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Question: 1

Engagement is what speeds up a business' innovation program and connects it with the people who give it life.
Select one correct answer from the list:

A. speeds up
B. democratizes
C. orients
D. governs

Answer: B

Explanation:
Engagement in the context of a business innovation program refers to the process of involving and connecting people—employees, stakeholders, and sometimes external contributors—to the innovation efforts. According to GInI's Certified Innovation Professional (CInP) Handbook, engagement is not merely about accelerating processes (speeding up) but about broadening participation and making innovation a shared endeavor across the organization. The term "democratizes" aligns with this philosophy, as it implies opening up the innovation process to a wider audience, empowering individuals at all levels to contribute ideas and energy. This fosters a culture where innovation thrives through collective involvement rather than being dictated or governed by a select few. "Speeds up" (A) might be a byproduct, but it is not the core essence of engagement as defined by GInI. "Orients" (C) and "governs" (D) suggest direction or control, which are less about connecting people and more about structure—thus not fitting the intent of the question.

Question: 2

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. Intra-Industry Lateral Thinking Teams

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C. Cross-Industry Lateral Innovation Panels
D. Extra-Industry Horizontal Innovation Forums

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.

Question: 3

Innovation Kits are an activity where people from across the organization are provided with carefully-designed starter kits containing certain paraphernalia intended to serve as thought-starters, which the individuals are then challenged to use to spark innovative new thinking around a particular business challenge, and to consider how the different pieces and parts can be recombined in novel ways to generate innovative new opportunities for the business, all of which end up being fodder for the Innovation Funnel.
Select one correct answer from the list:

A. Ideation Bundles
B. Imagination Care Packages
C. Innovation Kits
D. Creativity Starter Packs

Answer: C

Explanation:
The question describes a specific engagement mechanism where tangible kits are used to stimulate creative thinking and generate ideas for the Innovation Funnel. GInI's CInP Handbook explicitly refers to these as "Innovation Kits," highlighting their role in providing physical or conceptual tools to inspire novel solutions to business challenges. Options A ("Ideation Bundles") and D ("Creativity Starter Packs") sound plausible but are not the precise terms used by GInI. "Imagination Care Packages" (B) is a creative distractor but lacks the formal recognition within GInI's framework. The description's emphasis on "carefully-designed starter kits" and their purpose aligns directly with "Innovation Kits."

Question: 4

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. Hackathons
B. Business Plan Competitions
C. Innovation Jams
D. Innovation Tournaments

Answer: D

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.

Question: 5

Since each Mechanism of Engagement will resonate with a different audience in the business, a portfolio approach to their use allows a program to maximize its overall engagement, while also benefiting from what?
Select one correct answer from the list:

A. A variety of languages
B. A diversity of personalities, styles, perspectives, and capabilities
C. A breadth of different demographics
D. A range of intellectual capacities

Answer: B

Explanation:
GInI emphasizes that a portfolio approach to engagement mechanisms—such as Innovation Kits, Tournaments, or Panels—enhances participation by appealing to varied groups within an organization. The CInP Handbook notes that this approach leverages "a diversity of personalities, styles, perspectives, and capabilities" to ensure broad and effective engagement. This diversity allows the innovation program to tap into different ways of thinking and working, maximizing creativity and involvement. "A variety of languages" (A) is too narrow and not a focus of GInI's framework. "A breadth of different demographics" (C) and "A range of intellectual capacities" (D) are less specific and not directly cited as the primary benefit in GInI documentation.

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