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# Innovation starts with “I”



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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.

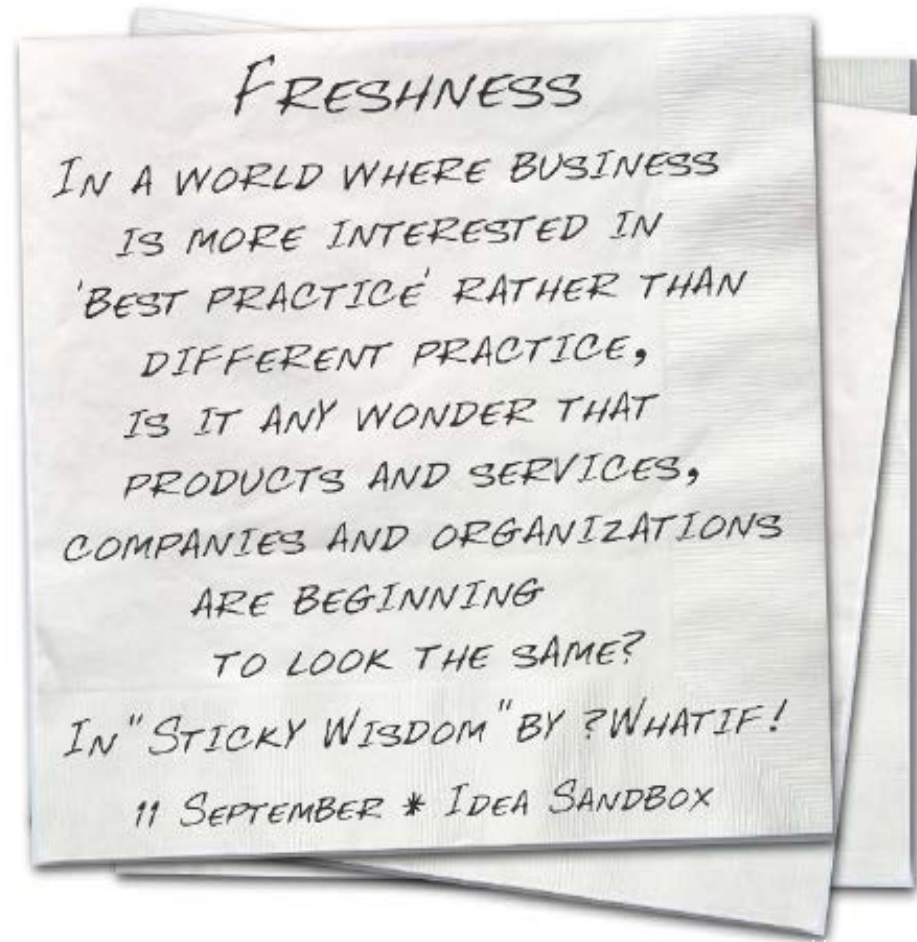
**Innovation is  
Doing. New. Things.**

*- Theodore Levitt*

**Innovation is  
not about best  
practice.**

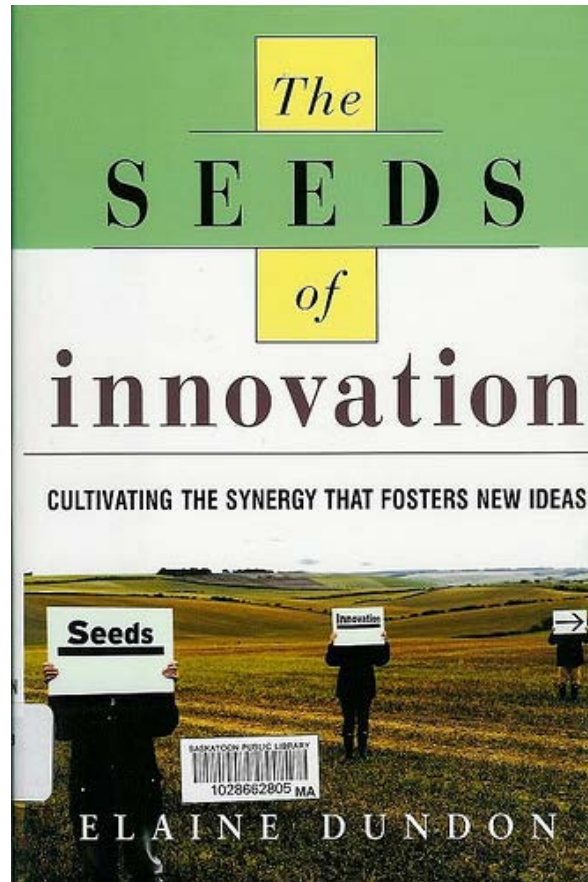
It's about ...

