

INNOVATION:

Myths and Realities

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This article defines innovation and explains how to make it happen through a simple yet comprehensive model.

It addresses four myths surrounding the concept of innovation and provides key, cutting-edge findings in the area.

Critical Questions

The problems of modern corporate and organisational life cry out for more innovative solutions.

But what really is innovation?

Can it be learned?

How can you make it happen?

While occurring increasingly in conversation, the word 'innovation' means different things to different people. This is due, in part, to a lack of reliable and accurate information on the subject. Indeed, four myths have emerged surrounding the concept of innovation, which this article debunks.

The Answers:

A Useful Model of Innovation

The Innovation Four Ps Model - Product, Process, Person and Press (not to be confused with the four Ps of marketing, more commonly known as the marketing mix: product, price, promotion and place) - provides a useful structure for considering answers to the critical questions surrounding innovation.

