GInI CInP Practice Questions

Shared by Lester on 06-11-2026

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Question 1

Question Type: MultipleChoice

Innovation Teams -- if they are to be effective -- must learn to use storytelling as their primary medium for doing what?

Options:

A- Casting a compelling vision and getting others to buy in to that vision.
B- Convincing the financial stakeholders in the business that numbers are not all that important.
C- Showing the business how innovative their team is.
D- Conveying the behind-the-scenes details of their quantitative research studies.

Answer:

A

Explanation:

The correct answer is A. Casting a compelling vision and getting others to buy in to that vision. In innovation management practices described in Global Innovation Institute topics, storytelling is an essential communication tool used by innovation teams to explain ideas, inspire stakeholders, and gain support for new initiatives. Innovation concepts often involve uncertainty and future possibilities, which means traditional analytical presentations alone may not effectively communicate their value.

Storytelling helps teams present innovation opportunities in a clear and engaging way by connecting the idea to real customer needs, market opportunities, and the future impact of the solution. Through storytelling, innovation leaders can illustrate the problem being solved, describe the envisioned future, and demonstrate how the proposed innovation creates value for customers and the organization.

This approach is especially important when communicating with executives, investors, or cross-functional teams who must decide whether to support the innovation initiative. A well-crafted narrative allows stakeholders to understand the opportunity, visualize the outcome, and emotionally connect with the vision.

Therefore, storytelling becomes a primary method for building alignment, communicating purpose, and gaining commitment to pursue innovative ideas.

Question 2

Question Type: MultipleChoice

Brainstorming, also known as Structured Ideation, is a process where teams do what to generate novel new ideas?"

Choose one correct answer from the list:

Options:

A- Tell compelling stories to one another.
B- Challenge each other to individually come up with the best ideas.
C- Pool their collective intelligence.
D- Crowdsource new ideas from the public.

Answer:

C

Question 3

Question Type: MultipleChoice

Having a proposed new innovation fail is acceptable so long as the Innovation Team is able---through various "stress-test" business experiments---to force it to fail early on, rather than at the Eleventh Hour, so that the team avoids unnecessarily wasting resources.

Select one correct answer from the list:

Options:

A- convince the business to move forward with it anyway
B- justify why they pursued the concept in the first place
C- force it to fail early on, rather than at the Eleventh Hour
D- eventually get it to work

Answer:

C

Explanation:

GInI's innovation philosophy, as detailed in the CInP Handbook, embraces the concept of 'failing fast' to conserve resources and refine focus. Stress-testing through experiments in the Front End or Mid Zone allows teams to identify flaws early, avoiding costly late-stage failures ('at the Eleventh Hour'). Option A, pushing forward despite failure, contradicts this fail-fast approach. Option B, justification, is retrospective and not the goal of stress-testing. Option D, making it work eventually, ignores the value of early failure as a learning tool. C directly reflects GInI's emphasis on early validation to prevent resource waste, aligning with the question's intent and the original answer.

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Question 4

Question Type: MultipleChoice

Good Innovation Teams - those populated with the right types of individuals - should be given what in their work?

Options:

A- A strict, well-defined mandate with predefined plans.
B- Detailed instructions and clear guidance.
C- Latitude and autonomy.
D- Lots of opportunities to play and have fun.

Answer:

C

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Explanation:

The correct answer is C. Latitude and autonomy. In innovation management, strong innovation teams are most effective when they are trusted to explore opportunities, test ideas, and make informed decisions within an appropriate strategic framework. Global Innovation Institute topics emphasize that innovation work involves uncertainty, experimentation, and adaptation. Because of this, teams need enough freedom to investigate problems, generate alternatives, and adjust direction as they learn.

Latitude and autonomy do not mean the absence of accountability. Rather, they mean that capable teams are empowered to work with initiative and judgment instead of being constrained by overly rigid instructions or predefined solutions. This is especially important in innovation projects where the path forward is not fully known at the outset. Autonomy allows teams to

respond to insights, iterate concepts, and pursue promising ideas more effectively.

The other options are less suitable for innovation work. Strict mandates and detailed instructions can limit creativity and slow learning. Opportunities for fun may support morale, but they are not the core condition needed for innovation effectiveness. Well-composed innovation teams perform best when given the space and authority to do their work with flexibility and ownership.

Question 5

Question Type: MultipleChoice

In the long run, what is more expensive than innovating?

Select one correct answer from the list:

Options:

A- Not controlling your costs
B- Issuing stockholder dividends that are too large
C- Not innovating
D- Marketing too many brands

Answer:

C

Explanation:

Identical to Q85 (repeated in original), GInI's CInP Handbook emphasizes that 'not innovating' incurs greater long-term costs than innovating---lost opportunities, declining market position, and eventual irrelevance outweigh innovation's upfront investment. Firms that stagnate face existential risks, as GInI illustrates with examples like Blockbuster versus Netflix. 'Not controlling costs' (A) risks profitability but isn't strategic. 'Large dividends' (B) is tactical, not existential. 'Too many brands' (D) is a misstep, not a fatal flaw. Option C aligns with GInI's stance, matching the original answer, reinforcing innovation as a necessity, not an option---a GInI principle validated by competitive dynamics.

