November 18, 2015

Innovation starts with “I”

Helene Blowers
Community Program Manager
Global Product Management

Transformative Leaders
A webinar series for current and future library leaders
What's innovation?
“Innovation is this amazing intersection between someone's imagination and the reality in which they live.”

- Ron Johnson
"Innovation is the process of turning ideas into manufacturable and marketable form."

— Watts Humphrey
Creativity is thinking up new things.

Innovation is Doing. New. Things.

- Theodore Levitt
Innovation is not about best practice.

It’s about ...

Fresh Practice!

Freshness

In a world where business is more interested in ‘best practice’ rather than different practice, is it any wonder that products and services, companies and organizations are beginning to look the same? In "Sticky Wisdom" by Whatif!

11 September * Idea Sandbox
Types of Innovation
Efficiency
Innovation

= Improving on what already exists
Evolutionary Innovation = meeting a need but in a distinctly new and different way
Revolutionary Innovation!

Radically changes business & culture = Revolutionary Innovation!
"__________"

is the mother of invention

“Necessity “ is the mother of invention
Impacts on innovation?

- Maintain ability to support current market
- Change in demands of current market
- Discovery of a new market

Efficiency Innovation  Evolutionary Innovation  Revolutionary Innovation
Components of Innovation
4 components of "I"

Creativity

Strategy

Implementation

Profitability
Creativity
Become an idea generator ...
Focus on Quantity, not Quality

To have a great idea, have a lot of them."
- Thomas Edison
Become a collector & collect everything

“Ideas come from everything”
- Alfred Hitchcock

http://www.flickr.com/photos/wooandy/152933903/
Get outside your comfort zone

http://www.flickr.com/photos/smohundro/2247983906/
Bounce your thoughts around

http://www.flickr.com/photos/livenow/2464673982/
Add Constraints to your thinking

“If you want something new, you have to stop doing something old”
- Peter F. Drucker

http://www.flickr.com/photos/robpurdie/97261673/
Write stuff down.

“Be less curious about people and more curious about ideas.”
— Marie Curie

http://www.flickr.com/photos/watchsmart/3227691975/
Watch other markets

- Educational
- Informational
- Recreational

https://www.flickr.com/photos/tlhansell/570244597/
How many of these have you heard?

How many of these have you said (or thought) yourself?
Selling Innovation
Make it believable
Create alliances
Sell your vision personally

http://www.flickr.com/photos/tobyleah/104413231/
Find a Champion

http://www.flickr.com/photos/redtinsel/151098607
Find a Champion Mentor

http://www.flickr.com/photos/redtinsel/151098607
Do your leg work

"Genius is one percent inspiration, and ninety-nine percent perspiration."
— Thomas Edison

http://www.flickr.com/photos/sirwiseowl/3012205998/
Build upon small successes

http://www.flickr.com/photos/sarahandmikeprobably/3264565204/
Analyze the Risk
Don’t ask for permission

http://www.flickr.com/photos/fritztr/108106299/
Don't Ask for permission support

http://www.flickr.com/photos/fritztr/108106299/
Implementation
Project Management:

Timeline

Scope

Resources
Profitability
Outcomes & Outputs
Supporting Innovation
Set the Strategies
No risk is risky business

Efficiency Innovation  Evolutionary Innovation  Revolutionary Innovation !!

http://www.flickr.com/photos/magisterludi/403371410/
Encourage cliff jumping

http://www.flickr.com/photos/petercraig/2598464809
Set the bar pole vaulters not limbo dancers

http://www.flickr.com/photos/iguanajo/41972200/
Make failure an expectation

"Success is on the far side of failure."

-Thomas Watson Sr.
CEO of IBM 1914-1956
Provide time for exploration

http://www.flickr.com/photos/mybigtrip/6111406/
Stress productivity over processes

http://www.flickr.com/photos/billsaturno/4041065718
Lead by example

http://www.flickr.com/photos/deniscollette/1817034358/
Leadership
“Innovation distinguishes between a leader and a follower.”

- Steve Jobs
Management

- Stability
- Objectives
- Managing Work
- Control
- Short-term
- How/when
- Bottom line
- Best Practices
- Do things right
- Transactional

Leadership

- Change
- Vision
- Leading People
- Trust
- Long-range
- What/why
- Horizon
- Fresh Practices
- Do the right thing
- Transformational

http://www.flickr.com/photos/myselfsuperman/2913872247
Some Final Thoughts . . .
“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

- William Pollard
Innovation is iterative

http://www.flickr.com/photos/r_catalano/404014466/
Innovation is messy

http://www.flickr.com/photos/exlibris/2394518222/
Innovation is changing behaviors

http://www.flickr.com/photos/an_untrained_eye/1185704829/
Innovation is curiosity at its best.
Innovation is perpetual beta

http://www.flickr.com/photos/24by36/451799611/
Innovation is tipping the scales

http://www.flickr.com/photos/toddography/12034661/
Innovation is a Culture
And last ..
Innovation starts with
Innovation starts with

http://www.flickr.com/photos/shutter/105497713/
Thank you

Helene Blowers
Community Program Manager
Global Product Management

blowersh@oclc.org

Because what is known must be shared.