

Instructions for INNOVATION

1- Innovation is nothing less than *“The process of Turning (new) Ideas into Money (or social benefits).”*

2- Innovation is change – so the Laws of Change apply. But because it is (new) change, engagement must be more than logical – it must be emotional and/or cultural

3- The Sparq of an idea goes on a *journey* to end up as Money (Social Benefits) – as on any journey **The Speed of Innovation** and time taken **is Determined by the Bottlenecks not the number of ideas which set off!** In a complex system there are rarely ever more than half a dozen bottlenecks. Innovation has five potential bottlenecks:

- Lack of opportunity to begin to innovate
- Lack of focus and clarity on ‘why’ and ‘what’ we wish to achieve or is acceptable
- Lack of engagement of the people inside or outside the organisation (customers)
- Inappropriate scale or poor protection
- Ineffective execution or inappropriate project management

4- **For every extra idea squeezed through the bottleneck you will have an extra innovation** – so widen the bottlenecks. All time and resources spent on non bottlenecks will have no impact at all on the level of innovation achieved. Its’ not how big the funnel is it’s the size of the orifice!

5- Sparqs which originate outside the organisation (Pull Sparqs) are at risk inside the organisation – Sparqs which originate inside the organisation (Push Sparqs) are at risk outside the organisation. The *closer* to the end recipient the Sparq originates the more likely it will be accepted. The *closer* the Sparq originates to the capabilities of the organisation developing it the more likely it will be executed.

6- Because innovations change the world they enter, success is not just the impact of doing something. It is the sum of the effect of doing something AND doing nothing.

