and aligned with the business goals.

#### **NEW QUESTION: 70**

The third step in the GInI Breakthrough Innovation Method-Oblique Examination-involves both divergent and convergent processes.

Select one correct answer from the list:

- A.** Fast / slow
- B.** Divergent / convergent
- C.** Problem / solution
- D.** Internal / external

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

In the GInI Breakthrough Innovation Method, " Oblique Examination " is the third step, following Context and Exploration. The CInP Handbook describes it as a dual-process phase where teams first use " divergent " thinking to generate a wide array of ideas and perspectives (expanding possibilities), then apply " convergent

" thinking to synthesize and narrow these into actionable insights. This mirrors classic creativity models (e.g., Guilford's divergent-convergent framework) adapted by GInI for innovation. " Oblique " suggests lateral, unconventional angles, but the process remains structured: diverge to explore, converge to refine. Option A, " fast/slow, " refers to pace, not process type. Option C, " problem/solution, " oversimplifies without capturing the thinking dynamics. Option D, " internal/external, " might relate to sourcing but isn't the focus here. Option B directly reflects GInI's methodology, where divergent-convergent interplay drives breakthrough thinking. The original answer (B) is correct, embodying GInI's balance of creativity and discipline, a hallmark of its systematic yet flexible approach to innovation. Reference: GInI CInP Handbook , Section on Breakthrough Innovation Method, Step 3: Oblique Examination.

### NEW QUESTION: 71

In some cases, what success looks like for an Innovation Team is to actually be able to force a new innovation concept to fail early on, rather than much later on, thereby saving the business much wasted effort, time, and money. Accordingly, Project Leaders have to advocate within their teams a mentality of \_\_\_\_.

- A. "failure is better than success"
- B. "failure is cool"
- C. "fail once and for all"
- D. "fail fast / fail early"

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

The correct answer is D. "fail fast / fail early." Within innovation management and modern innovation frameworks discussed in Global Innovation Institute topics, experimentation and rapid learning are critical to successful innovation. Innovation projects often involve high uncertainty, and not every concept will succeed.

Therefore, teams are encouraged to test assumptions quickly and identify weak ideas early in the process.

The concept of "fail fast, fail early" emphasizes running small experiments, prototypes, and tests at the earliest stages of development. By validating ideas quickly, innovation teams can determine whether a concept has real potential or whether it should be abandoned. Discovering failure early helps organizations avoid investing significant resources into ideas that ultimately will not succeed. # This approach aligns with practices such as rapid prototyping, experimentation, lean innovation, and iterative learning. Instead of viewing failure as negative, innovation teams treat it as a valuable learning opportunity that improves future solutions and decision-making. The other options do not reflect recognized innovation principles. Innovation leadership promotes learning quickly through experimentation, allowing organizations to redirect resources toward stronger opportunities and more promising innovations.

### NEW QUESTION: 72

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

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

#### **NEW QUESTION: 73**

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

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

#### **NEW QUESTION: 74**

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: GInI CInP Handbook, Introduction to Innovation Competencies.

#### **NEW QUESTION: 75**

Subject Matter Expert Platforms are a lighter approach to Open Innovation where engagements are curated with SMEs, thus allowing a business to gain access to a wide variety of insights and learn critical information about a particular industry, market, technology, or business process.

Select one correct answer from the list:

- A. Subject Matter Expert Platforms
- B. Crowdsourcing Platforms
- C. Open Innovation Brokerage Platforms
- D. Cross-Industry Lateral Innovation Panels

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

In the context of Open Innovation, GInI's Certified Innovation Professional (CInP) Handbook describes " Subject Matter Expert Platforms " as a streamlined method for businesses to tap into specialized knowledge from subject matter experts (SMEs). These platforms facilitate curated engagements that provide deep insights into specific areas like industry trends, markets, technologies, or processes, without the broader scope of full-scale crowdsourcing or cross-industry collaboration. The question's phrasing-"a lighter approach" and "curated with SMEs"-directly aligns with this definition. Option B, " Crowdsourcing Platforms, " involves a wider, less targeted pool of contributors, which is less " light " and curated. Option C, " Open Innovation Brokerage Platforms, " implies intermediaries facilitating broader innovation deals, not necessarily SME-focused. Option D, " Cross-Industry Lateral Innovation Panels, " involves peer-to-peer collaboration across industries, not SME engagements. GInI's emphasis on SME-driven insights for targeted learning makes A the correct choice. The original answer (A) was correct and is affirmed here with GInI backing.

