



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



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

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