



Seeing tomorrow's ideas...Today

foursight consulting

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## Focus on Innovation

Focus on Innovation is a bi-monthly electronic newsletter designed to provoke thoughts and ideas on how to bring innovation to life within the organizations in which we work.

Feature >>>	Innovation Power Point >>>	Creativity Tips >>>
<p><b>Great Ideas</b></p> <p>Looking for great ideas. A great idea has specific qualities that you know intuitively that they are when you see them. Here are three qualities in particular:</p> <ul style="list-style-type: none"> <li>■ <b>Utility</b> - great ideas serve a real purpose, they meet a need or create a value</li> <li>■ <b>Simplicity</b> - great ideas are pure and clear, sophisticated yet elegantly simple.</li> <li>■ <b>Vitality</b> - great ideas have energy and liveliness all their own.</li> </ul> <p>Finding great ideas can often be a challenge. To find great ideas you need to:</p> <ul style="list-style-type: none"> <li>■ <b>Be open and curious.</b> Listening to everything as if for the first time, without judgement, as if it can have some value to you.</li> <li>■ <b>Be diligent.</b> Persistently and relentlessly looking everywhere, all the time, for insights and ideas. Be disciplined in writing down your ideas and rigorously testing them for validity.</li> <li>■ <b>Be Involved.</b> Put something of yourself into the idea. Put all you've got into the idea i.e. skills, talents, passion, etc.</li> </ul> <p>Source: <i>Wow! That's a Great Idea Navigator Guide</i>, <a href="http://www.WowGreatIdea.com">www.WowGreatIdea.com</a></p>	<p><b>What Stops Innovation</b></p> <p>Ask any chief executive if he or she would like his or her organization to be more innovative and the answer is likely to be undeniably "yes." However many organizations stop here, many assuming that innovation are the exclusive preserve of small or high-tech companies and that they are simply too big or in the wrong industry to innovate. Resignation and inertia block further action.</p> <p>Research conducted by <i>PriceWaterhouseCoopers</i> suggest that any company in any sector can be more innovative by making innovation a priority in their organization and using idea management processes. For complete article go to <a href="http://62.90.235.45/KM-IT/ReadingMaterials/PwC%20Innovation%20Survey.pdf">http://62.90.235.45/KM-IT/ReadingMaterials/PwC%20Innovation%20Survey.pdf</a></p>	<p><b>The Idea Board</b></p> <p>If you have an ongoing problem that isn't particularly pressing but needs a solution why not try setting up an idea board. Display your problem on a board or wall where members of your group may add thoughts written on note cards or post-it notes. Allow them to be able to re-arrange the cards, provide columnar headings as necessary and contribute through spontaneous or formally arranged group discussion. Establish a time deadline and summarize ideas at the end for everyone involved.</p> <p>An idea board is advantageous since it gets everyone involved and leads to a proprietary interest in the solutions that emerge.</p>
	<p><b>Food for Thought &gt;&gt;&gt;</b></p> <p>If we know what it takes to be innovative, why aren't we there yet? What stands in our way?</p> <p>Take time this month, on your own or with your team, and ask <i>To lead innovation, what must I (we) do? What might I (we) do to overcome the things standing in my (our) way?</i></p>	

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