**Fresh  
Practice!**



# Types of Innovation

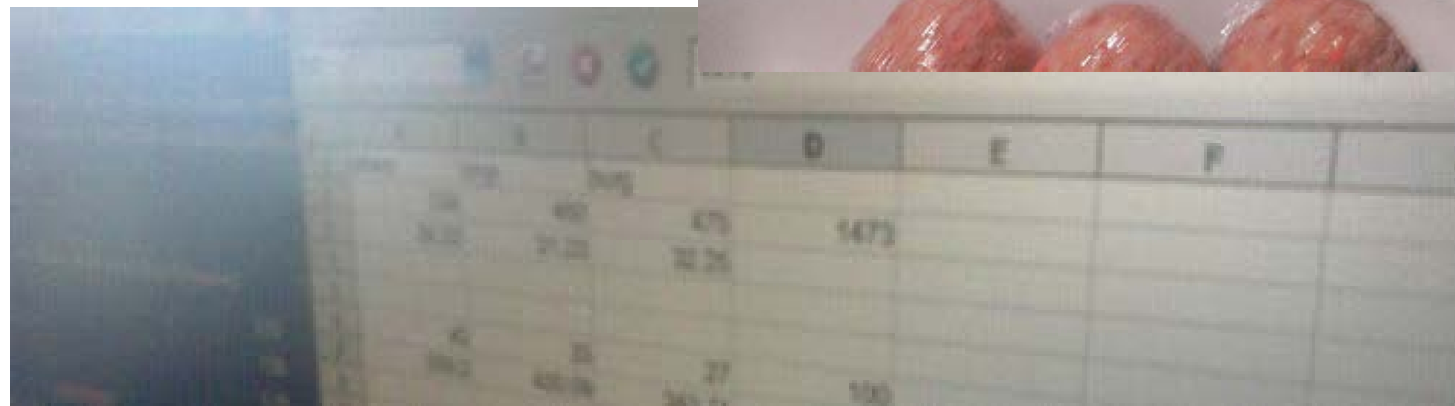




**Efficiency  
Innovation**

**Evolutionary  
Innovation**

**Revolutionary  
Innovation**



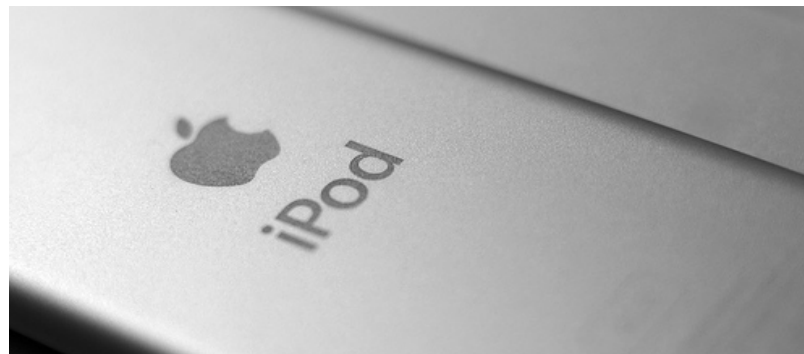
**Efficiency  
Innovation**

= Improving on what already exists



## Evolutionary Innovation

= meeting a need but in a distinctly  
new and different way



Radically changes business & culture =

**Revolutionary  
Innovation !**



“

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**is the  
mother  
of  
invention**



