2019 Chair - Year in Review

At the beginning of the year the leadership team set out a bold agenda to make dramatic progress on key areas: Education & Conferences, Body of Knowledge & Certification and Collaboration & Engagement. As I reflect on the past months, I feel amazed for the great accomplishments and very grateful for the support and camaraderie of this ASQ technical community.

Education has been a great focus this year and our technical community was able to line up several webinars with focus on innovation standards, innovation culture, blockchain, ideation & collaboration tools, product management among other top-notch topics. More than few of our members also delivered presentations and workshops in ASQ's most prominent conferences.

Our Body of Knowledge has gone through a major re-structuring this year, setting the foundation for organic growth in the years to come in order to best support the quality professional. Having this iBoK updated will be critical to continue pursuing our multi-year goal to offer an ASQ sponsored Certification in Innovation.

myASQ Innovation community launched in Q2 and we have seen a growing interest from our members in this platform. Our registration rate is around 20%, but that is in line with other technical communities. I would personally would have hoped to have it at least at 50%. I think the platform has a lot of potential and we will continue iterating on the best use of this tool.

Best regards and happy holidays!

Jose Valdivia

ASQ Innovation Technical Community, 2019 Chair

Mission

Thank you for your interest in the ASQ Innovation TC. The mission of the group includes developing the ASQ body of knowledge in the exciting new field of innovation management and spreading the knowledge of innovation tools, techniques, and approaches to enable quality professionals to be more successful in their pursuit of innovation.

ASQ Innovation TC YouTube Channel Library
https://www.youtube.com/channel/UCPebR UdPsYPszn0yOZmNiag/videos

2019 ASQ Innovation TC Leadership

Segment Leader
Jane Keathley

Chair
Jose Valdivia

Chair-Elect / Treasurer
Dan Jones

Secretary
Rhonda Farrell

Immediate Past Chair
Tracy Owens
2019 ASQ Innovation
Community Leaders

Body of Knowledge Certification
Jim Nelson, Peter Merrill
Jose Valdivia, Jane Keathley

Conference Support
Krystle Ziegler

Education Webinars
Dawn Hashemi

Membership
Rick Fernandez

Newsletter
Nicole Radziwill

Publicity
Kimberly Johnson

Technology
Ian Meggarrey

Voice of Customer
Ron Makar

The ASQ Innovation TC Hosted the following webinars in 2019. We hope they prove to be informative and insightful.

- **ISO 56000 Innovation Management**
  Speaker: Peter Merrill
  [https://youtu.be/8weCmKhzBX8](https://youtu.be/8weCmKhzBX8)

- **How to measure success of a product**
  Speaker: Valerio Zanini
  [https://youtu.be/6woNSvniyaY](https://youtu.be/6woNSvniyaY)

- **Data Science and Quality Professional**
  Speaker: James Duarte
  [https://youtu.be/9SnsMxjbj-Q](https://youtu.be/9SnsMxjbj-Q)

- **Virtual Innovation Game - Flex Hurdles**
  Speaker: Tracy Owens
  [https://youtu.be/8xxM-VreeDk](https://youtu.be/8xxM-VreeDk)

- **Collaboration in a Complex World**
  Speaker: Peter Merrill
  [https://youtu.be/51eIUkASYPk](https://youtu.be/51eIUkASYPk)

ASQ Innovation TC Will Celebrate 5 Year Anniversary in 2020!

- **2012 – 2014** ASQ Special Interest Group Status
- **2015 – 2019** ASQ Division / TC
- **2020 - 5 Year Anniversary** – Celebrate with US at WCQI!

Twitter: @asqinnovation  FaceBook  LinkedIn  myASQ
**The Steps in the Innovation Cycle**

**Step 1, Find the Opportunity**

You may have a new idea that popped into your head on the way to work, or your team may have been asked to tackle a problem. A creative spark seeing a new opportunity begins the innovation process.

**Step 2, Connect it to a Solution**

The innovator finds radical solutions to a problem or an opportunity. They do this best by ‘stepping out of the box’ and connecting with other environments. They try to find not just one, but alternative solutions to pursue.

**Select the Solution(s)**

Once alternative solutions have been developed, strategic decisions have to be taken. Which solution creates the greatest value and which has the most radical customer appeal while at the same time balancing risk.

