

News on Creativity and Innovation related topics

February 2007

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Recently I took part in the taping of a programme for the CNBC channel in the USA entitled "The Business of Innovation". It is due for transmission in the USA on March 18th and the rest of the world some time after that. I was in good company, appearing with Meg Whitman of eBay and Prof. Eric von Hippel of MIT. Eric has an interesting model of Innovation where it is the end user who drives Innovation, not business. His books can be downloaded FREE of charge [from here](#).

Dear Reader,

Welcome to the February 2007 edition of Innovation Matters. In this edition we ask "Do you need people for Innovation?" and give you a list of 20 questions that you can ask yourself to help refine your ideas.

Keen eyed readers will notice that the format of the newsletter has changed slightly. This is because [Constant Contact](#) have upgraded their system and made it even easier to create emails and newsletters. If you have not yet tried it then [click here](#) to see how easy creating your newsletter can be.

Finally the website www.creative4business.co.uk has had a facelift. We hope you like it.

Happy reading

Derek Cheshire

Innovation - who needs people?

The chances are that you do! Innovation is viewed as a "soft" science, hard to measure and hard to define. Other business functions such as purchasing, finance and manufacturing are easier to define and seem much more established and "concrete". Purchasing, finance and manufacturing are accepted business functions with hierarchies and responsibilities. When we talk about innovation, however, the measurements, metrics and operations are less obvious. Few firms have an "innovation department" and even less have metrics around innovation or systems and processes to support innovation. [Learn more about measuring innovation](#).

That's why people are so important in an innovation initiative. Much of the work of innovation is at the "fuzzy front end" where there may not be as many clear cut



milestones or metrics, and traditional transactional systems can't provide much value. It is this ambiguity that is handled so well by people. In business as in life, the important things boil down to people.

I ask you to go to the cinema to watch a film and you say "who's in it?" If you are browsing in a bookshop you will read the jacket notes to see who has recommended it and what the critics say about it. If you join a new company, project or team, you will ask "who is the boss, what are they like?" and "who else is working on this?" A venture capitalist's main concern is the management team i.e. who will be making this venture (and my money) work? The focus is always on people.

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



20 ways to a bright idea

When you have a bright idea about a solution to a problem there is always someone who takes the wind out of your sails by asking "what about ...?". Why not preempt them by doing a little homework first? Below are 20 questions, variations on the usual who, what, why, when, where. Think your idea through using these as prompts and see if you can improve your idea.

Why not [purchase your own library](#) of techniques and have another 48 problem solving methods to choose from?

Who

1. Who is affected by the problem?
2. Who else has it?
3. Who says it is a problem?
4. Who could prevent a solution?

When

5. When doesn't it occur?
6. When will it disappear?
7. When don't other people see your problem as a problem?
8. When is the solution needed?

Why

9. Why is this situation a problem?
10. Why doesn't it go away?
11. Why would someone else want to solve it?
12. Why is it hard to solve?

What

13. What might change about it?
14. What do you know about it?
15. What will it be like if it isn't solved?

16. What values underlie it?

Where

17. Where is it most noticeable?
18. Where is it least noticeable?
19. Where else does it exist?
20. Where does it fit in the larger scheme of things?

[Get all 50 ways to a bright idea ...](#)

Trivia

Question: Why did the chicken cross the road?

Buddha:

Asking this question denies your own chicken nature.

Colonel Sanders:

Damn, I missed one!

Anderson Consulting:

Deregulation of the chicken's side of the road was threatening its dominant market position. The chicken was faced with significant challenges to create and develop the competencies required for the newly competitive market. Andersen Consulting, in a partnering relationship with the client, helped the chicken by rethinking its physical distribution strategy and implementation processes. Using the Poultry Integration Model (PIM), Andersen helped the chicken use its skills, methodologies, knowledge, capital and experiences to align the chicken's people, processes and technology in support of its overall strategy within a Program Management framework. Andersen Consulting convened a diverse cross-spectrum of road analysts and best chickens along with Anderson consultants with deep skills in the transportation industry to engage in a two-day itinerary of meetings in order to leverage their personal knowledge capital, both tacit and explicit, and to enable them to synergize with each other in order to achieve the implicit goals of delivering and successfully architecting and implementing an enterprise-wide value framework across the continuum of poultry cross-media processes. The meeting was held in a park-like setting, enabling and creating an impactful environment which was strategically based, industry-focused, and built upon a consistent, clear, and unified market message and aligned with the chicken's mission, vision, and core values. This was conducive towards the creation of a total business integration solution. Andersen Consulting helped the chicken change to become more successful.



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