

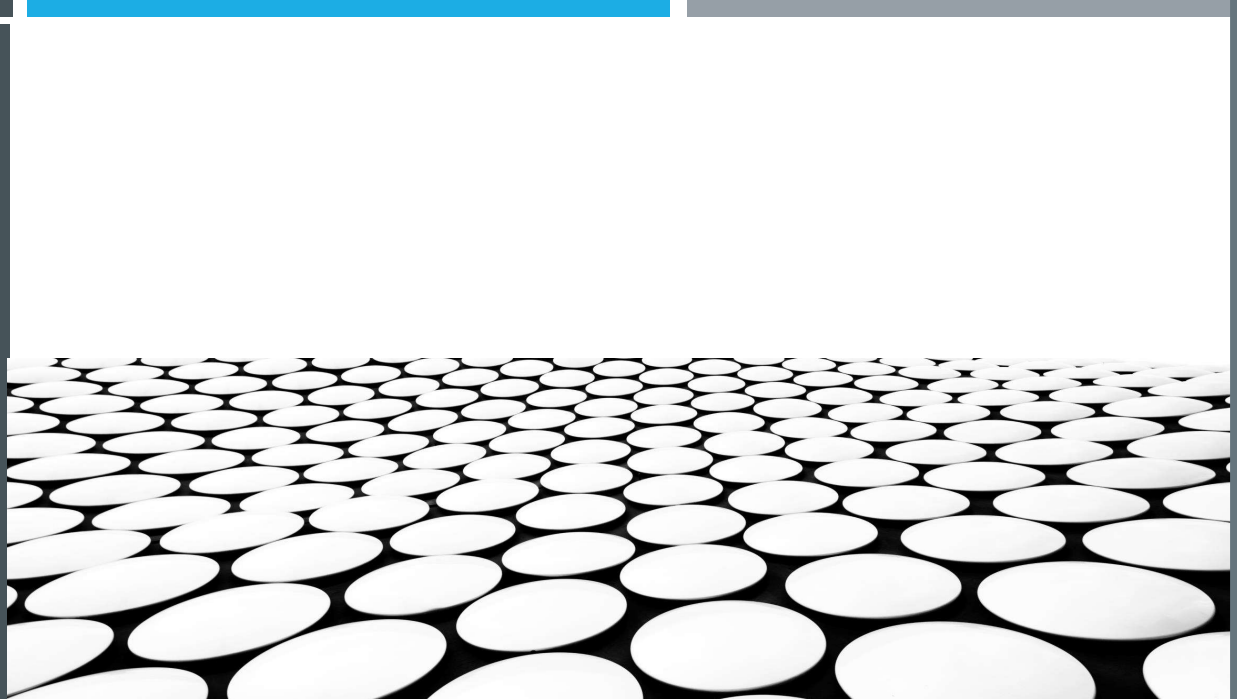
PRODUCT INNOVATION THINKING

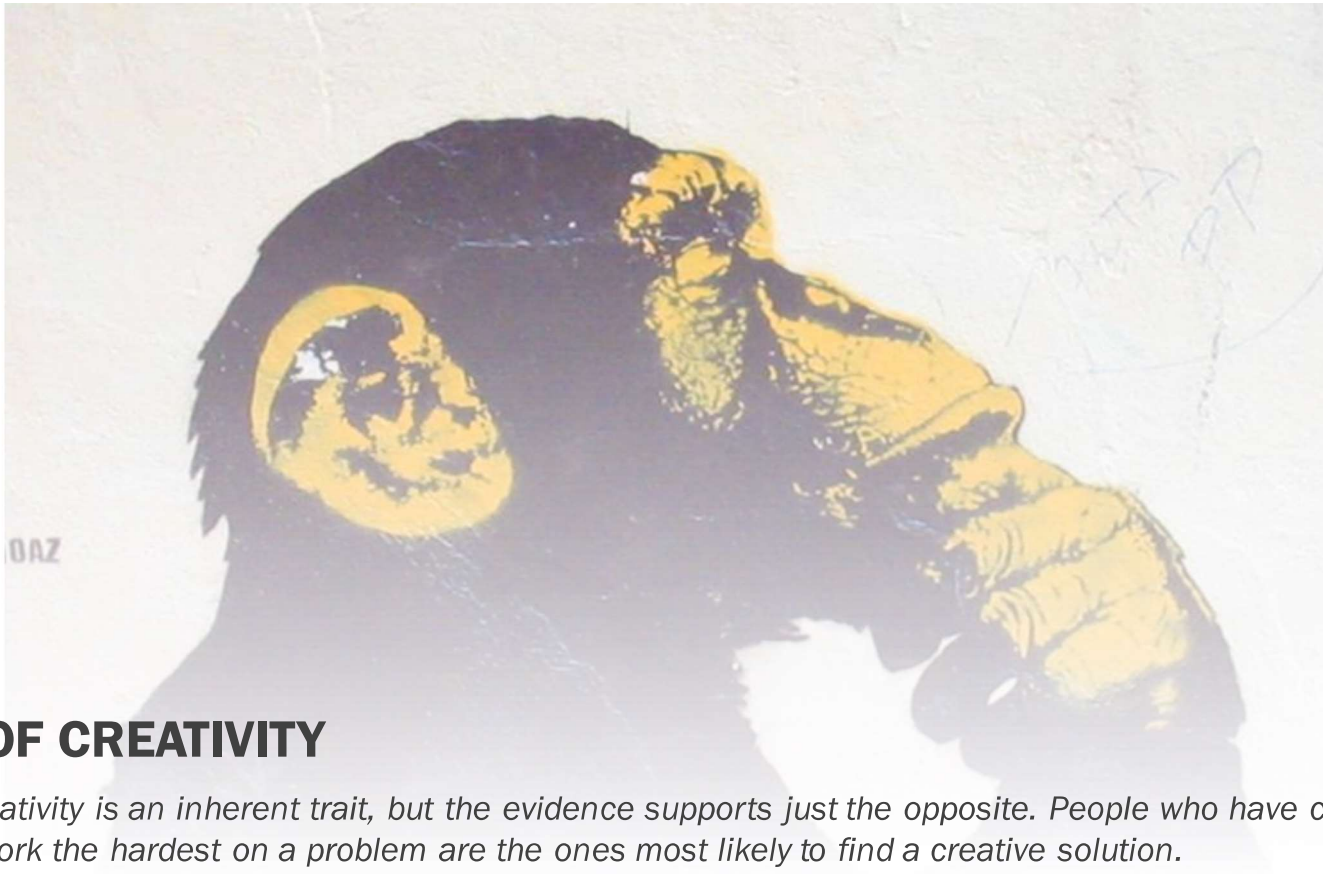
APPLYING INNOVATION TECHNIQUES TO EXPLORE, EXPAND, AND IMPROVE PRODUCTS AND SERVICES

INNOVATION IS AN EXTENSION OF THE CREATIVE PROCESS

Creativity is the ability to create new and potentially valuable ideas.

Innovation is the process of transforming these ideas into a commercial reality (i.e. testing, measuring, learning & sharing).





THE MYTH OF CREATIVITY

People believe creativity is an inherent trait, but the evidence supports just the opposite. People who have confidence in themselves and work the hardest on a problem are the ones most likely to find a creative solution.

David Burkus



INSPIRATION IS A MYTH

INSPIRATION DOESN'T STRIKE US OUT OF MID-AIR

Inspiration is your brain subconsciously working a problem with “divergent and convergent thinking”.



YOUR IDEAS ARE NOT ORIGINAL

THAT DOESN'T MEAN YOUR IDEAS AREN'T POTENTIALLY INTERESTING AND EVEN IMPORTANT

What has been will be again, what has been done will be done again; there is nothing new under the sun

Ecclesiastes 1:9



EVERYONE IS CREATIVE

IT'S NOT SOMETHING YOU'RE BORN WITH, BUT SOMETHING YOU LEARN

“You can’t use up creativity. The more you use, the more you have.”

Maya Angelou



BEING CREATIVE IS HARD

WITHOUT VULNERABILITY, CREATIVITY IS NOT POSSIBLE.

“There is no innovation and creativity without failure. Period.”
Brené Brown



BRAINSTORMING IS NOT THE BEST WAY TO INNOVATE

INNOVATION WITHOUT COLLABORATION INVARIABLY FAILS

“If you look at history, innovation doesn’t come just from people; it comes from creating environments where their ideas can connect.”

Steven Johnson