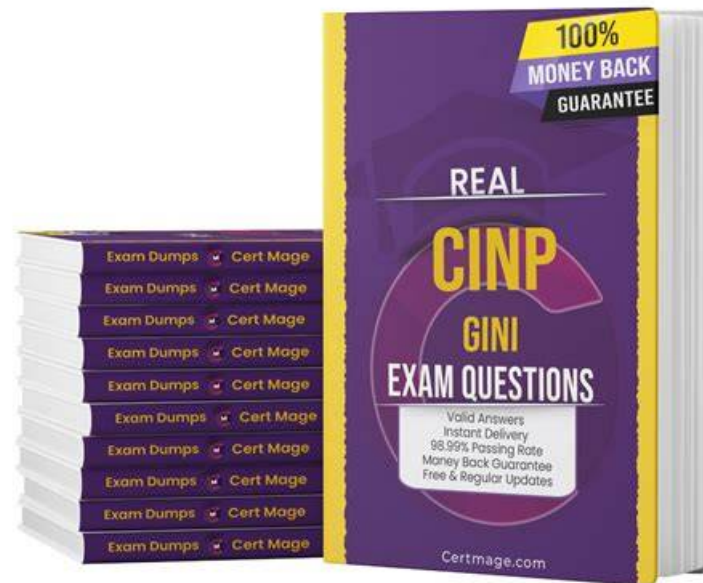


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Section	Weight	Objectives
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Innovation Foundations & Fundamentals	15%	- Innovation ecosystem components - Innovation lifecycle and stages - Innovation drivers and barriers - Definition and types of innovation
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GInI Certified Innovation Professional (CInP) Sample Questions (Q236-Q241):

NEW QUESTION # 236

Innovators are commonly known to have a disdain for what?
Select one correct answer from the list:

- A. Lean thinking.
- **B. The status quo.**
- C. Making a profit.
- D. Other people.

Answer: B

NEW QUESTION # 237

Qualitative studies are generally conducted in one of two ways - either online or as fieldwork. The latter involves doing what?

- A. Going out into the field and taking pictures of random subjects doing random things.
- B. Going door-to-door to conduct user surveys.
- 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:

The correct answer is B. Going out into the field and talking to certain types of people, often when they are engaged in a particular experience of interest. In innovation research and insight mining, qualitative studies are intended to develop a deep understanding of behaviors, needs, motivations, and experiences. When this work is conducted as fieldwork, researchers go into real-world settings to observe and engage people in the context where relevant behaviors or experiences naturally occur.

This type of research is especially valuable because it allows innovation teams to gather rich, contextual insights that may not emerge through remote or purely survey-based approaches. Researchers can ask probing questions, observe interactions, identify pain points, and better understand how people think and behave during actual experiences. That makes fieldwork highly useful in needfinding, design research, and early-stage opportunity discovery.

The other options are less accurate because they either emphasize surveys, which are more associated with quantitative methods, or describe unstructured activity without purposeful engagement. Fieldwork in qualitative research is intentional, contextual, and insight driven. It is about speaking with the right people in the right setting to uncover meaningful understanding that can inform innovation.

NEW QUESTION # 238

Innovation is defined as doing something in a new or novel way that delivers more value and/or better experiences to customers and markets.

Select one correct answer from the list:

- A. Better branding and/or better advertising
- B. Newer technology and/or more features
- C. Lower prices and/or easier access
- **D. More value and/or better experiences**

Answer: D

Explanation:

GInI's CInP Handbook defines innovation as "doing something in a new or novel way that delivers more value and/or better experiences" to customers and markets—focusing on outcomes (value, experience) over means. This broad definition encompasses product, process, or business model innovations, prioritizing customer benefit. "Better branding/advertising" (A) is marketing, not innovation itself. "Lower prices/easier access" (C) may result but isn't the definition. "Newer technology/more features" (D) is a method, not the end. Option B matches GInI's exact wording, aligning with the original answer, reflecting a customer-centric, outcome-focused ethos—a GInI bedrock principle shaping its innovation taxonomy.

Reference: GInI CInP Handbook, Section on Definition of Innovation.

NEW QUESTION # 239

Throughout Stage 4 of the GInI InMS, the organization will have many opportunities for feedback loops, where their learnings help them to either reinforce, redirect, or kill each project.

Select one correct answer from the list:

- A. Remove, restore, or monitor
- B. Reimagine, renew, or accelerate
- **C. Reinforce, redirect, or kill**
- D. Reinstate, refocus, or ignore

Answer: C

Explanation:

GInI's CInP Handbook describes InMS Stage 4 (project development) as iterative, with "feedback loops" from experiments or stakeholder input allowing teams to "reinforce" (strengthen viable aspects), "redirect" (pivot based on new insights), or "kill" (terminate unfeasible projects). This adaptive approach minimizes waste and maximizes value, aligning with GInI's fail-fast philosophy. "Reimagine, renew, accelerate" (B) is aspirational but not GInI's terms. "Reinstate, refocus, ignore" (C) lacks the termination option. "Remove, restore, monitor" (D) is passive, not proactive. Option A matches GInI's exact wording, aligning with the original answer, reflecting a dynamic, responsive process—a GInI strength in managing innovation uncertainty.

NEW QUESTION # 240

A key principle in Design Thinking is that most of the problems we encounter are _____ when we first encounter them.

Select one correct answer from the list

- A. too big
- B. not worth solving
- C. already solved
- **D. Ill-framed**

Answer: D

NEW QUESTION # 241

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