Reference: GInI CInP Handbook, Section on Open Innovation Mechanisms.

#### **NEW QUESTION: 76**

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 scope of the issue involved, the scale a solution may be able to achieve, and the financial return that can be expected from that.
- B. The amount of media hype involved, the scale a new brand may be able to achieve, and the financial outlay required to realize that.
- C. 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.
- D. 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.

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

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**NEW QUESTION: 77**

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: GInI CInP Handbook , Section on Innovation Engagement Mechanisms.

**NEW QUESTION: 78**

To craft a compelling story, Innovation Teams must skillfully weave together a narrative around their challenge that does what to the listener?

Select one correct answer from the list:

- A. Invokes neuroelectrical stimulation and frontal cortex processing.
- B. Stimulates them intellectually and moves them emotionally.
- C. Keeps their minds from wandering elsewhere.
- D. Educates them academically and trains them practically.

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

**NEW QUESTION: 79**

Developing a concept further following its selection by an Evaluation Group often involves the creation of a preliminary business plan/business case for the concept.

Select one correct answer from the list:

- A. New hypotheses behind its problem

- B. A detailed design of the concept
- C. A preliminary business plan/business case for the concept
- D. A fully-detailed financial forecast for the concept, showing its return on investment with 95% confidence limits

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook explains that post-selection in InMS Stage 3, concepts move to Stage 4, where development includes creating a "preliminary business plan/business case." This document outlines the concept's value proposition, market potential, and initial financials-enough to justify further investment without full detail. It's a Mid Zone activity, bridging evaluation to execution. "New hypotheses" (A) is Front End, pre-selection. "Detailed design" (B) is Back End, post-business case. "Fully-detailed forecast" (D) is overly precise for this stage-GInI seeks preliminary viability, not 95% confidence yet. Option C aligns with GInI's process, matching the original answer (despite typo), reflecting a pragmatic step to validate concepts strategically-a GInI method for staged commitment.

Reference: GInI CInP Handbook, Section on InMS Stage 4 Concept Development.

#### NEW QUESTION: 80

Really good innovation demands really good insights because it moves a business closer to its market and allows it to \_\_\_\_ those markets, by better understanding those markets' different needs.

- A. totally dominate
- B. convincingly sway
- C. reconnect in more powerful and impactful ways to
- D. extract the most value from

**Answer: (SHOW ANSWER)**

The correct answer is C. reconnect in more powerful and impactful ways to. In innovation management principles described in Global Innovation Institute topics, insights are a critical foundation for successful innovation. Insights are deeper understandings of customer behaviors, motivations, challenges, and unmet needs that go beyond basic data or surface-level observations.

When organizations develop strong insights, they gain a clearer understanding of how their markets think, behave, and evolve. This deeper understanding allows businesses to reconnect with their customers in ways that are more meaningful, relevant, and impactful. Innovation driven by insights helps organizations design products, services, and experiences that truly address the different needs of their target markets.

The purpose of innovation is not simply to dominate markets or extract maximum value from customers.

Instead, the goal is to create value by delivering solutions that better meet customer needs and expectations.

Insight-driven innovation enables businesses to strengthen their relationships with customers and remain responsive to changing market conditions.

Therefore, good insights allow businesses to reconnect with their markets more effectively, creating stronger alignment between customer needs and innovative solutions.