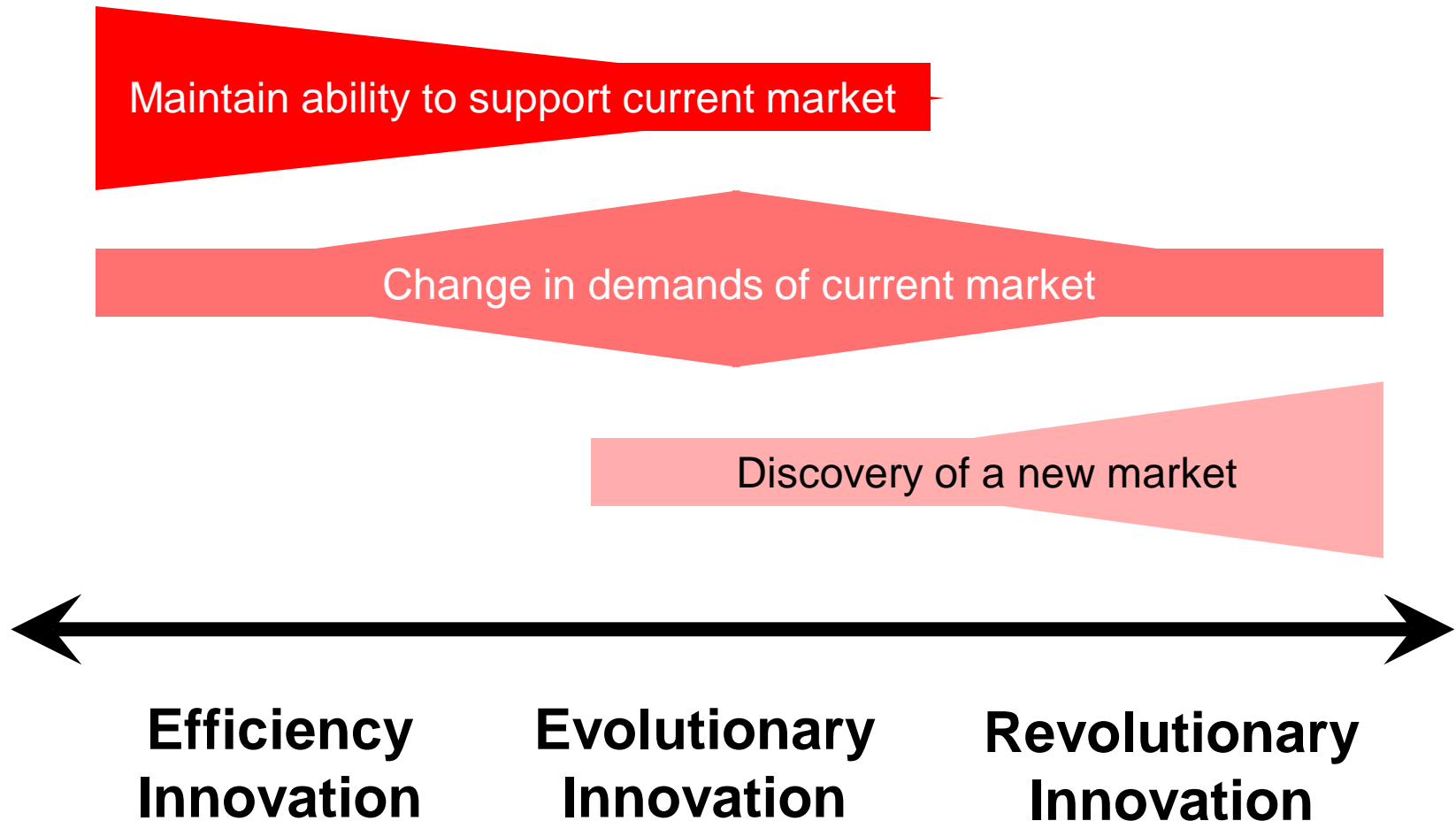
<http://www.ohdeedoh.com/uimages/ohdeedoh/2008-07-24-aesop.jpg>

**“ Necessity “  
is the  
mother  
of  
invention**



<http://www.ohdeedoh.com/uimages/ohdeedoh/2008-07-24-aesop.jpg>

# Impacts on innovation?



# Components of Innovation



# 4 componets of "I"

## Creativity



## Strategy



## Implementation



## Profitability



# Creativity



=



# Become an **idea generator** ...



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# Focus on **Quantity**, not Quality

