

The innovation-competence loop: Lessons from website design

Abstract: This session looks at the connections between competence and innovation, drawing on experience in designing websites for online courses at The College. Is there a tension between the need to be competent and the call to be innovative? How are competencies developed and how is the capacity to be innovative developed? Are there “innovation competencies”? As well as drawing on experiences in a particular work environment, the session will draw on contemporary writers who have explored the development of expertise and competence generally, as well as writers who have explored the concept of innovation. The session will offer practical guidance for attendees to develop their innovative skills and capacity in work environments that are continually changing. It will clarify the dynamics between competence and innovation, and provide opportunities for attendees to engage with the ideas and apply them to their own situation. Writers referred to will include Peter Senge, Gary Klein, Drew Boyd and Robert Greene.

Target Audience: Professional staff generally

Take home message: How to develop as a professional, and build innovation into the way you work in a changing environment.