#### **NEW QUESTION: 81**

Using the third step in the GIMI Breakthrough Innovation Method - Oblique Examination - to address the solution space requires that we systematically identify whatever orthodoxies underlie \_\_\_\_\_ and deconstructively examine each one of them, asking such pointed and probing questions as " Why? " and " Why not? " about them - particularly in the context of the associated problem space.

- A. new opportunities
- B. the problem at hand
- C. current theories
- D. current solutions

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

In the GIMI Breakthrough Innovation Method , Oblique Examination emphasizes critically analyzing and deconstructing current solutions within a given problem space. This step involves challenging the established approaches and questioning the underlying assumptions that shape these solutions. By asking probing questions such as " Why? " and " Why not? " , teams are encouraged to think beyond conventional solutions and explore the deeper reasons behind existing practices. This process helps to uncover potential limitations or overlooked opportunities for innovation. The goal is to reevaluate the solutions and discover new ways to address the problem space, often leading to breakthrough ideas that might not be immediately apparent within the constraints of traditional thinking. In line with the Innovation Professional (CInP) curriculum, this step reinforces the importance of challenging the status quo to foster creative problem-solving and generate novel solutions that can drive meaningful innovation.

#### **NEW QUESTION: 82**

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

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: GInI CInP Handbook , Section on Mechanisms of Engagement.

### NEW QUESTION: 83

If a new innovation is to be true to how it was originally conceived, the business cannot afford to fail in the Back End, as failure would mean \_\_\_\_\_. This is why execution is so critically important.

- A. utter collapse for the business
- B. that all the time, effort, and expense it had invested in the prior stages was wasted
- C. that the business ' Project Managers were incompetent
- D. significant embarrassment in the marketplace

**Answer: (SHOW ANSWER)**

In the GIMI Breakthrough Innovation Method, the Back End phase is where execution plays a critical role in transforming an innovation from concept to reality. If a business fails at this stage, it is particularly devastating because all the time, effort, and expense invested in the earlier stages of the project would be wasted. These early stages often involve significant research, development, and planning, and failure in the Back End means that these investments have not yielded any tangible results. This underlines the importance of flawless execution in the final stages to ensure that the efforts and resources are not squandered. The Innovation Professional (CInP) curriculum stresses that while ideas and innovation concepts are valuable, they must be effectively realized and executed to achieve success, making the Back End phase a key factor in determining the overall viability of the project.

### NEW QUESTION: 84

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's CInP Handbook defines 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: GInI CInP Handbook, Section on InMS Stage 3: Evaluation and Selection.

### NEW QUESTION: 85

Success with \_\_\_\_\_ in an organization usually comes down to one thing - its ability to drive and sustain engagement in its enterprise innovation program.

- A. top-down innovation
- B. operational excellence
- C. creating a culture of innovation
- D. bottom-up, participatory innovation

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

The correct answer is D. bottom-up, participatory innovation . This is because enterprise innovation programs depend strongly on widespread involvement, contribution, and sustained engagement from employees across the organization. In a participatory innovation model, innovation is not restricted to senior leadership or a dedicated innovation department. Instead, people at multiple levels are encouraged to identify opportunities, share ideas, collaborate, and help shape solutions that support organizational growth and renewal.

This aligns closely with GInI topics such as engagement, intrapreneuring, innovation teams, idea generation, and enterprise innovation systems. A bottom-up approach helps create ownership and momentum by allowing employees to become active participants in innovation efforts. When engagement remains high, the innovation program becomes more sustainable and productive over time.

Option A may provide direction, but top-down innovation alone does not depend as directly on broad engagement. Option B focuses more on efficiency and performance consistency than innovation participation.

Option C is related, but it is broader and more cultural. The wording specifically points to engagement in an enterprise innovation program, which most directly matches bottom-up, participatory innovation .

### NEW QUESTION: 86

As a Program Leader, you would be charged primarily with what?