**Step 3, Make it User Friendly**

Now hard work begins – executing the solution. The solution must be made user friendly. In this step, the team will develop the solution and not only prepare a plan for it to deliver value to customers, they will also plan for a production or delivery process that will bring a positive benefit for the organization. We don’t want to deliver the solution at twice today’s cost!

**Step 4, Get it to Market**

As soon as you are ready, you must get the new solution into the hands of your customers and speed matters! Also be sure to prepare your value proposition. Once your solution is out there start getting customer feedback and constantly improve your offering. Remember also... your competitors are working on new ideas as well – stay ahead of the game! Go back and repeat the cycle for even better results!

**Where Would You Place Yourself In The Model?**

**Creators**: The inspiration for a new opportunity is generated by creative thinkers

**Connectors**: This person finds conceptual solutions for new opportunities

**Developers**: These people are good at details and create a ‘working solution’

**Doers**: Will not rest until the solution is in your customers’ hands
Quality’s Role in the Digital Age: A Recap of Recent BCG:ASQ:DGQ Report

BCG, in partnership with ASQ and Deutsche Gesellschaft für Qualität (DGQ) recently issued a report titled “Quality 4.0 Takes More than Technology”. The report emphasizes that, while technology advances are rapidly driving changes in manufacturing and data analysis, they do not tell the complete story of how industries will succeed in the future.

Executives and quality managers from 221 companies, representing 18 industries, including consumer and industrial goods, medical technology, and pharmaceuticals, were surveyed. Additional insight into industry benchmarks, impact of use cases, and best practices were gathered from interviews with industry experts.

These industry leaders recognize the importance of analytics and big data skills for their organizations' value chains and ultimately to their success. Interestingly, they also report the critical nature of skills such as change management, teamwork, and communication (“storytelling with data”). One expert stated the ‘companies that are winning are investing in people first’. A clear vision and road map, closing skills gaps, and focusing on resolution of critical pain points were identified as parts of a structured approach to implement Quality 4.0.

The study’s conclusions include the need to foster a culture in which all employees take ownership of quality. Lack of quality culture and fragmentation of quality data were seen as key barriers to Quality 4.0 implementation. ‘Non-technology’ factors are essential to successfully incorporate digital tools, automation, and data analytics and will characterize winning companies in the next decade.

Find the full report here!

The Innovation Library

Our members are prolific professional community contributors. Join Us in recognizing their successes.

Articles

- Keathley, J; Knowing When You’ve Added Value; ASQ Quality Progress, March 2019
- Merrill, P; The Happy Innovator; ASQ Quality Progress, January 2019
- Merrill, P; The Strength of Teams; ASQ Quality Progress, June 2019
- Owens, T; The Right Tool for the Job; LinkedIn Article, February 2019
- Owens, T.; How Do You Make That Decision; The Ohio State University, Fisher College of Business, Operational Excellence Blog post, October 2019
Webinars and Presentations

- Farrell, R; 2020 Leadership: Building High-Performing Teams that Crush It!; IEEE Women in Engineering Forum USA East Conference, Arlington, VA; November 2019
- Keathley, J; Cybersecurity as part of the QMS, ASQ Inspection Division Conference, Louisville, KY, Sep 2019
- Owens, T; Lean Thinking Before, During, and After Your Planning Process webinar; for the American Planning Association, August 2019

Innovation Management Tools & Techniques

The “What Happens Tool” – Using random stimulus to get new ideas

Using this tool drives innovation and breakthroughs, harnesses creativity by making unforced connections between two seemingly random stimuli, includes a three step process to locate, interrogate, and challenge yourself or your team to find a connection with the challenge at hand.

We suggest using it in your ideation session to allow creativity to reign supreme!

“Change With Impact” Innovation Toolkit

Challenge your organization’s innovation mindset and manage these three objectives for program success!

Get better all the time

Do the right thing

Join Us for Our 5th Year of Greatness in 2020

Looking to contribute to an ASQ Technical community? Look no further, the ASQ Innovation Team is seeking volunteers for 2020!

We are looking for people to contribute content in the areas of myASQ, Newsletters, articles, outreach, and partnerships.

Fill out our SURVEY now and join us for a fantastic 5th Anniversary year!