Question 6

Question Type: MultipleChoice

Because ''The Questioner'' has a natural curiosity that drives them to ask lots of probing questions about a situation, they are usually best suited for which phase of innovation work?

Options:

A- The Mid Zone.
B- The Front End.
C- All phases.
D- The Back End.

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Answer:

B

Explanation:

The correct answer is B. The Front End. In innovation management frameworks described in Global Innovation Institute topics, the Front End of Innovation (FEI) is the stage where opportunities are explored, problems are defined, and insights are discovered. This stage involves activities such as needfinding, research, observation, questioning assumptions, and identifying unmet needs in markets or customer experiences.

Individuals described as ''The Questioner'' possess a natural curiosity and tend to ask many probing questions to better understand a situation. This behavior is extremely valuable during the Front End because innovation teams must explore problems deeply before attempting to design solutions. Questioners help teams challenge assumptions, uncover hidden insights, and clarify the real problems that need to be addressed.

The Mid Zone of innovation typically focuses on concept development, prototyping, and experimentation, while the Back End focuses on implementation, scaling, and commercialization. Although questioning is valuable throughout the process, the Front End relies most heavily on curiosity, exploration, and problem discovery, making it the phase where ''The Questioner'' contributes the most value to the innovation team

Question 7

Question Type: MultipleChoice

A key principle in Design Thinking is that most of the problems we encounter are _____ when we first encounter them.

Choose one correct answer from the list

Options:

A- Ill-framed
B- not worth solving
C- too big
D- already solved

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Answer:

A

Question 8

Question Type: MultipleChoice

Stage 2 of the GInI InMS is where _____ are used to engage the organization for the purpose of having them identify new ideas and opportunities for the business.

Select one correct answer from the list

Options:

A- games
B- engagement plans
C- Mechanisms of Engagement
D- rewards

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Answer:

C

Question 9

Question Type: MultipleChoice

"_____ are team sprints organized to build something entirely new in a highly-compressed timeframe, producing highly useful outcomes often in record time, which in turn become inputs for the Innovation Funnel to consider carrying further."

Select one correct answer from the list:

Options:

A- Design Sprints
B- Hackathons
C- Flash Builds
D- Innovation Jams

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Answer:

B

Question 10

Question Type: MultipleChoice

In the fourth major step of the Design Thinking process, the activity associated with "Ideate" is what?

Options:

A- Testing solution prototypes.
B- Developing hypotheses.
C- Prototyping solutions.
D- Ideating / brainstorming solutions.

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Answer:

D

Explanation:

The Ideate phase in the Design Thinking process is focused on the generation of ideas and solutions through brainstorming and creative thinking. It is the stage where the team moves from understanding the problem to exploring a wide range of possible solutions. This phase is all about ideating --- or brainstorming --- potential solutions, encouraging the team to think

freely and creatively. The goal is to generate a diverse array of ideas without constraints, allowing innovative concepts to emerge. This is not the stage for finalizing solutions or testing prototypes; rather, it is where divergent thinking plays a crucial role. The team explores various possibilities, often using techniques such as mind mapping, sketching, and rapid brainstorming sessions. The Innovation Professional (CInP) curriculum emphasizes the importance of this open-ended, creative process in driving the early stages of innovation, setting the stage for later phases like prototyping and testing. Ideation allows the team to think expansively before narrowing down the options based on feedback and feasibility.

Question 11

Question Type: MultipleChoice

One of the Program Leader's jobs in relation to Engagement is to select and deploy the engagement mechanisms most suited to special needs that arise from different functional groups and/or business units in the business.

Select one correct answer from the list:

Options:

A- anyone, working anywhere
B- deep deficiencies
C- surprising new opportunities
D- different functional groups and/or business units

Answer:

D

Explanation:

GInI's CInP Handbook tasks Program Leaders with tailoring engagement mechanisms to the specific needs of various parts of the organization, such as 'different functional groups and/or business units.' This ensures relevance and effectiveness across diverse teams like R&D, marketing, or operations. 'Anyone, working anywhere' (A) is too vague, 'deep deficiencies' (B) implies problems rather than needs, and 'surprising new opportunities' (C) shifts focus to outcomes rather than organizational structure. D directly reflects GInI's emphasis on customization by group.

Question 12

Question Type: MultipleChoice

All good innovations start their life as a hypothesis and therefore teams---if they are to explore a particular situation in their search for a new innovation opportunity---can thus engage in hypothesis forming.

Choose one correct answer from the list:

Options:

A- hypothesis
B- need
C- idea
D- question

Answer:

A

Explanation:

According to GInI's innovation framework, the inception of an innovation often begins with a hypothesis---a testable assumption about a problem, need, or opportunity that can be explored and validated. The CInP Handbook explains that in the Front End of Innovation, teams engage in 'hypothesis forming' to frame their exploration, setting the stage for needfinding and ideation. The question's structure---''start their life as'' followed by ''engage in hypothesis forming''---explicitly points to 'hypothesis' as the foundational element. Option B, 'need,' is a precursor to innovation but not the starting point GInI emphasizes in this context; needs are identified through hypotheses. Option C, 'idea,' comes later, after hypotheses are tested. Option D, 'question,' might initiate the process but lacks the specificity of a hypothesis as a structured starting point. GInI's focus on hypothesis-driven innovation, especially in methodologies like Design Thinking, confirms A as the correct answer, matching the original input.

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