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## **GInI Certified Innovation Professional (CInP) Sample Questions (Q51-Q56):**

### **NEW QUESTION # 51**

Cross-Industry Lateral Innovation Panels are private groups of businesses from different industries who from time to time host panel sessions together where each business sends one or more leaders to engage with peers on the panel for the purpose of cross-

pollinating ideas with one another. This tends to produce highly lateral thinking around different ways of doing things-aka lateral approaches. These individuals then return to their respective organizations and use their new insights as fresh fodder for the Innovation Funnel.

Select one correct answer from the list:

- A. Super-Industry Horizontal Thinking Labs
- B. Extra-Industry Horizontal Innovation Forums
- **C. Cross-Industry Lateral Innovation Panels**
- D. Intra-Industry Lateral Thinking Teams

**Answer: C**

Explanation:

The description provided in the question explicitly matches the definition of "Cross-Industry Lateral Innovation Panels" as outlined in GInI documentation. These panels are designed to bring together leaders from different industries to share perspectives and generate lateral (outside-the-box) ideas that can be fed into an organization's Innovation Funnel. The term "cross-industry" indicates collaboration across diverse sectors, distinguishing it from "intra-industry" (B), which would imply within the same industry. Options A ("Super- Industry Horizontal Thinking Labs") and D ("Extra-Industry Horizontal Innovation Forums") are not standard terms in GInI's framework and appear as distractors. The focus on cross-pollination and lateral thinking aligns perfectly with option C, making it the correct choice.

#### NEW QUESTION # 52

Innovation Tournaments are internal competitions where teams of peers work together to identify a new opportunity for the business, develop a relatively complete and well-thought-out business plan for it, and then pitch it to an internal venture board, generally in order to get funding for taking the concept further, understanding that concepts which prove strong enough may ultimately make their way all the way through to final implementation, thereby providing an excellent method for surfacing and funding non-core, and potentially breakthrough or disruptive, business innovations.

Select one correct answer from the list:

- **A. Innovation Tournaments**
- B. Hackathons
- C. Innovation Jams
- D. Business Plan Competitions

**Answer: A**

Explanation:

GInI defines "Innovation Tournaments" as structured internal competitions aimed at identifying and developing new business opportunities, often involving pitches to a venture board for funding. This aligns with the question's description of teams creating business plans and competing for resources to advance potentially disruptive innovations. "Hackathons" (A) typically focus on rapid prototyping, often in tech contexts, not necessarily business plans. "Business Plan Competitions" (B) is a close contender but is a more generic term not specifically tied to GInI's innovation framework. "Innovation Jams" (C) refer to collaborative ideation sessions, not competitive tournaments. Thus, "Innovation Tournaments" (D) is the precise GInI term.

Reference:GInICInP Handbook, Section on Engagement Mechanisms.

#### NEW QUESTION # 53

The second step for projects in the Front End is for the team to engage in further exploration and discovery work. This is aimed at gaining additional insights into both the problem space and the solution space they are dealing with.

Select one correct answer from the list:

- A. Engage in crowdsourcing to uncover external insights
- **B. Engage in further exploration and discovery work**
- C. Engage in further ideation and design work
- D. Engage in further study of the business' capabilities

**Answer: B**

Explanation:

GInI'sCInP Handbook outlines the Front End with iterative steps, where the second is "further exploration and discovery work" to

deepen understanding of the "problem space" (needs, context) and "solution space" (potential approaches). This builds on initial needfinding, using research or observation to refine insights before ideation. "Further ideation and design work" (A) is premature (third step). "Crowdsourcing" (B) is a specific tactic, not the broad process. "Study of business capabilities" (C) is internal, not problem/solution- focused. Option D matches GInI's exact description, aligning with the original answer, reflecting a disciplined, insight-gathering phase-a GInI method ensuring robust foundations for innovation.

#### NEW QUESTION # 54

\_\_\_\_\_ is one of the 12 Purposes of Prototyping in which we build prototypes to engage the mind's "analysis & synthesis engine", since having something to turn over in one's hands helps the mind to better understand a concept or at least keep the mind exploring for more new ideas.

Select one correct answer from the list

- A. Build to Learn
- B. Build to Clarify
- C. Build to Empathize
- **D. Build to Think**

**Answer: D**

#### NEW QUESTION # 55

Qualitative studies are generally conducted in one of two ways-either online or as fieldwork. The latter involves going out into the field and talking to certain types of people, often when they are engaged in a particular experience of interest.

Select one correct answer from the list:

- A. Going door-to-door to conduct user surveys
- B. Going out into the field and taking pictures of random subjects doing random things
- C. Setting up kiosks that ask people to answer a survey on the spot
- **D. Going out into the field and talking to certain types of people, often when they are engaged in a particular experience of interest**

**Answer: D**

Explanation:

TheCInP Handbookexplains that qualitative studies in innovation research, particularly within Design Research, are conducted either online (e.g., virtual interviews) or through fieldwork. Fieldwork, as GInI describes, entails "going out into the field and talking to certain types of people," often in situ-while they're engaged in a specific experience (e.g., using a product, navigating a service)-to capture contextual insights.

This ethnographic approach allows researchers to observe authentic behaviors and ask targeted questions, yielding rich, nuanced data for needfinding. Option B, "taking pictures of random subjects," lacks purpose and depth, contradicting GInI's focus on intentionality. Option C, "door-to-door surveys," is structured and less contextual, missing the experiential focus. Option D, "kiosks," is a quantitative tactic, not qualitative fieldwork. Option A matches GInI's methodology, aligning with the original answer, embodying a rigorous, user-focused process that informs empathetic design-a key differentiator in GInI's innovation toolkit.

Reference:GInICInP Handbook, Section on Qualitative Research Methods.

#### NEW QUESTION # 56

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