Select one correct answer from the list:

- A. Helping the business apply Design Methods to its challenges.
- B. Leading individual Innovation Projects for the business.
- C. Setting the business ' Innovation Strategy.
- D. Helping to drive the business ' Innovation Program.

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

**NEW QUESTION: 87**

Program Leaders must take explicit steps using \_\_\_\_\_ to drive ongoing sustained engagement in the business ' innovation program.

- A. reinforcement mechanisms
- B. structural mechanisms
- C. enabling devices
- D. support structures

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

The correct answer is A. reinforcement mechanisms . In innovation management, sustained engagement does not happen automatically. Program Leaders must actively maintain momentum by using specific methods that encourage continued participation, recognize contributions, reinforce desired behaviors, and keep innovation visible across the organization. These actions are known as reinforcement mechanisms.

Within GInI-related engagement and innovation program topics, reinforcement mechanisms help ensure that innovation remains part of day-to-day organizational behavior rather than becoming a one-time campaign.

Examples can include recognition systems, feedback loops, communication of success stories, incentives, leadership support, and visible follow-through on submitted ideas. These mechanisms motivate employees to stay involved because they see that participation matters and that their contributions are valued.

The wording of the question highlights "ongoing sustained engagement," which directly points to reinforcement. Structural mechanisms and support structures may help organize the program, but they do not specifically emphasize the repeated encouragement and behavioral reinforcement needed to keep participation active over time. For this reason, reinforcement mechanisms is the most accurate and conceptually appropriate answer

**NEW QUESTION: 88**

\_\_\_\_\_ is a useful tool for helping a business understand the forces at play in the world and the different ways these forces may play out and interact to shape their future reality.

- A. Porter's 5 Forces
- B. Scenario Planning
- C. Strategic Planning
- D. Trendcasting

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

The correct answer is B. Scenario Planning. In innovation management and strategic foresight, scenario planning is used to help organizations understand major external forces, uncertainties, and patterns of change that may shape the future. Rather than predicting a single outcome, scenario planning explores several plausible future realities and examines how different forces may interact over time.

This makes scenario planning especially valuable in innovation work because businesses must often make decisions under uncertainty. Through this approach, teams consider how technological, economic, social, regulatory, environmental, and market changes could combine in different ways. By doing so, they can better prepare innovation strategies, identify risks, and spot opportunity areas that may emerge under different future conditions.

Porter's 5 Forces is mainly a tool for analyzing competitive structure within an industry, not for exploring broad future realities. Strategic Planning is broader and often depends on inputs from foresight tools rather than serving the same function. Trendcasting focuses on projecting trends forward, but it does not capture interacting future worlds as fully as scenario planning. Scenario planning is therefore the strongest fit for understanding forces and how they may shape future reality.

### NEW QUESTION: 89

A key use of research in Needfinding work is for market segmentation, where an overall population of prospective customers is segmented according to the particular outcome each segment seeks.

Select one correct answer from the list:

- A. The particular outcome each segment seeks
- B. Various demographic factors
- C. Their lifestyles
- D. Their tastes-what they like and dislike

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook highlights Needfinding as a Front End activity where research, including market segmentation, identifies customer needs. GInI advocates segmenting based on " the particular outcome each segment seeks " (e.g., convenience, performance)-a jobs-to-be-done approach-rather than traditional metrics. This focuses on why customers buy, revealing actionable innovation opportunities. Option B, " demographic factors " (age, income), is conventional but less need-centric. Option C, " lifestyles, " and Option D, " tastes, " are behavioral but miss the outcome focus GInI prioritizes. Option A aligns with GInI's methodology, matching the original answer, embodying a sophisticated, outcome-driven segmentation that drives targeted innovation-a nuanced evolution of market research.

Reference: GInI CInP Handbook , Section on Needfinding and Market Segmentation.

### NEW QUESTION: 90

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: (SHOW ANSWER)**

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: 91**

A Core Innovation Team is a special dedicated team whose sole job is to carry out \_\_\_\_\_ in the business, doing so one at a time to ensure focus.

