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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>Innovation is Not Confined to "High Tech" Sectors of the Economy</b></p> <p>Innovation is endemic in all sectors of business that are today competing on the basis of quality, specialization, customization, as well as cost. Businesses innovate when they are able to develop or acquire, apply and commercialize knowledge with respect to:</p> <ol style="list-style-type: none"> <li><b>New and improved products and services.</b> Invention and/or new and improved product and service design are essential to remain competitive and maintain market leadership.</li> <li><b>New and improved processes.</b> Adopting new methods of organizing information systems, design, engineering, testing, materials handling and production processes, corporate structures, outsourcing and purchasing relationships, supply chains and other business networks to maximize operating efficiencies.</li> <li><b>New and enhanced employee skills and expertise.</b> Updating skills, developing new knowledge, and enhancing the experience of employees and business partners.</li> <li><b>New and improved technologies.</b> Up-to-date, innovative tools to remain competitive and efficient.</li> </ol>	<p><b>Fortifying the Idea Factory</b></p> <p>Invite everyone in the quest for new ideas.</p> <ol style="list-style-type: none"> <li>Involve customers in the process of generating ideas.</li> <li>Involve customers in new ways.</li> <li>Focus on the needs that customers don't express.</li> <li>Seek ideas from new customer groups.</li> <li>Involve suppliers in product innovation.</li> <li>Benchmark idea-creation methods.</li> </ol> <p><i>Source: Robert Tucker, 7 Strategies for Generating Ideas, <a href="http://www.innovationresource.com/articles/article_files/seven_strategies.htm">http://www.innovationresource.com/articles/article_files/seven_strategies.htm</a></i></p>	<p><b>Expand Your Creativity Toolbox</b></p> <p>Experiment with different creative techniques, tools, methods, processes, and use only what work for you. For different creative techniques, check out our website <a href="http://www.foursightconsulting.com/ideas">www.foursightconsulting.com/ideas</a> and/or the Mycoted.com website <a href="http://www.mycoted.com/Category:Creativity_Techniques">http://www.mycoted.com/Category:Creativity_Techniques</a>.</p> <p>Remember, no approach works well for everyone so try different ones to discover which ones work best for you.</p>
<p><b>Food for Thought &gt;&gt;&gt;</b></p>		
<p>Marshall Industries define innovation as "the constant pursuit of new ideas, methods, and devices that produce non-linear breakthroughs, improvements in customer satisfaction, productivity and the intellectual capability of our organization."</p> <p><i>Source: George Land Award Winners' Definition of Innovation, <a href="http://think.iserverpros.com/2/articles/landawarddefinitions.html">http://think.iserverpros.com/2/articles/landawarddefinitions.html</a></i></p> <p><b>How might you foster more creativity and innovation in your organization?</b></p> <p>Set up an idea factory and use the creative techniques you discovered as a way to start answering this question.</p>		

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