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For those of you who receive CNBC you can still catch me in programme 3 of The Business of Innovation. The screening dates (US date format) are:

US: 3/4, 3/11, 3/18, 3/25, 4/1 and then they repeat

Japan: 3/1, 3/8, 3/15, 3/22, 3/28 and then repeat

Rest of the world: 3/8, 3/15, 3/22, 3/29, 4/5 and then repeat

Dear Reader,

Welcome to the March 2007 edition of Innovation Matters. In the last edition we asked "Do you need people for Innovation?" Well since the answer is yes, this edition gives you a list of the types of people that you need.

My ebook series YES You can! contains a short chapter entitled "What Can I do on Monday?" This has been updated and published here. It also references my new Techniques Kit which will be available shortly, giving you an easy way to create techniques cards for your workshops.

More news of this and other products next month.

Happy reading

Derek Cheshire



Innovation - the people you need

How do you choose the right people who will support and nourish an innovation initiative? This article will attempt to provide you with a set of important roles together with some attributes of the people who should fill those roles. Here we are less concerned with titles or hierarchies and more concerned with getting the people who can help drive each critical role or task.

In reality, you will find people in your organization that will fit multiple roles; your goal is not to find an individual person for each role listed below, but rather to make sure your team covers each of the areas identified. Many times people can play multiple roles, especially in smaller organizations.

Connector Connectors have the ability to connect departments, organisations, and

industries that normally would not be connected. Although they may be an expert in their own field, Connectors are generally people you'd describe as a mile wide and an inch deep. They know things about a variety of fields and industries and can connect them.

Collector The Collector holds the key position of collecting ideas and providing organised access to others who can help build the knowledge base and map what is already there.

Framer The Framer works with business functions and management to determine the appropriate evaluation schemes and frameworks teams should use to evaluate ideas fairly, transparently and consistently. The Framer can construct the evaluation frameworks which your team will use to evaluate your ideas, and ensure the evaluations are consistent and transparent.

[Read the full article ...](#)

What can I do on Monday (remix)?

You've heard the talk, read the book, bought the T-shirt but what practical steps can you take on Monday morning to help creativity to flourish?

To start off, here are a few ideas. However with your new found idea generation skills, you should be able to think of lots more.



- **Create space** (physical and time) for idea generation
- By cutting down on **non essential meetings**
- Avoiding **micro managing** staff
- Allowing **time for 'play'** or to make mistakes (within reason)
- Allowing **interaction** between individuals (at the coffee machine or water cooler).
- Adopt **simple techniques** for modifying existing products or services
- Think about having after action reviews to ensure that you **avoid re-inventing** the wheel.
- Look at **reward systems** to encourage know-how to be shared and for salaries and bonuses to promote team working.
- Hold **curiosity meetings** where people are allowed to ask 'What if?'

Small organisations without boards could consider having an **informal board** of trusted acquaintances who will give advice in return for a meal, say.

Start looking at methods of gathering ideas that will encourage new ideas not just complaints (avoid the baggage of the traditional suggestion box). Ensure that contributions are recognised and that the process is transparent.

So what? You may say, these are not very creative. Well they are if you have been doing something else. Creative or alternative thinking does not mean playing with brightly coloured balls all day long. It means selecting appropriate techniques and methods from as wide a variety as possible and matching them to the task in hand to get the best results possible.

[Read the full article ...](#)

Trivia

- Wal-Mart has 460 terabytes of data on consumer shopper habits stored on Teradata mainframes at its Bentonville headquarters. To put that in perspective, the Internet has less than half as much data, according to experts.
- Japanese convenience stores are merchandised by location, customer demographics, region, day and most importantly, time of the day. In 7-Eleven electronic labelling is used to change the prices up to seven times a day!
- A study published recently by Sydney University showed that spending increased 38% in supermarkets when slow classical background music was played compared to fast pop music.
- Nintendo was established in 1889, and originally made special Japanese playing cards.
- The largest manufacturer of musical instruments in the world, is the Yamaha Corporation.



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