- A. process-improvement initiatives
- B. innovation projects
- C. design and branding studies
- D. research studies

**Answer: (SHOW ANSWER)**

The correct answer is B. innovation projects. In Global Innovation Institute innovation management topics, a Core Innovation Team is a dedicated group established specifically to focus on innovation work as its primary responsibility. Unlike teams that support innovation occasionally alongside normal operational duties, a Core Innovation Team exists to devote concentrated attention to moving innovation efforts forward in a disciplined and structured way. The phrase that the team carries out this work one at a time to ensure focus is important. Innovation initiatives often involve uncertainty, cross-functional coordination, experimentation, and significant decision-making. If a dedicated innovation team attempts to pursue too many initiatives at once, attention becomes fragmented and execution quality can decline. By focusing on one innovation project at a time, the team can better apply its skills, maintain momentum, and increase the chances of producing meaningful outcomes.

The other options are narrower or do not represent the main purpose of a Core Innovation Team. Process improvement, branding studies, and research studies may contribute to innovation, but the team's sole mission is broader and more direct. Its primary function is to carry out innovation projects within the business.

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#### NEW QUESTION: 92

"\_\_\_\_\_ are team sprints organized to build something entirely new in a highly-compressed timeframe, producing highly useful outcomes often in record time, which in turn become inputs for the Innovation Funnel to consider carrying further." Select one correct answer from the list:

- A. Hackathons
- B. Innovation Jams
- C. Flash Builds
- D. Design Sprints

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

#### NEW QUESTION: 93

In Stage 5 of the GInI InMS, the purpose of a Pilot is to provide a final grand opportunity for commercial validation of the concept, allowing the business to develop greater confidence that its hypothesis and solution were both valid, and thus the offering will be capable of scaling to its full expected potential.

Select one correct answer from the list:

- A. Its problem statement and solution statement were both valid, and thus the offering will be better than its competitors' offerings
- B. Its postulates and concepts were both valid, and thus the offering will realize substantial media buzz
- C. Its theories and ideas were both valid, and thus the offering will be liked by its customers
- D. Its hypothesis and solution were both valid, and thus the offering will be capable of scaling to its full expected potential

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

GInI's CInP Handbook defines InMS Stage 5's Pilot as a Back End test to validate commercial viability- confirming the " hypothesis " (problem/need) and " solution " (offering) hold in a real-world context. Success builds confidence for " scaling to full expected potential, " ensuring the innovation delivers as planned. " Problem/solution statement " (A) is close but less precise than GInI's " hypothesis/solution. " " Postulates

/concepts " (B) and " media buzz " are vague and off-focus. " Theories/ideas " (C) and " liked by customers " lack scaling emphasis. Option D matches GInI's exact phrasing, aligning with the original answer, reflecting a rigorous, scalability-focused validation-a GInI capstone for execution readiness.

Reference: GlnI CInP Handbook , Section on InMS Stage 5 Pilot Purpose.

**NEW QUESTION: 94**

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

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

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

The three action steps "Ideate / Prototype / Test" represent the practical solution-development cycle within Design Thinking. The question asks about the fourth major step and specifically asks which three action steps make it up. In Design Thinking, once a problem has been understood, framed, and interpreted, teams move into generating solution ideas, giving those ideas tangible form, and testing them with users or against assumptions. That is why C is correct. Option A mixes empathizing with ideation and testing, but empathizing belongs earlier in the process when teams are learning about users and their context. Option B includes "Experiment" and "Design," but omits prototyping and testing as the recognized action sequence. Option D places brainstorming before prototyping but incorrectly includes Define, which belongs earlier in problem framing. The correct sequence is not just about creativity; it is about moving from idea generation to tangible experimentation and evidence-based refinement through prototypes and tests.

**NEW QUESTION: 95**

Rewards generally involve either cash prizes or high-value material prizes.