*To have a great idea,  
have a lot of them."*

*- Thomas Edison*



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# Become a **collector** & collect everything

*“Ideas come from everything”  
- Alfred Hitchcock*



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# Get **outside** your comfort zone



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# Bounce your thoughts around



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# Add **Constraints** to your thinking

*“If you want something new, you have  
to stop doing something old”*

*- Peter F. Drucker*



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# Write stuff down

*“Be less curious about people and  
more curious about ideas.”*

— Marie Curie



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# Watch other markets

- Educational
- Informational
- Recreational



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# Strategy

# Strategy



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# 50 Reasons Not To Change

**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



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# Find a Champion



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# Find a Champion Mentor



<http://www.flickr.com/photos/redtinsel/151098607>

# Do your leg work

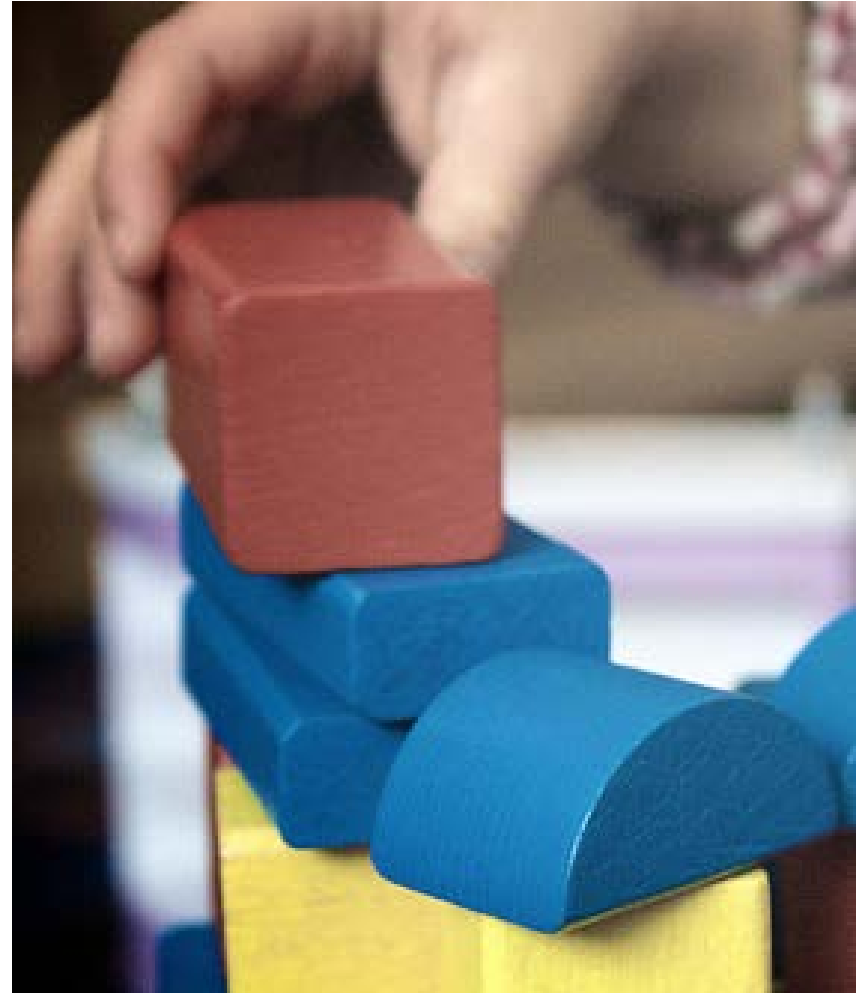
*"Genius is one percent inspiration,  
and ninety-nine percent  
perspiration."*

— *Thomas Edison*



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Build  
upon  
**small  
successes**



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# Analyze the Risk



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**Don't ask  
for  
permission**



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~~Don't~~ Ask  
for  
~~permission~~  
support



<http://www.flickr.com/photos/fritztr/108106299/>



# Implementation



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## Project Management:



# Profitability



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A photograph of a body of water, possibly a lake or a wide river, with a large, dark, curved object in the foreground and a bright, curved object in the background. The text "Outcomes & Outputs" is centered over the image.

