

Overview

You work as a middle manager for one of the top U.S. producers of luxury and mass-market automobiles and trucks. In response to a VUCA (volatile, uncertain, complex, and ambiguous) world, innovation has become a necessity for most organizations that want to compete in the marketplace. This includes automobile and truck manufacturers. The organization from the course scenario has decided to add IoT technology to its vehicles. While the organization is debating whether to utilize incremental or discontinuous innovation, you have been asked to create a presentation analyzing the dimensions of innovation for your team members. This presentation will help your team members understand the potential options for the organization and the possible technological trajectory (path).

Prompt

Using the information in the overview above and reviewing dimensions of innovation and the five major technological trajectories from your textbook, create a presentation analyzing innovations. It may be helpful to review the [CTO Brief](#), [Comparative Growth Data](#), [Comparative Operating Statistics](#), and [Comparative Product Plans](#) documents. Your presentation should include the following points:

1. **Slide One:** Give examples of **types of innovation** for your company at the component and system levels.
2. **Slide Two:** Describe the **potential incremental innovations** from the types of innovation and explain why they are incremental.
3. **Slide Three:** Describe the **potential discontinuous innovations** from the types of innovation and explain why they are discontinuous.
4. **Slides Four/Five:** Explain the potential **path for your organization** by identifying one of the five technological trajectories for your organization along with your justification for that choice.

Guidelines for Submission

Using PowerPoint, create a 4–5 slide presentation that includes detailed speaker notes highlighting the important points you want to emphasize to your team members and includes references cited in APA format. Consult the [Shapiro Library APA Style Guide](#) for more information on citations.

Module Two Presentation Rubric

Criteria	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Types of Innovation	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Identifies types of innovation clearly for the company at the component level and system level	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include identifying the component and system levels	Does not attempt criterion	30
Potential Incremental Innovations	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains why the identified types of innovation are incremental	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include accurately identifying the type of innovation as incremental	Does not attempt criterion	10
Potential Discontinuous Innovations	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains why the identified types of innovation are discontinuous	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include accurately identifying the type of innovation as discontinuous	Does not attempt criterion	10
Path for Organization	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Identifies a potential path for the organization including the selection and justification of using one of the five technological trajectories	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding a justification of the selection of technological trajectory	Does not attempt criterion	30
Citations and Attributions	Uses citations for ideas requiring attribution, with few or no minor errors	Uses citations for ideas requiring attribution, with consistent minor errors	Uses citations for ideas requiring attribution, with major errors	Does not use citations for ideas requiring attribution	10
Articulation of Response	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	10
Total					100%