

Innovation is Dead, Long Live Innovation - Mindwerx Breakfast

From your collective experience, why aren't innovation initiatives as successful as hoped for? What is missing or needed?

- 1 management don't support innovation
- 2 barriers to innovation
- 3 Innovation not properly defined
- 4 aversion to take risk
- 5 fear of failure
- 6 too incremental
- 7 people can't step outside their day to day roles
- 8 People adverse to risk
- 9 too many controls
- 10 we are not encouraged to take risks in business
- 11 fear of failure
- 12 humans are resistant to change
- 13 People adverse to change
- 14 too many processes
- 15 Coping with change
- 16 we get payed anyway
- 17 leadership not listening
- 18 lack of leadership skills
- 19 not a core focus
- 20 Experience to take idea to fruition
- 21 people don't understand
- 22 conservative mgmt
- 23 too busy think about day to day issues
- 24 wrong people in the group
- 25 Ideas are watered down over time
- 26 not clearly defined
- 27 not enough resources
- 28 lack of direction - in strategy
- 29 Fear of failure
- 30 conservative culture
- 31 culture
- 32 Innovations not grounded.
- 33 an environment where there is no fun at work
- 34 all stakeholders need to be committed
- 35 disenfranchised
- 36 Implementation skills lacking
- 37 the process of getting resources bogs people down
- 38 lack of understanding in role of risk management
- 39 following bottom line instead of vision
- 40 looking in the wrong place
- 41 too busy
- 42 inward looking organisation
- 43 don't see need
- 44 focus on the short term too much
- 45 not priority
- 46 maintaining momentum after innovation theme
- 47 not maintaining the momentum
- 48 people too bogged down
- 49 too slow
- 50 life work balance
- 51 Lack of engagement across the entire team, technical, commercial etc
- 52 innovation verses continuous improvement

- 53 doesn't capture all aspects of change
- 54 fear of change
- 55 The right balance - not being negative but allowing a breakthrough of existing paradigms
- 56 people don't listen
- 57 don't drill deep enough
- 58 Lack of buy-in from staff
- 59 don't know how to capture ideas
- 60 not considered part of the business
- 61 short term focus
- 62 idea generators don't know how to sell their ideas
- 63 innovation is considered something outside of the business
- 64 lack of comprehension
- 65 Immediacy culture - not see results quickly
- 66 comfort zone -stick to what u know
- 67 Lack of quick rewards
- 68 some people just aren't innovative
- 69 lack of purpose
- 70 lack of short term results
- 71 resources & cost
- 72 poor understanding of what it actually is
- 73 Lack of WIIFM
- 74 Innovation does not have to be done just for innovation's sake
- 75 education
- 76 Negative competition - people hold back their ideas
- 77 Fear of open agendas
- 78 if it is not broke don't fix it
- 79 expensive consultants hampering returns
- 80 not part of the target ceiling
- 81 too many controls
- 82 resources for innovation
- 83 Protection of ego associated with concept
- 84 conditioned to think with the right side of the brain
- 85 too linear
- 86 not asking the right people
- 87 challenge to the status quo
- 88 people are too busy
- 89 not enough understanding of strategy
- 90 lack of resources
- 91 Knee-jerk reactions
- 92 How does it affect me?
- 93 instilling motivation/enthusiasm
- 94 hard for people to take risks within organisations
- 95 Lack of risk management, what will happen if we do nothing
- 96 Lack of processes to support ideas
- 97 rarely a kpi
- 98 fear of change
- 99 don't tap into passion
- 100 being comfortable in the market
- 101 not my job philosophy
- 102 People being left out & included
- 103 Fear of change
- 104 under capitalisation
- 105 people don't have the right tools
- 106 Lack of entrepreneurs to drive idea
- 107 companies scared of what people come up with
- 108 laziness
- 109 Inertia will win out, it's easier to do nothing
- 110 not an innovative country cultures

- 111 reluctant to change
- 112 Change is hard work
- 113 communication barriers and structure
- 114 innovation happens outside the workplace
- 115 Fear of failure, do nothing at least means you won't make a mistake
- 116 Internal marketing & communication
- 117 flavour of the month so its actively supported
- 118 organisational environment
- 119 Change COSTS money
- 120 hard to reward people for innovation
- 121 usually measured with profits which can be wrong
- 122 no defined innovation process
- 123 need crisis /desperation to innovate
- 124 Change takes ENERGY
- 125 unclear objectives
- 126 lack of energy for change
- 127 Change management is missing, how to get from point A to B isn't understood
- 128 not enough free breakfasts
- 129 Language of consultants - talk rather than act
- 130 change is seen as difficult
- 131 companies try to rationalise the costs and returns from innovation too much
- 132 existing processes stop you from being innovative
- 133 a lot of companies just don't think strategically
- 134 lack of impetus
- 135 lack of ideas/strategy
- 136 concept that people do not like change
- 137 poor communication about innovation
- 138 lack of reward and recognition
- 139 lack of drive
- 140 silo organisation
- 141 mismatch between strategy and day to day activities
- 142 WIIFM
- 143 leaders as confused as followers
- 144 The bigger the harder it is
- 145 protection of one's own space

What should be done to create an environment where innovation of all types flourishes? How can we engage and inspire people and innovation?

