

Lesson 4 - Keys to Innovation

approximately 45 minutes

Lesson Plan
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Step	Approach	Activity	Duration
A	Overarching Question of the Day	What are the keys to innovation?	2 Minutes
B	Context-Setting Activity	<p>Read the excerpt from speech by Patricia Mooradian, President of The Henry Ford, entitled, "Advancing the Culture of Innovation," to find out about the five keys to innovation.</p> <p>http://oninnovation.com/templates/_pdf/THF_OnInnovation_Advancing_A_Culture_of_Innovation.pdf</p>	3 Minutes
C	Independent Activity	<p>Select one of the five suggested keys to innovation that you think is indispensable for innovation. Watch the suggested video clips of the innovators discussing one of the essential keys to innovation. Complete <i>Activity Sheet #1</i>.</p> <p>Curiosity</p> <ul style="list-style-type: none"> • <i>Mitchell Baker: Mozilla Culture</i> http://www.oninnovation.com/videos/detail.aspx?video=1483 • <i>William McDonough: Childhood</i> http://www.oninnovation.com/videos/detail.aspx?video=1185 • <i>Bill Gates: Inspirations</i> http://www.oninnovation.com/videos/detail.aspx?video=1681 <p>Break the Rules</p> <ul style="list-style-type: none"> • <i>Pierre Omidyar: Advice</i> http://www.oninnovation.com/videos/detail.aspx?video=1270 • <i>Elon Musk: Curiosity</i> http://www.oninnovation.com/videos/detail.aspx?video=1251 • <i>Rosa Parks: Read about Rosa Parks at</i> http://www.oninnovation.com/innovators/detail.aspx?innovator=Parks 	20 Minutes

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Step	Approach	Activity	Duration
C Continued	Independent Activity Continued	<p>Collaboration Is Power</p> <ul style="list-style-type: none"> • <i>Toshiko Mori: Collaboration for Innovation</i> http://www.oninnovation.com/videos/detail.aspx?video=1223 • <i>Thomas Edison: Read from Menlo Park to the end of the article to learn about how Thomas Edison collaborated with numerous people</i> http://edison.rutgers.edu/biogrphy.htm <p>Meet True Needs</p> <ul style="list-style-type: none"> • <i>William McDonough: America as a Place for Innovation</i> http://www.oninnovation.com/videos/detail.aspx?video=1202 • <i>Steve Wozniak: Anticipating Needs</i> http://www.oninnovation.com/videos/detail.aspx?video=1387 • <i>Pierre Omidyar: What Drives Me</i> http://www.oninnovation.com/videos/detail.aspx?video=1272 • <i>Dean Kamen: Babies and Business</i> http://www.oninnovation.com/videos/detail.aspx?video=1837 • <i>Life is Short</i> http://www.oninnovation.com/videos/detail.aspx?video=1838 <p>Embrace Risk and the Lessons of Failure</p> <ul style="list-style-type: none"> • <i>Elon Musk: Risk Failure</i> http://www.oninnovation.com/videos/detail.aspx?video=1262 • <i>Pierre Omidyar: Message to the Future</i> http://www.oninnovation.com/videos/detail.aspx?video=1276 • <i>Lyn St.James: Learning from Mistakes</i> http://www.oninnovation.com/videos/detail.aspx?video=1332 	

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Step	Approach	Activity	Duration
C Continued	Independent Activity Continued	<ul style="list-style-type: none"> • <i>Thomas Edison: Inventor, Leader (Read quote)</i> http://www.oninnovation.com/innovators/detail.aspx?innovator=Edison • <i>Buckminster Fuller: Visionary Thinker, Serial Entrepreneur</i> http://www.oninnovation.com/innovators/detail.aspx?innovator=Fuller Traits Activity	
D	Report Out	One person from each team shares their findings and opinion on each of the five keys to innovation.	8 Minutes
E	Personal Connectivity	Select one innovator out of the featured innovators that you would identify as your role model and watch their highlight video at http://www.oninnovation.com/innovators.aspx	5 Minutes
F	Reflection Activity	Answer the questions on <i>Activity Sheet #2</i> and reflect on the innovator who is your role model.	7 Minutes

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Keys to Innovation Activity

Activity Sheet 1

Individually or with a partner select one of the five suggested Keys to Innovation that you think is the most indispensable for innovation:

- Curiosity
- Break the Rules
- Collaboration Is Power
- Meet True Needs
- Embrace the Risk and Lessons of Failure

Answer the questions below concerning your choice from the five Keys to Innovation:

1. Discuss the Key to Innovation that you chose and why that key is indispensable. Try to support your statement with at least five reasons. This may include a quote from an innovator or your personal conclusion.

2. Which innovator do you think best represents or supports this Key to Innovation?

3. How did the innovator you selected overcome obstacles while he/she was using that particular key to innovate?

4. How do you think you might apply one of these five keys to your life?

Get ready to report out and share your findings.

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Me and My Role Model Innovator

Activity Sheet 2

Go to: <http://www.oninnovation.com/innovators.aspx>. Select one of these innovators that you think you can relate to or admire the most. Watch the video clip or readings suggested for that person. Then discuss your views on the following questions:

1. Why do you admire or relate to this innovator the most?
2. What common interests do you share with this innovator?
3. What common traits do you share with this innovator?
4. What is the next innovation you would expect or would have expected (in case you choose a legendary innovator like Henry Ford or Thomas Edison) from your role model innovator?

