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Innovation ©

By

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The importance of innovation is imperative, not only to establish market position, but to grow sustainability. Although innovation may germinate from an individual who works from home, it has been my experience that true innovation is best created by a team of 7, and sometimes more, but always an odd number.

However, development and Implementation of innovation must be planned. And, there is the ‘Achilles heal’ for most innovation.

Any innovation that is not part of a documented, prove-up business plan is a wish, not a plan and therefore not innovation.

All business leaders should be focused on doing the following.

1. **Don’t Correct Weaknesses;** determine what your company’s one or maybe two major strengths are, and build on that. An innovative marketing plan and sales tactics should be based on strength.
2. **Over-communicate;** with your customers and key vendors. By having an enthusiastic, engaging, positive contact, the company will either get more business now, or be first in mind when they pull the trigger; that is innovative.

3. **Train and Prepare;** particularly in hard times, training costs should not be cut. The harder the times, the more important is training of new innovation.
4. **Avoid perfection;** good beats perfect.
5. **Beware of common sense;** innovative breakthroughs require real imagination.

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