

## INNOVATION PROJECT: M3.05; M3.06; M3.07; M3.08

Centre Number	Centre Name
Candidate Registration No	Candidate Name
<p>Write an innovation project report within the context of your organisation or if you are currently unemployed in an organisation with which you are familiar. This could include experience working in a voluntary capacity.</p> <p>The content should focus on an innovation action/activity within your organisation that will assist in achieving organisational success and enhanced customer satisfaction.</p> <p>Your submission should include:</p> <ul style="list-style-type: none"> <li>• A front page showing the title of the report that includes your name</li> <li>• A table of contents wherein you list the headings, sub-headings and page numbers. Appendices should also be listed (numbered or lettered)</li> <li>• A summary or synopsis (<i>which is written <b>last</b></i>). It should catch the reader's interest and focus attention on the important points in your report such as the purpose, the key outcomes and your recommendations</li> <li>• The body of the report</li> <li>• Appendices that may include a glossary of any technical terms or jargon you have used, or supporting evidence arising from the investigation, which is not appropriate to include in the main body of the report</li> </ul> <p>Include basic statistics and visual material in the content or in an appendix and use an appropriate tone, language and level of formality in your report. The 'nominal' word count for this assignment is 3000 words: the suggested range is between 2500 and 5000 words.</p> <p>Once you have completed the innovation project report check that your work measures up to the assessment criteria – try marking it yourself before submitting it.</p>	
<i>Please use the headings shown in bold below when writing up the Report</i>	<b>Assessment Criteria</b>
<p><b>Background</b></p> <p>Briefly describe the organisation, what it does and your role within it</p> <p><i>(min 2 marks required from 5 available)</i></p>	<ul style="list-style-type: none"> <li>• Context of assignment is provided</li> </ul>
<p><b>Customers and their needs</b></p> <p>Describe your customers, their rights and needs, and your organisation's responsibility and commitments to them</p> <p>Explain how your organisation measures and monitors customer satisfaction</p> <p><i>(min 6 marks required from 20 available)</i></p>	<ul style="list-style-type: none"> <li>• An external and an internal customer of the organisation was identified</li> <li>• The customers needs were identified</li> <li>• At least two legal rights of customers were described</li> <li>• Two of the organisation's commitments to customers were described</li> <li>• The manager's responsibilities in relation to customer service was briefly described</li> <li>• Customer service standards and procedures used to meet</li> </ul>

	<p>customer needs were explained</p> <ul style="list-style-type: none"><li>• How customer service is monitored against the standards set is explained</li></ul>
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<p><b>Investigate how well you meet your customers needs</b></p> <p>Use a questionnaire and any other relevant techniques to identify how well you meet the needs of your customers and explain your methodology for</p> <ul style="list-style-type: none"> <li>• the design of your questionnaire</li> <li>• the sampling technique you used</li> <li>• the method you used to administer your questionnaire</li> <li>• the technique you used to analyse the results</li> </ul> <p><i>(min 6 marks required from 20 available)</i></p>	<ul style="list-style-type: none"> <li>• Data collection techniques were used to gather information from external, internal and internet sources</li> <li>• The validity and accuracy of information gathered was checked</li> <li>• A simple basic workplace questionnaire including a minimum of <u>four</u> different types of questions was designed</li> <li>• A representative sampling technique was described</li> <li>• The questionnaire administration was briefly described</li> <li>• A simple technique for analysing the results of the questionnaire was described</li> <li>• Information was analysed and conclusions were drawn</li> </ul>
<p><b>The innovation process</b></p> <p>Identify opportunities for potential improvement in the products and services your team provide. This should be linked to the current assessment of how well you are meeting your customers needs and expectations highlighted by your investigation. To achieve this undertake and describe activities to encourage creative and innovative ideas among team members</p> <p>Outline the process used and the outcomes including:</p> <ul style="list-style-type: none"> <li>• the technique used to encourage creative ideas</li> <li>• the barriers encountered from others</li> <li>• how commitment was gained from others</li> <li>• how the various ideas put forward by others were evaluated</li> </ul> <p><i>(min 8 marks required from 25 available)</i></p>	<ul style="list-style-type: none"> <li>• A technique was used to encourage creative ideas amongst the team</li> <li>• Barriers to creative thinking and resistance to innovation within the team were explained</li> <li>• Creative and innovative ideas were evaluated</li> </ul>
<p><b>Recommendations</b></p> <p>Based upon your investigation and the innovation process make reasoned recommendations for improvements. Explain actions you can take that will assist in making the innovation a reality including explaining how you will gain the commitment and support of the key stakeholders</p> <p><i>(min 6 marks required from 20 available)</i></p>	<ul style="list-style-type: none"> <li>• Gaining the commitment of others in moving creative ideas forward was explained</li> </ul>
<p><b>Specifications for the report</b></p> <p>Ask yourself the following questions:</p> <ul style="list-style-type: none"> <li>• Did you write the report using the headings shown in bold?</li> <li>• Did you include basic statistics and visual material in the content or in an appendix?</li> <li>• Did you use the appropriate tone, language and level of formality?</li> </ul>	<ul style="list-style-type: none"> <li>• A report is written to meet specified standards and within defined terms of reference</li> <li>• Basic statistics and visual material is included in the content or in an appendix</li> <li>• Effective and appropriate tone, language and level of formality is used in the</li> </ul>