Select one correct answer from the list:

- A. cash prizes / high-value material prizes
- B. promotions / salary raises
- C. letters of appreciation / certificates of accomplishment
- D. new cars / vacation homes

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

GlnI's framework for innovation engagement includes rewards as a reinforcement mechanism, typically categorized as tangible incentives like "cash prizes" or "high-value material prizes." These are highlighted in the CInP Handbook as effective motivators for participation. "Promotions / salary raises" (B) and "letters of appreciation / certificates of accomplishment" (C) might be used in some contexts, but GlnI specifies tangible rewards as the primary focus. "New cars / vacation homes" (D) is an exaggerated distractor not aligned with standard practice. The question's phrasing confirms A as the intended answer.

Reference: GlnI CInP Handbook, Section on Rewards and Recognition.

**NEW QUESTION: 96**

In the sixth and final step of the GIMI Breakthrough Innovation Method - Realization - teams invest the time and effort needed to define detailed brand, product, design, and commercialization strategies for the concept they have been working on, all of which become a part of their formal business plan, which is in turn used by the business to make a decision on what?

- A. Whether or not to recognize this team for coming up with the concept.
- B. Whether or not to invest in full development and commercialization of this concept.
- C. Whether to invest in a major or minor marketing campaign for the concept.
- D. Whether or not to make other stakeholders aware of this concept.

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

In the Realization phase of the GIMI Breakthrough Innovation Method , the goal is to invest time and resources into developing comprehensive strategies for the brand, product, design, and commercialization of the concept. This is the phase where a team finalizes their efforts, preparing a detailed business plan that incorporates the strategic elements required to bring the innovation to life. The core purpose of this final step is to enable the business to make a critical decision regarding the full development and commercialization of the concept. The business plan, shaped by this phase, provides a clear blueprint that guides the decision- making process regarding whether the concept should be fully developed, funded, and taken to market. This aligns with the strategic goal of moving from an idea to a viable business venture. The Innovation Professional (CInP) curriculum emphasizes the importance of a well-structured business plan and careful consideration of commercialization in order to ensure the success of the innovation in the marketplace.

#### **NEW QUESTION: 97**

What are the three high-level steps generally associated with a business' Innovation Pipeline?

- A. Input / Conversion / Output
- B. Fodder / Throughput / Outcomes
- C. Start / Middle / End
- D. Entry / Passage / Exit

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

The Innovation Pipeline typically follows the steps of Input / Conversion / Output . These three stages form the foundation of the innovation process in most businesses. In the Input phase, new ideas, insights, and opportunities are gathered. These could come from customer feedback, market research, or internal brainstorming sessions. The Conversion phase involves refining and developing these inputs into actionable solutions, prototypes, or strategies. This is where the innovation is shaped, tested, and aligned with the business goals. Finally, in the Output phase, the developed ideas are implemented and introduced into the market or the organization. This could mean launching a product, deploying a service, or making significant operational changes. These steps help guide businesses from the initial idea stage to the delivery of innovative solutions. The Innovation Professional (CInP) curriculum emphasizes the importance of managing the entire pipeline effectively to ensure that resources are used efficiently and that innovations are both impactful and feasible.

### NEW QUESTION: 98

Good Innovation Teams know how to uncover \_\_\_\_\_ and turn them into \_\_\_\_\_.

Select one correct answer from the list:

- A. Competitors' weaknesses / advantage
- B. Industry trends / knowledge
- C. Market gaps / opportunities
- D. Exciting technology / new products

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook defines effective Innovation Teams as those skilled in identifying " market gaps " (unmet or unarticulated needs) and converting them into " opportunities " for new offerings- a Front End competency central to needfinding and opportunity analysis. This process involves research, empathy, and synthesis to spot deficiencies in current solutions and innovate accordingly. " Competitors' weaknesses / advantage " (A) is tactical, not GInI's broad focus. " Industry trends / knowledge " (B) informs context but isn't the direct action (original error). " Exciting technology / new products " (D) prioritizes tech over needs, against GInI's customer-first ethos. Option C matches GInI's framework, correcting the original (B), embodying a proactive, market-driven approach that transforms insights into value-a core GInI team capability.

