

News on Creativity and Innovation related topics

December 2008

creative4business

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Have you heard of Train To Gain? If you are looking at any form of Leadership or Management development related to Strategy,

Innovation etc then you can get a small grant and matched funding. You can get £1500 worth for only £500. All training can be certified to NVQ Level 3+ or ILM Levels 3-5. If this is of

Dear Reader,

Welcome to the December 2008 edition of Innovation Matters, the final edition of the year.

Keen eyed readers will have noticed that this edition is a few days 'late'. Apart from not wishing to mention Christmas until at least the beginning of December, this issue spans both November and December and there will not be another issue hitting your Inbox until the end of January 2009.

From January we will be using a trusted domain for sending which means less accidental blocking by email filters. Readers will not notice any difference until they open the email header.

Last month the competition for suggesting a new name for our Knowledge Transfer product was extended. The winning entry came from Shalu Wasu in Singapore. The product will be known as DOMINO² Knowledgeware. Details will be available in the New Year.

In this edition we have a couple of articles for you to browse plus a little something for the festive season. I hope that you have enjoyed reading these

interest then please get in touch.

Don't forget that you can now look at past editions of this newsletter by visiting our [archive](#).

The 'rough and ready' survey of the major barriers to creativity within organisations is still located on my [Home Page](#). If you currently work, or have worked for an organisation then I would appreciate it if you could take the time to click on two buttons.

monthly publications and will stay with us into 2009. I hope that you and your families enjoy the festive season and that 2009 brings you good luck.

Happy reading,

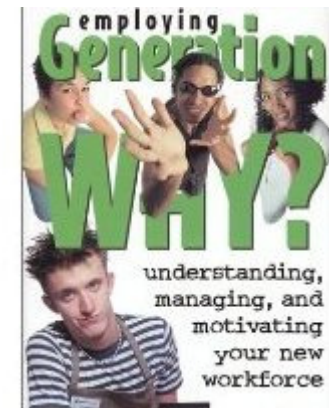
Derek Cheshire

Working With Generation Why?

History has defined a series of generations such as the Silent Generation, Baby Boomers, Generation X, Generation Y and now Generation Z. Generation Y are the children of Generation X and are now in their late teens to early twenties, the University and College students of today. As far as technology was concerned they went from geek to chic. Generation X grew up as technology and the Internet was mushrooming and Generation Y simply went gadget mad. They grew up in times of economic prosperity and so created a different outlook on life. Don't like your job, then go and get another? Want to work from home, no problem?

Generation Y is more brand and image conscious, they are more likely to have addictions and undesirable habits, they exhibit less loyalty to employers and their family units are prone to breaking down.

Next comes Generation Z, or 'Generation Why?' as I like to call it. The world has changed very rapidly of late. We have seen the power of developing countries such as India, China and Brazil as well as global warming, famine, the collapse of financial systems and now the election of a black American president. We are entering an age where things are less certain (and hence anything is possible) and which will breed a new classification of human being. They will be innovators in the true sense of the word, choosing to be adaptable and flexible in their home lives as well as at work.



Unlike their predecessors, Generation Why? Will be asking tough questions such as 'Why must we do things in this way?', 'Why do we have to make a mess of the planet?', 'Why won't you listen to me?'. They will be like constantly inquisitive teenagers and using their skills and imagination to get what they want. Being slightly less materialistic than Generation X they will be willing to put in more effort at work, but only if it matches their own goals and aspirations.

Sounds like a nightmare? Not at all. There is a generation who are able and willing to look at things differently and get off their backsides. Great things can be achieved but only if these people are 'managed' in the right way i.e. given the right resources, intrinsically motivated and contained within 'light touch' management systems. This will be a challenge for Managers and Human Resources specialists but the results will be worth waiting for and help is already at hand to start the process.



Why Innovation Programmes Fail

There is only one real reason for your Innovation programmes to fail and that is the fact that you have taken no action at all! I'm sure, however, that is not what you want to hear and you will be shouting 'not true' at you computer screen. One of the components of any such programme is learning, so that even if you don't hit the targets you set for yourself you will collect some knowledge on the way and thus not 'fail'. The only way you can fail, therefore, is by not doing anything thus not making any progress and not learning anything.

If you have read much literature on the topic of Change Management then inaction will be a recurring theme. Many Managers mistake discussion, planning and specification for action thus they believe that an initiative may be underway when it is not. When asked what is happening they will tell you that the Innovation Task Force is meeting regularly and soon they will have objectives and a plan. Great in the early stages but you should ask the question 'Have you actually done anything?'. In many cases the answer will be no. So no surprise that your initiative will be flagged as failing when it never actually started. To Innovate you must DO SOMETHING.

Readers will I'm sure like a few pointers as to why they have not made the progress they anticipated when they have taken action, so here are some potential reasons. Not all will apply to you but use them as a checklist:

- Employees do not know about your initiative - check communications
- Employees do not care about your initiative - check motivation and morale as well as management sponsorship
- Poor performance - did you identify any areas for training and development?

- Nothing is happening - have you officially kicked things off, have you changed what YOU do? Are others sabotaging your efforts?
- It all seems like hard work - do you have a team in place to help?

There are four broad categories of people to address when kicking off your innovation programme:

- Enthusiasts - no problem here, welcome them with open arms
- Disbelievers - 'no that will never happen', simply 'do' and conquer
- The Angry - 'over my dead body' hard work (see below)
- The Followers - 'well if its going ahead I might as well tag along', welcome these people also.

It is only the Angry (or Awkward) who pose a problem. What you need to realise is that a 70:30 rule applies here. If you run your innovation programme in an appropriate manner (you can borrow from Change Management here) then you will have 70% of your employees onside. There, things aren't so bad are they? So just DO, and you can't actually fail!

Its Christmas!



The first thing that you need to know at Christmas is the exact location of Santa Claus. Each year the folks at NORAD put up a Santa tracking web site which allows you to track the progress of Rudolf and his friends on Christmas Eve/Christmas Day. Take a look at www.noradsanta.org.

Christmas would not be the same without one or two things to discuss over the dinner table after a drink or two. So how about these courtesy of the BBC's website? First of all there was the [case of the slightly imperfect translation](#), and then there is the [pending court case against God](#).

Finally, the festive season would not be the same without a quiz so here are a set of questions. Click on the link below to to get the answers.

1. How long did the Hundred Years' War last?
2. Which country makes Panama hats?
3. From which animal do we get cat gut?

4. In which month do Russians celebrate the October Revolution?
5. What is a camel's hair brush made of?
6. The Canary Islands in the Atlantic are named after what animal?
7. What was King George VI's first name?
8. What colour is a purple finch?
9. Where are Chinese gooseberries from?
10. What is the colour of the black box in a commercial airplane?

[Click here for the answers.](#)

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