<i>(min 3 marks required from 10 available)</i>	report
By submitting I confirm that this assessment is my own work	

## MARK SHEET: M3.05, M3.06, M3.07, M3.08: INNOVATION PROJECT

Centre Number		Centre Name		
Candidate Registration No		Candidate Named below confirms authenticity of submission NAME:		
Criteria	WBA Strengths	WBA Weaknesses	Assr mark	QA mark
<b>Background</b> <ul style="list-style-type: none"> <li>• Context of assignment is provided</li> </ul>			/ 5 marks (min 2)	
<b>Customers and their needs</b> <ul style="list-style-type: none"> <li>• An external and an internal customer of the organisation was identified</li> <li>• The customers needs were identified</li> <li>• At least two legal rights of customers were described</li> <li>• Two of the organisation's commitments to customers were described</li> <li>• The manager's responsibilities in relation to customer service was briefly described</li> <li>• Customer service standards and procedures used to meet customer needs were explained</li> <li>• How customer service is monitored against the standards set is explained</li> </ul>			/ 20 marks (min 6)	
<b>Investigate how well you meet your customers needs</b> <ul style="list-style-type: none"> <li>• Data collection techniques were used to gather information from external, internal and internet sources</li> <li>• The validity and accuracy of information gathered was checked</li> <li>• A simple basic workplace questionnaire including a minimum of <u>four</u> different types of questions was designed</li> <li>• A representative sampling technique was described</li> <li>• The questionnaire administration was briefly described</li> <li>• A simple technique for analysing the results of the questionnaire was described</li> <li>• Information was analysed and conclusions were drawn</li> </ul>			/ 20 marks (min 6)	
<b>Innovation process</b> <ul style="list-style-type: none"> <li>• A technique was used to encourage creative ideas amongst the team</li> <li>• Barriers to creative thinking and resistance to innovation within the team were explained</li> <li>• Creative and innovative ideas were evaluated</li> </ul>			/ 25 marks (min 8)	

<b>Recommendations</b>					
<ul style="list-style-type: none"> <li>Gaining the commitment of others in moving creative ideas forward was explained</li> </ul>				/ 20 marks (min 6)	
<b>Specifications of the report</b>					
<ul style="list-style-type: none"> <li>A report is written to meet specified standards and within defined terms of reference</li> <li>Basic statistics and visual material is included in the content or in an appendix</li> <li>Effective and appropriate tone, language and level of formality is used in the report</li> </ul>				/ 10 marks (min 3)	
(External) Assessor's Decision			Quality Assurance Use		
<b>Total Marks</b>	<b>Outcome</b> (circle as applicable)	<b>Total Marks</b>	<b>Outcome</b> (circle as applicable)		
Total 50+ overall, AND minimum in each section	<b>PASS      FAIL</b>	Total 50+ overall, AND minimum in each section	<b>PASS      FAIL</b>		
Section fail if applicable:		Date of QA check:			
Name of Assessor		Name of QA			
Assessor Signature		QA Signature			