Does This Add Up?

Creativity + Innovation = Choice
Looking?

“I was seldom able to see an opportunity until it had ceased to be one”

*After Mark Twain*
Entrepreneurship

A capacity for risk management not reckless speculation.
Mindset

The only constant is change.
Creativity
Making connections others cannot see

Innovation
Ideas to reality

Entrepreneurship
Creativity + Innovation
The Way We Think

Things happen,
Things happen for a reason,
This leads to a system where everything fits therefore,
The world is rational, logical and well ordered!
The Way It Is!

We live and operate in an imperfect world. The market place is chaotic & out of control. It is in this chaos that uncertainties arise. It is in this chaos that opportunities arise.
Remove Your Blinkers

Look for and understand that gaps occur. The tool, innovation aids you to take the opportunity and maximise choice. Have we become complacent and accept that a linear approach is the only way?

*Is it too late?*
Can This Be True?

Expect the unexpected ~ opportunities are everywhere.

Self perpetuating myths ~ How can administration be innovative?

Management style and culture have a major effect.

_Beware of averages._
The First Step

creativity

ideas

thinking
How’s Your Thinking?

*Often,*

Lacks constructive energy

No design

No creativity

Positions people as adversaries
Action Thinking!

Enhances quality & improvement programs.
Makes empowerment & teams work.
Improves communication.
Reduces conflict & friction, resolves specific issues.
Become more innovative & creative.

*Supports change*
Remember......

Individual creativity should be accepted
Forget / unlearn how **not** to be creative
Learn to trust your intuition
Practice thinking and embrace complexity
Communicate and record all the creativity
Creativity Blockers

Fear
Habit
Prejudice
Blind Acceptance
Stress
Thinking to Action!

Innovation………

making it happen, again and again
What Would They Know?

Innovation is not a guarantee of competitiveness,

a firm cannot be competitive without it.

3M
What They Do!

Best practice and quality.
Aggressive uptake of leading edge technology.
Continuous incremental improvement & adoption of technology.
The development of new capabilities & original ideas.
What They Do!

- Highest level of commitment
- Appoint / anoint a champion
- Create
  - an innovation team
  - the milestones
  - the plan, strategies and tactics.
Innovation Blockers

Poor / no time allocation
“Not invented here syndrome”
No recognition
Low / no morale
Poor communication
What They Do!

Build an atmosphere of energy & urgency
Foster creative & lateral thinking skills
Institutionalise creativity & lateral thinking
Measure, celebrate & reward
Maintain the passion.
What Innovation Looks Like

CEO’s do not lead innovation they drive it. Involved at key points, creation & launch.
Big picture goals are the drivers not specific targets in innovation.
Innovation is not a separate strategy, it must be linked to the corporate goals.
Innovation Blockers

Tribalism
Politics
Financial constraints
Insecurity
Change policy or lack of
No / little risk taking
What Innovation Looks Like

A project champion is vital.
A learning culture is essential.
Multiple sources of information is vital for innovation.
People who challenge conventional wisdom are needed.
Enterprising Mindset

Innovation is not a quick fix, however, rewards are often immediate.
Adopt a long term view for competitive advantage.
It can be taught & it is not rocket science!
You have the management skills.

You can have the innovation skills.
Innovation

achievable

measurable

repeatable
Innovation = People in Action!

*Thinkers* ~ Specialise in concepts
Leading edge opportunities

*Makers* ~ Translating opportunities
Especially competent in execution

*Traders* ~ Specialise in connections
Create alliances and leverage core capabilities
Unleash the Creativity!

Recruit people who can generate ideas.
Have idea / innovation champions.
Train people to be creative, use creativity processes.
Encourage & provide time for reflection.
Provide space that is conducive to creative thinking.
Innovation = Staying Ahead

Be proactive, create new ideas, respond to change when needed.
Continuously create the new and refine the old.
Begin a knowledge management program.
Develop the organisation’s learning capabilities.
Organisational Blockers

Bureaucracy & structure
Hierarchy, power & status
Culture or lack of it
Misplaced individuals
Motivational mismanagement
Who’s Driving this Thing?

the organisation
the team
the environment
you?
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