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GInI Certified Innovation Professional (CInP) Sample Questions (Q161-Q166):

NEW QUESTION # 161

A cardinal rule for Project Leaders leading their teams in needfinding is to never pursue innovation for the sake of being innovative. Why is this?

Select one correct answer from the list:

- A. Without a clear understanding of the deeper market need involved, it usually just results in another "me too" offering
- B. It may raise different stakeholders' expectations too high beyond what the business can safely deliver
- C. They must also combine the innovation with effective marketing if they really want to look innovative
- D. Because being innovative is now looked down upon by most customers

Answer: A

Explanation:

GInI'sCInP Handbookunderscores that innovation must address a genuine market need, particularly during needfinding in the Front End. Pursuing innovation merely to appear innovative-without grounding it in a deep understanding of customer or market needs-often leads to uninspired, incremental "me too" offerings that fail to differentiate or deliver value. Option B, raising stakeholder expectations, is a potential risk but not the core reason GInI highlights. Option C, combining with marketing, shifts focus to execution rather than the root issue of needfinding. Option D, suggesting innovation is undesirable, contradicts GInI's entire philosophy. A aligns with GInI's principle that innovation must solve real problems, not chase novelty for its own sake, confirming the original answer.

Reference:GInICInP Handbook, Section on Needfinding Principles.

NEW QUESTION # 162

The final step for projects in the Back End is to ramp up production and deliver of the offering. This completes the process of taking a new idea from concept to reality, and - because of scaling up the offering - is where the business will finally begin to do what?

Select one correct answer from the list

- A. Realize its return on the investment.
- B. Reward the team that launched the offering.
- C. Be able to tout how innovative it is.
- D. Relax and enjoy the benefits for the next several years.

Answer: A

NEW QUESTION # 163

After having a number of teams conduct further validation and scoping on their respective projects in the Front End, a business is then able to ask of each one "Is it a problem worth solving?" Select one correct answer from the list:

- A. Problem behind a problem
- B. Problem worth solving
- C. Customer they care about
- D. Once-in-a-lifetime opportunity

Answer: B

Explanation:

GInI'sCInP Handbooknotes that post-Front End validation and scoping, businesses assess projects by asking "Is it a problem worth solving?"-evaluating if the issue merits resources based on impact, scale, and alignment. This gatekeeping question ensures focus on significant challenges. "Once-in-a-lifetime opportunity" (A) is hyperbolic. "Customer they care about" (B) shifts to audience, not problem. "Problem behind a problem" (D) is a reframing tactic, not the decision point. Option C matches GInI's exact phrasing, aligning with the original answer, reflecting a pragmatic, value-driven filter-a GInI principle for prioritizing innovation efforts.

Reference:GInICInP Handbook, Section on Front End Project Assessment.

NEW QUESTION # 164

The fourth step for projects in the Mid Zone is for teams to develop a sound business case for the opportunity.

This is important because it will be used for the business' highly-critical decision on whether or not to make the major investment required to continue moving the project forward toward development and commercialization.

Select one correct answer from the list:

- A. Pivot the entire business around this new innovation

- B. Build a new facility to produce this new innovation
- **C. Continue moving the project forward toward development and commercialization**
- D. Market this new innovation at such a level that no one can ignore it

Answer: C

Explanation:

GInI's CInP Handbook outlines the Mid Zone's fourth step as the creation of a "sound business case," a detailed document that justifies advancing an innovation project into the Back End—where development and commercialization occur. This step is critical because it precedes a go/no-go decision gate, determining if the business will invest heavily in bringing the innovation to market. The business case must include financial models (e.g., cost-benefit analysis), strategic rationale (e.g., market demand), and risk assessments, providing a holistic view to secure approval. Option A, "market this new innovation," is a Back End activity, not the decision's focus. Option B, "build a new facility," is a specific operational choice post-approval, not the general intent. Option D, "pivot the entire business," is an extreme strategic shift far beyond most project scopes. Option C directly matches GInI's description, emphasizing progression to development and commercialization as the next logical step after Mid Zone validation. The original answer (C) is correct, reflecting GInI's phased approach where the business case bridges the Mid Zone's conceptual work to the Back End's execution. This process ensures alignment with organizational goals and prevents premature overcommitment, a principle grounded in GInI's risk-mitigation philosophy.

NEW QUESTION # 165

In order for the business' Evaluation Group to be able to evaluate new innovation ideas and opportunities in Stage 3 of the GInI InMS, they must have what, so that they can know whether or not an idea has potential merit?

Select one correct answer from the list

- A. Knowledge of the Chief Innovation Officer's favorite types of projects.
- B. Ownership over the business' Innovation Strategy.
- C. A well-defined technology roadmap
- **D. Fresh market intelligence.**

Answer: D

NEW QUESTION # 166

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