

From Ideas to Impact: Understanding Invention vs. Innovation in Business

Jennifer Gessner (EIX/University of St. Thomas)

KEYWORDS: Entrepreneurial Mindset and Innovation.

How do businesses turn ideas into impactful solutions? The Invention vs. Innovation module is designed to help high school students grasp the difference between creating something new (invention) and improving or building upon an existing idea (innovation). This engaging lesson gives students the tools to think like entrepreneurs, explore product development, and apply creativity to real-world business challenges.

What's in the Module?

This module provides high school educators with everything they need to bring the concepts of invention and innovation to life in the classroom:

- Detailed Lesson Plan: Step-by-step instructions to help students understand the difference between invention and innovation and apply these concepts to real-world examples.
- Slide Deck: Visual aids that introduce key concepts and drive class discussions on how businesses innovate.
- Student Worksheets: Tools that allow students to brainstorm and develop their own inventions and innovations.

Learning Objectives

By the end of this lesson, students will:

- Understand the distinction between invention and innovation and why both are essential in business.
- Explore how innovations drive product development and meet customer needs.
- Think creatively and apply design thinking to brainstorm solutions to business problems.
- Work collaboratively to analyze how companies use innovation for competitive advantage.

Why Use It?

This module empowers students to think like entrepreneurs and problem-solvers. By engaging in both

individual and group ideation, students learn how businesses identify problems and use innovation to stay competitive. This hands-on approach connects directly to key lessons in entrepreneurship, marketing, and product development. It's an ideal exercise for fostering creativity and critical thinking in your students.

How to Use It in Your Classroom

This lesson is perfect for entrepreneurship, marketing, or business strategy courses. Start with a discussion on invention vs. innovation, then guide students through individual and group activities where they develop and analyze product ideas. Wrap up the lesson with a group presentation that highlights the importance of innovation in the business world.

This module is a great way to show students how the creative process can lead to successful products and business growth—help them turn their ideas into impact!

[Invention vs. Innovation Slide Deck](https://eiexchange.com/api/submissions/1148/documents?file=Invention%20vs%20Innovation%20Slide%20Deck%20%281%29.pptx&download=1)
(<https://eiexchange.com/api/submissions/1148/documents?file=Invention%20vs%20Innovation%20Slide%20Deck%20%281%29.pptx&download=1>)

[Invention vs. Innovation Teaching Exercise](https://eiexchange.com/api/submissions/1148/documents?file=Invention%20vs%20Innovation%20Teaching%20Exercise.pdf&download=1)
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