Engineering, Innovation and Design
What is Innovation?

- Engineering
- Innovation
- Design
- Purpose
- Breadth
- Depth
What is Innovation?

Engineering

Innovation

Design

How can we do it?

Will it make an impact?

What attributes work best?
What is Innovation?

Engineering

- Predictive design
- Minimize uncertainty

Innovation

- Wait and find out if there is impact

Design

- Make integration choices
- Evaluate & test concepts
Exhibit 1: Yale’s hubless bicycle

FastCompany.com

core77.com
Exhibit 2: The Money Maker Pump
What is Innovation?
Decision Making
Reflection
Iteration
Commitment