- 1 pay them for ideas
- 2 Open communications
- 3 give them ownership
- 4 Allocate time
- 5 given them time
- 6 Teach how to think
- 7 Incubating time
- 8 create time to think
- 9 reward
- 10 ask questions
- 11 make time for innovative thinking
- 12 Give them the time to think
- 13 incentives
- 14 incentives
- 15 create the right setting
- 16 recognise new ideas
- 17 reward people for creative idea
- 18 let them take risks
- 19 smile
- 20 Space to disconnect - a space to go to
- 21 tap into their passions
- 22 accept failure reward failure
- 23 give them focus
- 24 leadership
- 25 provide and space and information
- 26 find out who is interested
- 27 include it in the appraisals
- 28 inspire
- 29 Expose & share with external organisations
- 30 provide the tools
- 31 Welcoming challenge
- 32 make it part of the working day
- 33 listen to ideas
- 34 Cross connection - opportunities to interact with unusual people
- 35 leaders be creative themselves
- 36 support ideas
- 37 Identify the talent
- 38 set aside some time to do it
- 39 reward ideas
- 40 breakdown barriers within the barriers
- 41 Incentives
- 42 give them a formula one racing car
- 43 Take down the structural barriers
- 44 Don't impose strict time frames
- 45 constructive feedback open lines of communication
- 46 allow experimentation
- 47 let ownership of outcome
- 48 ensure there is recognition
- 49 all ideas are good ideas
- 50 challenge present thinking
- 51 Reward failure- trying new ideas
- 52 celebrate creative wins
- 53 listen to people which invites their participation and ideas
- 54 lead by example
- 55 encourage ideas/innovation
- 56 willingness to make mistakes

- 57 get senior management involved
- 58 LEADERSHIP
- 59 solution based
- 60 encourage awareness
- 61 Don't cut down any ideas, everything is accepted
- 62 have a talk to gather ideas
- 63 ask staff, customers, leaders what they want
- 64 Getting to know your staff
- 65 rules/no rules
- 66 have a process to capture ideas
- 67 accept all ideas, format of discovery
- 68 set framework to innovate
- 69 Create an environment where the normal rules don't apply
- 70 rules on creativity
- 71 rethinking and time
- 72 get excited
- 73 hiring people with different backgrounds
- 74 Cutting the deadwood out, remove the black hat's
- 75 don't criticise
- 76 hire some arts graduates
- 77 publicly acknowledge success
- 78 collaborations
- 79 provide focus
- 80 get facilitators in
- 81 give them the opportunity to do some benchmarking
- 82 Create a warmer mindset - opposite of a cold clinical environment
- 83 Include a mix of people, all colour hats on the team
- 84 be flexible and then be more flexible
- 85 mind mapping
- 86 expose people to creativity and innovation
- 87 give them a tool to document the initiative in a way that it can be funded or supported
- 88 think of the problem from different perspective
- 89 Reward innovation
- 90 demonstrate to people how to
- 91 Genuinely welcoming every idea that's put on the table
- 92 lateral not linear
- 93 get out of the office
- 94 monitoring progress
- 95 have some key milestones so that they see the progress of their creative efforts
- 96 make it fun
- 97 create in different environments
- 98 Have someone facilitate the process - from outside
- 99 do a strategic assessment of organisation
- 100 valued contributions
- 101 implement good ideas immediately
- 102 get the customer involved
- 103 Cross organisational innovation
- 104 provide training and feedback
- 105 Recognition & celebration of successful innovations
- 106 where silling hats like de bono
- 107 set tik
- 108 do it in the pub
- 109 In the end don't allow the 2% of naysayer's to win in the end
- 110 listen
- 111 set timeframe
- 112 create shared solutions
- 113 allow cat budget for creativity
- 114 Need to recognise the different roles required in the entire creative process

- 115 Immersion of people from outside the organisation
- 116 do some activities outside the office
- 117 explore all options; let ideas take a life of their own
- 118 container so that ideas are not lost
- 119 do some fun things to get staff thinking differently
- 120 diversions
- 121 give people days to do their own projects
- 122 Draw the customers into the business
- 123 Want everyone to wear all the hats
- 124 Using technology -
- 125 tell everyone everyone's ideas
- 126 encourage people to speak out on any new concept
- 127 leaders will innovate as part of their role
- 128 provide
- 129 have an ideas day
- 130 Realistic expectations
- 131 have an ideas festival
- 132 recognition/positive e
- 133 have an ideas month
- 134 organic pool of thinking i.e. it keeps growing
- 135 crazy idea
- 136 have a process to reject ideas as well... keep people involved
- 137 have ideas minutes
- 138 celebrate
- 139 positive re-enforcement
- 140 have ideas zones
- 141 Using technology for customer voice of customer
- 142 encourage fun in the workplace
- 143 close smoking rooms and make then ideas rooms
- 144 Freedom of thought, the people must believe the company wants freedom
- 145 you need to motivate staff by having good speakers or given them tools to think differently
- 146 provide the space and opportunity
- 147 film people being innovative
- 148 mentoring: no question are silly
- 149 encourage them to ask why
- 150 LEADER leading by example
- 151 There must be follow-up after the creative process
- 152 don't call it innovation
- 153 innovation champions
- 154 diversify & get all to participate
- 155 tell people it's the only value
- 156 Create an external focus - on customers and environment
- 157 learn from others experiences
- 158 captains of innovation; fabulous
- 159 Being prepared to be bold and take risks
- 160 A suggestion box
- 161 give everyone a zing computer everyday
- 162 Paint the scenario - start where you want to end up
- 163 Open a feedback loop
- 164 HAVE FUN
- 165 Be rewarded for taking risks
- 166 have more fun
- 167 Customer/marketing focus
- 168 bring in outsiders
- 169 take risks
- 170 zing!
- 171 keeping it real
- 172 providing resources