

# Innovation

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FOR TEAMS, MANAGERS OR LEADERS

An innovation is a new and implemented solution or approach that creates value by solving a relevant problem (in the area of products, processes or paradigms).

## Pre-requisites

Turning ideas into innovations requires:

1. A good or refined idea.
2. A larger amount of people and resources to implement this idea.
3. A long-term persistence, effort, investment and support.
4. A corresponding innovation mindset that leads to the necessary environment, processes and resources.

## The Innovation Mindset

1. Willingness & a sense of urgency
2. Competence, creativity and intuition
3. Time, freedom to explore, try and test
4. Collaboration, openness & feedback
5. A constructive, (self-)critical approach
6. An iterative implementation process
7. Adequate evaluations
8. A culture of learning from failure
9. The acceptance of risk and loss of invest

## Ideas, Creativity & Innovations

- An idea is just a new thought. A good idea is promising a possible and value-added solution and has value itself.
- Good ideas are structured thoughts that result from a creative use or association of underlying blocks of knowledge.
- A refined idea is a good idea that results from a critical testing and feedback process.
- Innovations are significantly different from existing solutions. Improvements are typically not innovations.

## Why Companies Fail on Innovation

Companies are not innovative if they:

- do not make it a true priority and simply are not willing to invest the necessary time and resources.
- target shorter-term results and would not give longer-term commitment.
- do not adopt an according culture or a supportive (more agile) organisation.
- try to innovate from the top or channel innovation through hierarchy.
- still milk a past-time innovation.
- take a conservation/preservation approach (add odds with innovation).