

Project #2 – Make the Most of It

Business Economics

Innovation Skills

- Definition: the implementation of creative ideas to produce new processes or products (Copied from: Innovation Network. (n.d.). *George Land Award winners' definitions of innovation*. Retrieved October 27, 2009)
- The lifeblood of organizations
- Helps businesses to stay competitive
- Contributes to economic growth
- Without it, a business becomes stagnant

Skills, Attitudes & Behaviors

- Creative
- Focused on continued improvement
- Willing to take risks
- Relationship-building skills
- Ability to implement solutions
- Curious
- Challenges status-quo

Skills, Attitudes & Behaviors

- Self-motivated
- Visionary
- Sees possibilities where they don't seem to exist
- Persevering
- Reflective
- Tolerates ambiguity

Types of Innovation

- Product: development of totally new product or creation of product improvements
- Process: improvement of some aspect of a process
- Positioning: identification of new, different ways to position a product or a company
- Paradigm: a shift in the way of thinking that causes change

Invention vs. Innovation

- Invention

- the initial conceptualization of an idea
- involves one product

- Innovation

- initial attempt to carry out the idea so it makes a societal impact
- involves the combination of multiple products or processes

Innovation & Creative Ideas



- Creative ideas are needed for innovation to occur
- Creative ideas are the inputs needed for innovation

Impediments to Innovation

- Too much management input or control
- Too much documentation to justify new ideas
- Unwillingness to change
- Lack of expertise
- Inability to capture the big picture associated with creative ideas
- Inability to understand market needs

Sources of Innovation

- Unexpected market or industry changes in demographics, values, or lifestyles
- Observation of a customer in his/her natural environment
- Changes or disruptions in a customer's business or industry
- Working with lead customers

Sources of Innovation

- Development of partnerships with suppliers
- Exploration of successes and failures
- Use of looking forward techniques (What will XXX be like in 10-20 years?)
- Review of patents pertinent to the business

Ways to Achieve Innovation

- Reward employees for suggesting new ideas
- Solicit input from employees to identify new ideas
- Have processes in place to capture new ideas
- Make idea generation a priority
- Separate idea generation from idea evaluation
- Appreciate new ideas and welcome them with an open mind

Ways to Achieve Innovation

- Actively look for solutions to existing problems
- Watch customers in customers' environment
- Use brainstorming sessions
- Maintain office hours for employees to voice ideas
- Hold off-site gatherings of employees
- Question external experts

Ways to Achieve Innovation

- Conduct marketing research
- Provide online suggestion boxes
- Provide online chat rooms or wikis to share ideas

Activity