



Open Innovation

Open innovation is a strategy that suggests the best ideas, solutions, and people necessary to solve your organization’s difficult problems may come from outside your company entirely. This course presents a foundational understanding of open innovation through a series of case studies, guest speakers, and tutorials providing you a playbook you can adapt to your own organizational needs.

Modules	Case Studies	Takeaways	Key Exercises
Module 1 Introduction to Open Innovation	NASA: Fostering a Culture of Open Innovation	<ul style="list-style-type: none"> Identify the benefits of open innovation and how it can be applied Evaluate and compare open innovation strategy to traditional problem solving methods. 	<ul style="list-style-type: none"> Map the motivations for participation in open innovation activities by both organizers/ problem holders and participants/ solvers. Apply new knowledge when determining when to use open innovation methods.
Module 2 What’s Your Problem?	HYVE: Problem Formulation and Iterative Design	<ul style="list-style-type: none"> Understand why problem formulation is critical to a problem holder’s ability to find the best solution. Identify barriers associated with problem formulation, and learn how to overcome those barriers. 	<ul style="list-style-type: none"> Apply two problem formulation techniques: Problem Composing and Decomposing and Problem Translating, Decontextualizing, and Recontextualizing to problems in your organization.
Module 3 Contests	Dana-Farber Cancer Institute: Contests for Medical Imaging AI	<ul style="list-style-type: none"> Understand how and why contests work and the benefits and challenges presented by open innovation contests. 	<ul style="list-style-type: none"> Develop a plan for an open innovation contest for your organization.
Module 4 User Innovation and Communities	Tidelift: Open Source Software for All	<ul style="list-style-type: none"> Explore the potential benefits of collaborating with or creating a community Identify the management challenges of working with communities and how to address them. 	<ul style="list-style-type: none"> Explore how to collaborate with or create a community in your field.



Modules	Case Studies	Takeaways	Key Exercises
Module 5 Online Labor Markets	Freelancer: Unlocking the Potential of Online Labor Markets	<ul style="list-style-type: none">• Understand what the best conditions are to capitalize on the benefits of an online labor market.• Recognize and assess the potential benefits and challenges of working with an online labor market.	<ul style="list-style-type: none">• Examine the supply and the demand sides of online labor markets.• Identify and overcome barriers to adopting labor markets in your organization.
Module 6 Adoption and Scaling	NASA: Scaling Open Innovation	<ul style="list-style-type: none">• Model the value of adopting and implementing crowd-developed solutions.• Learn techniques for scaling open innovation.	<ul style="list-style-type: none">• Understand how to overcome barriers to adoption and scaling.• Prepare a plan to pilot and scale an open innovation solution for your organization.

Learning requirements: To earn a Certificate of Completion from Harvard Online, participants must thoughtfully complete modules 1-6 by stated deadlines.