Reference: GInI CInP Handbook , Section on Innovation Team Skills and Opportunity Identification.

### NEW QUESTION: 99

In the fourth major step of the Design Thinking process, the activity associated with " Test " is testing solution prototypes.

Select one correct answer from the list:

- A. Building solution prototypes
- B. Ideating / brainstorming solutions
- C. Testing hypotheses
- D. Testing solution prototypes

**Answer: (SHOW ANSWER)**

GInI's CInP Handbook defines the Design Thinking process with five steps: Empathize, Define, Ideate, Prototype, and Test. The fourth step is " Prototype, " where teams build tangible representations of ideas, but the question specifies the " activity associated with 'Test' " in the " fourth major step. " This likely reflects a numbering error-Test is fifth, not fourth. Assuming intent is the Test step, GInI describes it as " testing solution prototypes " to gather feedback, refine concepts, and validate assumptions. Option A, " Building solution prototypes, " is the Prototype step's activity (fourth). Option B, " Ideating / brainstorming, " is third.

Option C, " Testing hypotheses, " is broader and earlier (Define). Option D matches GInI's Test definition, aligning with the original answer, correcting for the step mislabeling, and emphasizing GInI's iterative feedback loop-a critical mechanism for solution refinement.

Reference: GInI CInP Handbook , Section on Design Thinking, Test Step.

### NEW QUESTION: 100

Design Research allows us to deliver new innovations that are in harmony with what?

- A. Both people's internal physiology and their psychiatric abnormalities.
- B. People's most demanding expectations.
- C. Both people's physical bodies and their psychological capabilities.
- D. People's hopes, dreams, and aspirations.

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

The correct answer is C. Both people's physical bodies and their psychological capabilities. In innovation management and design-related topics covered by Global Innovation Institute, design research is used to ensure that innovations fit the realities of human use. This means understanding not only what people say they want, but also how they actually behave, perceive, decide, and interact with products, services, and systems.

Design research examines human factors in a practical and structured way. It considers physical aspects such as ergonomics, usability, movement, accessibility, and sensory interaction. At the same time, it considers psychological dimensions such as cognition, perception, attention, memory, emotion, and decision-making.

By understanding both the physical and psychological dimensions of users, innovation teams can design offerings that are functional, intuitive, and meaningful.

The other options are either too narrow, too exaggerated, or not aligned with the core purpose of design research. Design research is not mainly about extreme expectations or abstract aspirations alone. Its purpose is to ground innovation in real human needs and capabilities so that the resulting solutions are both useful and usable in real-world contexts.

### NEW QUESTION: 101

Immersing oneself in radically different environments, thinking about unrealistic scenarios, and asking 'What If' questions are all means of doing what?

Select one correct answer from the list:

- A. Getting the creative juices flowing.
- B. Sparking the imagination.
- C. Firing up the analytical mind.
- D. Connecting the dots.

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

### NEW QUESTION: 102

Because "The Strategist" is driven and has a propensity to want to try out new go-to-market strategies, they are usually best suited for which phase of innovation work?

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

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

The Strategist in this question is described as someone who wants to try out new go-to-market strategies. The wording matters: it is not merely researching or evaluating go-to-market options; it is trying them out. That connects the role to market execution, launch, commercialization, and scaling activities, which belong primarily to the Back End of innovation work. The Back End is where the organization prepares the offering for market, coordinates launch activities, executes delivery, and tests real market response. Option A, the Mid Zone, would be stronger if the question said the person researches, models, or evaluates go-to-market strategies as part of business-case development. Option B is incorrect because the Front End focuses on needfinding, exploration, problem framing, and concept generation. Option C is too broad because the question asks for the usual best fit, not general usefulness. Therefore, the Back End is the best answer.

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