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**Certified Innovation Professional (CInP)
QUESTION & ANSWERS**

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GInI Certified Innovation Professional (CInP) Sample Questions (Q72-Q77):

NEW QUESTION # 72

Immersing oneself in radically different environments, thinking about unrealistic scenarios, and asking 'What If' questions are all means of doing what?

Select one correct answer from the list:

- **A. Sparking the imagination.**
- B. Connecting the dots.
- C. Getting the creative juices flowing.
- D. Firing up the analytical mind.

Answer: A

NEW QUESTION # 73

The difference between an invention and an innovation is that an innovation must be capable of what?

- **A. Being used to create more value for users.**
- B. Generating lots of revenue.
- C. Being used to build a business' brand.
- D. Generating lots of market buzz.

Answer: A

Explanation:

The correct answer is B. Being used to create more value for users . In innovation management, an invention is a novel idea, concept, or technical creation, but it does not automatically become an innovation simply because it is new. For something to qualify as an innovation, it must be applied in a way that produces meaningful value. That value is typically realized by users, customers, stakeholders, or the organization itself through adoption and practical use.

This distinction is central to innovation thinking and aligns with GInI concepts around value creation, implementation, and market or organizational application. Innovation is not only about originality. It is about turning ideas into solutions that solve problems, improve experiences, or deliver benefits in a usable and relevant way. The emphasis is therefore on use and value, not merely novelty.

Option A focuses on publicity, which may accompany innovation but is not the defining factor. Option C is related to branding, which is secondary. Option D refers to revenue generation, which can result from innovation, but not every innovation is judged solely by direct financial return. The essential difference is that innovation must create value through use.

NEW QUESTION # 74

A well-developed Opportunity Analysis will uncover for a business both _____.

- **A. unmet and unarticulated opportunities.**
- B. good opportunities and bad opportunities.
- C. tangible and intangible opportunities.
- D. currently untapped opportunities and future potential opportunities.

Answer: A

Explanation:

The correct answer is D. unmet and unarticulated opportunities. In innovation management, Opportunity Analysis is used to identify areas where value can be created through a better understanding of customer needs, market gaps, and emerging conditions. A strong analysis does not only reveal needs that customers already recognize and can clearly express. It also helps uncover needs that customers feel or experience but may not yet be able to articulate clearly.

Unmet opportunities refer to needs or problems that are known but insufficiently addressed by current offerings in the market. These are visible gaps where existing solutions do not fully satisfy customer expectations or requirements. Unarticulated opportunities, by contrast, are deeper and often more powerful.

These involve hidden frustrations, latent needs, or emerging desires that customers may not consciously describe, yet which create

strong potential for innovation when discovered.

This distinction is important in GInI related topics such as needfinding, design thinking, research, and insights mining. The most valuable innovations often come not only from responding to stated needs, but from discovering unarticulated opportunities that lead to more meaningful and differentiated solutions.

NEW QUESTION # 75

The title "Intrapreneur" first appeared in a 1978 paper by Gifford and Elizabeth Pinchot, who defined an Intrapreneur as dreamers who do.

Select one correct answer from the list:

- A. Winners who dream
- B. Creatives who act
- C. Tinkerers who believe
- **D. Dreamers who do**

Answer: D

Explanation:

GInI's CInP Handbook acknowledges the origin of "Intrapreneur" from Gifford and Elizabeth Pinchot's 1978 paper, "Intra-Corporate Entrepreneurship," where they coined it as "dreamers who do"-individuals within organizations who envision innovative possibilities (dream) and execute them (do). This duality captures the intrapreneur's role as both visionary and pragmatic, driving change inside established structures. "Tinkerers who believe" (A) suggests experimentation without action focus. "Winners who dream" (B) implies success without execution. "Creatives who act" (C) is close but lacks the Pinchot's specific "dreamer" nuance. Option D matches GInI's historical citation, aligning with the original answer, reflecting a legacy term GInI adopts to describe internal innovators—a blend of aspiration and agency central to its innovation culture ethos.

NEW QUESTION # 76

For projects in the Back End, there is a defined process for pursuing Design Strategy, consisting of three activities, namely _____.

- A. Market Research, Brainstorming, and Reduction
- B. User Research, Ideation, and Distribution
- C. Design Insights, Experimenting, and Incubation
- **D. Design Research, Concepting, and Distillation**

Answer: D

Explanation:

The correct answer is B. Design Research, Concepting, and Distillation. In Global Innovation Institute innovation topics, the Back End of innovation focuses on preparing concepts for implementation, launch, and market success. Within this phase, Design Strategy provides a structured way to shape how an innovation will be translated into a coherent and market-ready offering. The three activities in this process are Design Research, Concepting, and Distillation.

Design Research involves gathering and organizing the information needed to inform design decisions. This may include customer insights, usage context, market factors, and brand considerations. Concepting then turns those insights into possible design directions, expressions, and solution approaches that support the innovation opportunity. Distillation is the process of narrowing, refining, and clarifying those concepts into the strongest, most aligned strategic design outcome.

The other options include terms that may sound related to innovation work, but they do not represent the specific three-part Design Strategy sequence described here. The progression from research to concept development to focused refinement is what makes Design Research, Concepting, and Distillation the correct answer.

NEW QUESTION # 77

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