

5 secrets of Successful Innovators

“Business innovation is a vital ingredient in raising the productivity, competitiveness and growth potential of modern economies.”

The business environment in which you operate is constantly changing. Other businesses are inventing better products, better ways of working etc. If you don't innovate, you will eventually lose business to better and smarter competitors.

Successful Innovators lead their businesses to higher and more sustainable profitability, improved ability to stay ahead of their competition and provide higher value to customers. But most businesses don't understand Innovation or do it very effectively. Successful Innovators would rather it stayed that way.

Successful Innovators:

1. **Solve a real problem.** Successful Innovators know that the coolest idea in the world is of very limited use if it does not solve a real and perceived problem. A problem suggests a need for a solution, and is much easier to sell. Successful Innovators know that determining these problems requires analysis to determine what the real problem actually is, not what it appears to be.
2. **Get ideas from everywhere.** Successful innovators know that great ideas don't just come from R&D departments, but from people working on the 'front-line', customers, suppliers, even competitors. These are the people who are likely to know what the problems really are. They also know that the more ideas there are, the more likely one of them will be great.
3. **Have a process.** Having lots of ideas is only the start though. Successful Innovators know that ideas have to be filtered and evaluated. They know that this doesn't have to be a complex process, but it does have to be quick and objective.
4. **Collaborate.** Most small businesses are very good at what they do, but often don't have all the skills necessary to implement a great idea. Successful innovators don't let this put them off, and are not afraid to collaborate with other companies that do have those skills. They also know that exchanging ideas with businesses in other industries can produce more and better ideas too.
5. **Are Persistent.** Successful innovators know that not all new ideas will work first time, or even at all. They allow for failure and manage ideas in a way that doesn't have a serious impact on their day-to-day business.

Above all, Successful innovators know that Innovation in business leads to higher and more sustainable profitability, the ability to stay ahead of your competition and provides higher value to customers. It offers a way of meeting challenges both inside and outside your business. It enables businesses to compete effectively in the increasingly competitive global environment.

I hope you found this useful. For more ideas about how we can help you, please see overleaf or take a look at our website. We regularly blog about Innovation on Twitter (#onlyinnovators) and our website.

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Innovation Overview Workshop

This practical workshop will equip you with simple approaches and tools to help you understand and successfully implement Innovation in your business. It covers: 5 secrets of successful Innovators, the different types of Innovation (and which is most appropriate for you), spotting a problem and identifying an opportunity, tools and techniques for generating ideas, tools and techniques for evaluating ideas, a simple process for managing Innovation, barriers, limits and risks (and how to overcome them), implementing an idea (and making money from it!)

Format of the workshop is very interactive, with a combination of short 'info briefs', facilitated discussions and idea generation sessions using different creative tools.

Benefits: more and happier customers and a long term growth in sales and profits.

Effective Project Management Workshop

This workshop covers not just the key elements of a great Project Management strategy, but also looks at the personal effectiveness and people management skills necessary for effective Project Management. We will identify the problem areas, enable you to learn from other Project Managers and give you some basic ideas and tools to help YOUR next Project succeed. The day includes a practical scenario based exercise to help you practice and remember what you've learned.

Format of the workshop is very interactive, with a combination of short 'info briefs' and facilitated discussions.

Benefits: better control, a more productive project team and more timely implementations.

For information about the next public courses, or to request an in-house workshop, contact us.

More Cocreative Services

- Innovation Management
- Planning an Innovative Business workshops
- Creative problem solving workshops
- Idea review/evaluation
- Project Reviews (For Innovative and other Projects)
- Project Management support
- Team building workshops
- Business Presentations (Practically Perfect Presentations) workshops

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