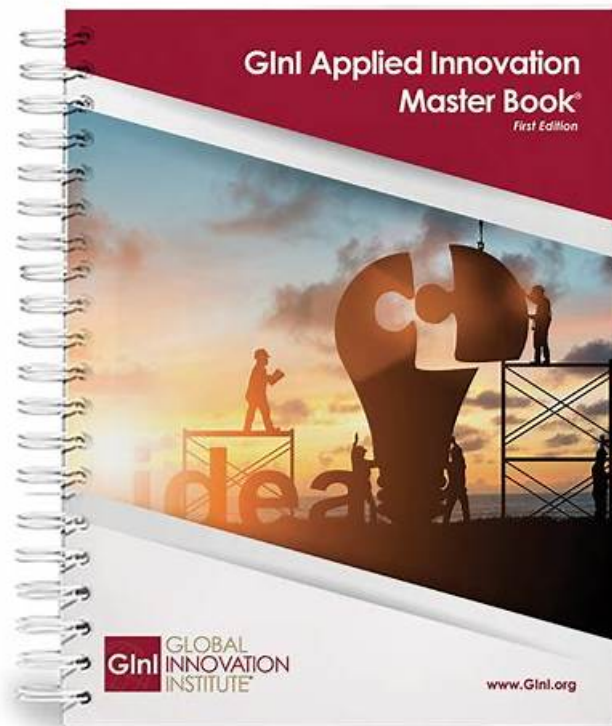


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## **GInI Certified Innovation Professional (CInP) Sample Questions (Q15-Q20):**

### NEW QUESTION # 15

Evaluation and Selection often happens at two or more levels. The second level is generally run by executives from across the business.

Select one correct answer from the list:

- A. Innovation Managers
- **B. Executives**
- C. Qualitative analysts
- D. Various volunteers

**Answer: B**

Explanation:

GInI's CInP Handbook describes the Evaluation and Selection process in InMS Stage 3 as multi-tiered, with increasing authority at higher levels. The "second level" typically involves "executives" from across the business-senior leaders with strategic oversight-who review recommendations from initial teams (e.g., first-level evaluators) to make go/no-go decisions on project conversion. This reflects GInI's governance model, ensuring alignment with organizational goals and resource allocation. "Qualitative analysts" (A) are specialists, not decision-makers. "Innovation Managers" (B) lead programs, not necessarily the second tier.

"Various volunteers" (D) lack authority and structure. Option C aligns with GInI's framework, matching the original answer, embodying a hierarchical, executive-driven filter-a GInI mechanism for balancing creativity with business pragmatism.

Reference: GInI CInP Handbook, Section on InMS Stage 3 Evaluation Levels.

### NEW QUESTION # 16

Package Innovation is the use of a new package design to create perceived new value and appeal to certain consumer preferences.

Select one correct answer from the list:

- A. Create real new value and drive consumer tastes
- B. Create the perception of a totally new product
- C. Create no net new value but appeal to certain consumer vanity
- **D. Create perceived new value and appeal to certain consumer preferences**

**Answer: D**

Explanation:

GInI's CInP Handbook categorizes "Package Innovation" as a type of innovation that enhances perceived value through new packaging, targeting specific consumer preferences (e.g., convenience, aesthetics). It's about perception rather than intrinsic product change, distinguishing it from "real new value" (D). Option A, "no net new value," understates the value perception GInI recognizes. Option B, "totally new product," overstates the scope, as packaging doesn't redefine the product itself. Option D, "real new value and drive tastes," implies a deeper shift beyond perception. C aligns with GInI's definition, matching the original answer and the question's wording.

### NEW QUESTION # 17

In selecting new ideas in Stage 3 of the GInI InMS, the organization must make every effort possible to use real data in their decision-making, as this forces them to accept reality as it really is.

Select one correct answer from the list:

- **A. Accept reality as it really is**
- B. Fall back on statistics, which they can easily frame to their needs
- C. Choose whichever ideas they feel will sell the most
- D. Make fiscally conservative assumptions

**Answer: A**

Explanation:

GInI's CInP Handbook stresses that in InMS Stage 3, idea selection relies on "real data" (e.g., market research, prototypes) to ground decisions in evidence, forcing the organization to "accept reality as it really is"-not wishful thinking or bias. This ensures viable, impactful projects advance, aligning with GInI's data-driven ethos. "Fiscally conservative assumptions" (A) adds unnecessary caution, not GInI's intent. "Fall back on statistics" (C) suggests manipulation, against GInI's integrity. "Choose ideas that sell" (D) prioritizes intuition over evidence. Option B matches GInI's principle, aligning with the original answer, reflecting a reality-based filter.

that enhances innovation success—a GInI hallmark of disciplined creativity.

Reference:GInICInP Handbook, Section on InMS Stage 3 Data-Driven Selection.

### NEW QUESTION # 18

\_\_\_\_\_ are a lighter approach to Open Innovation where engagements are curated with SMEs, thus allowing a business to gain access to a wide variety of insights and learn critical information about a particular industry, market, technology, or business process.

- A. Crowdsourcing Platforms
- **B. Subject Matter Expert Platforms**
- C. Cross-Industry Lateral Innovation Panels
- D. Open Innovation Brokerage Platforms

**Answer: B**

Explanation:

The correct answer is D. Subject Matter Expert Platforms . In open innovation practices discussed in Global Innovation Institute topics, organizations often seek knowledge and insights from external experts to supplement internal capabilities. Subject Matter Expert platforms provide a lightweight and efficient method for accessing specialized expertise without the need for large-scale collaboration programs or complex partnerships.

These platforms connect organizations with curated experts who possess deep knowledge in specific industries, markets, technologies, or business processes . By engaging with SMEs, companies can quickly gather insights, validate assumptions, explore trends, and identify innovation opportunities. This approach allows innovation teams to learn from experienced professionals and gain perspectives that may not exist within the organization. ## Compared with other open innovation approaches, SME platforms are considered lighter and more targeted .

Crowdsourcing platforms typically involve large public communities generating ideas, while open innovation brokerage platforms focus on connecting companies with external technologies or solution providers. Cross- industry innovation panels emphasize collaborative discussions across sectors.

Subject Matter Expert platforms, however, specifically focus on curated expert engagement , making them a practical tool for organizations seeking rapid knowledge acquisition and informed decision-making within innovation initiatives.

### NEW QUESTION # 19

Brainstorming, also known as Structured Ideation, is a process where teams do what to generate novel new ideas?" Select one correct answer from the list:

- **A. Pool their collective intelligence.**
- B. Crowdfund new ideas from the public.
- C. Challenge each other to individually come up with the best ideas.
- D. Tell compelling stories to one another.

**Answer: A**

### NEW QUESTION # 20

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