# Outcomes & Outputs

# Supporting Innovation



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# Set the Strategies



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**No risk  
is  
risky  
business**

**Efficiency  
Innovation**

**Evolutionary  
Innovation**

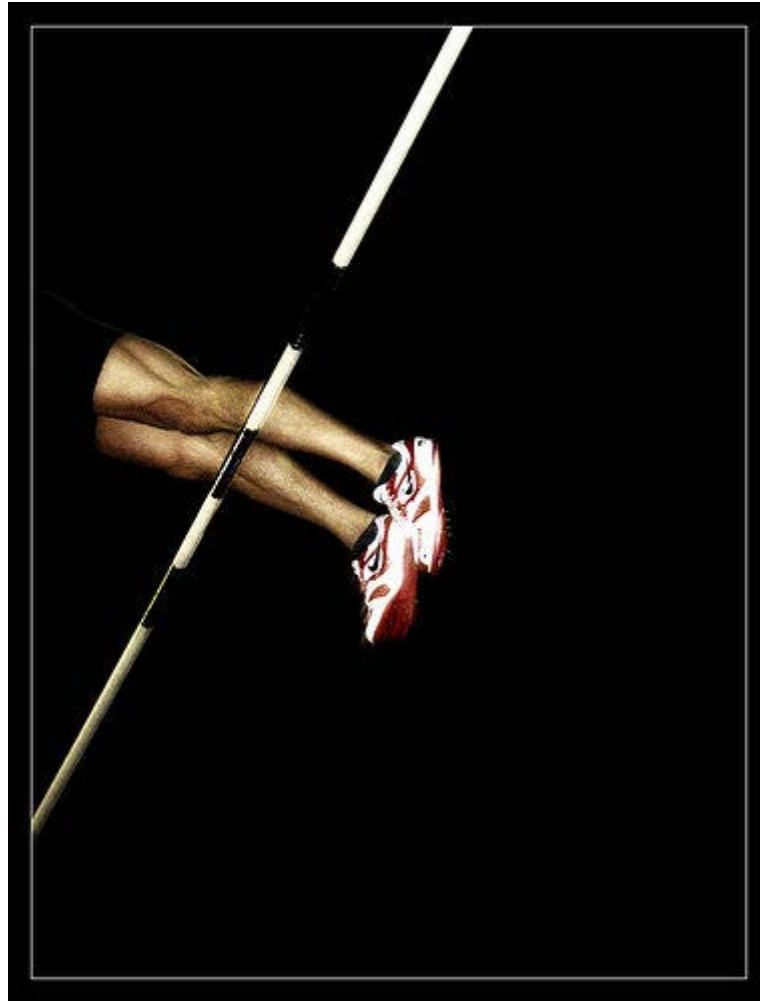
**Revolutionary  
Innovation !!**





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# Encourage cliff jumping



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Set the bar  
**pole**  
**vaulters**  
**not**  
**limbo**  
**dancers**



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# Make failure an expectation

***"Success is on the far side of failure."***

***-Thomas Watson Sr.***

***CEO of IBM 1914-1956***



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Provide  
**time**  
for  
exploration



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# Stress productivity over processes





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Lead  
by  
example





“**Innovation** distinguishes  
between a **leader** and a  
follower.”

- Steve Jobs

# Management & Leadership



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## 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

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**Efficiency  
Innovation**

**Evolutionary  
Innovation**

**Revolutionary  
Innovation**

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**



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Innovation  
is  
**messy**



<http://www.flickr.com/photos/exlibris/2394518222/>

Innovation  
is  
**changing  
behaviors**



[http://www.flickr.com/photos/an\\_untrained\\_eye/1185704829/](http://www.flickr.com/photos/an_untrained_eye/1185704829/)

Innovation  
is  
**curiosity**  
at it best



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Innovation  
is  
**perpetual  
beta**



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Innovation  
is  
**tipping  
the  
scales**



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Innovation  
is a  
**Culture**

And last ..



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**Innovation**  
starts  
with



<http://www.flickr.com/photos/ventriloblog/143243438/>

# Innovation **starts with**



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# Thank you

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Global Product Management

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**Because  
what is  
known must  
be shared.<sup>SM</sup>**