

Kinds of Innovation:

Absence Innovation

With Absence Innovation, you look at what's missing. What are you and your competitors *not* doing? Sherlock Holmes was famous for this kind of innovation, asking questions like "why were there no dogs barking?" Absence Innovation finds ideas in what's *not* there.

Alchemic Innovation

Some of the greatest inventions in the world came from accidents or mistakes; things that were rendered useless. Definition of alchemy: "any magical power or process of transmuting a common substance, usually of little value, into a substance of great value," like turning straw into gold. Examples of Alchemic Innovation include the failure of Viagra as a drug for hypertension, the discovery of penicillin from mold, and post-it notes.

Breakthrough, disruptive or radical innovation

Launching an entirely novel product or service rather than providing improved products & services along the same lines as currently marketed. Breakthrough innovations are rare because of the risk and uncertainty, but they can deliver tremendous rewards. They require large leaps of thought and a high risk tolerance.

Business Model Innovation

Business Model Innovation involves changing the way business is done, whether in terms of sales and distribution, marketing, pricing or any other core business strategy.

Competitive Innovation

Competitive Innovation involves evaluating the competition and learning from their successes or failures. Commonly uses the SWOT (Strengths, Weaknesses, Opportunities, Threats) model.

Coopetition Innovation

Coopetition occurs when companies work together for parts of their business where they do not believe they have competitive advantage and where they believe they can share common costs.

Efficiency Innovation

Efficiency Innovation delivers ways to improve efficiency and speed of effectiveness. Can include internal systems and processes, or ways to expedite the customer/client experience.

Emulation Innovation

Fill in the blank and answer the question: WW__D? Whether you're wanting to follow the guidance, style or approach of a spiritual leader, innovation expert, or success icon, asking "What would Steve Jobs, or Warren Buffet or Jesus do" can lead to some expansive, innovative thinking.

Expansion Innovation

Expansion Innovation delivers ideas to expand and reach more people with your idea, product or service. May include new markets for existing products or new products for existing markets.

Financial Innovation

Financial Innovation conveys ways to increase sales, reduce costs, improve tracking of expenses, reducing accounts receivable, and other ways of managing finances to enhance profitability. Also includes ideas to improve tax/audit compliance.

Fun Innovation

Fun Innovation suggests ways to add more fun, play and joy, whether through more enjoyable internal work practices or more entertainment for the customer/client experience with your product or service. From cradle to grave, we all have this inner urge to be entertained, amused, or fascinated - especially before we spend our

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money. A relaxed customer spends more. Find little ways to amuse customers before, while, or after they buy your product or service.

Incremental Innovation

Adding something extra to your product or service that your competition doesn't have or isn't doing. Or, making something last longer, more convenient or perform faster.

Marketing Innovation

The development of new marketing methods with improvement in product design or packaging, product promotion, communication or advertising, pricing or distribution.

Multiple Uses Innovation

What are all the possible different uses for your products or services? One innovative way of testing a person's "Innovation Quotient" is by asking them a multiple use question, i.e. "Name as many uses for a paper clip as you can think of." Try it with your own business, product or service.

Naysayer Innovation

With Naysayer Innovation you let all the negative, glass-half-empty people have their way. Give them an opportunity to exhaust all the problems in every decision, to express their pessimism openly. To turn this into innovative ideas, however, ask them to share all their problems with all of the options, including your current way of doing business as well as your competitor's, and to look at the pros and cons for both "yes" and "no" decisions.

Organizational Innovation

The creation or alteration of business structures, practices, and models, and may therefore include process, marketing and business model innovation. (Source: Wikipedia)

Process Innovation

Process Innovation encompasses the implementation of a new or significantly improved production or delivery method. It could also include ways to make the customer's use of your product a more efficient or effective process.

Product Innovation

Product Innovation is the introduction of a good or service that is new or substantially improved, which may include improvements in functional characteristics, technical abilities, ease of use, or any other dimension.

Reductionism Innovation

Reductionism Innovation entails reducing something – size, capacity, number of products, etc. Often involves the Pareto Principle (the 80/20 rule). Alternatively, may include the elimination of some kind of negative or inconvenience your customer, with your product or service. Or, may simply be making something smaller, faster, etc.

Revenge Innovation

The old adage, "Success is the Best Revenge" explains the motivation behind Revenge Innovation. If you succeeded in one way that would aggravate your enemies and competitors the most, what would it be? How would you do it? And how do you think they'll respond?

Service Innovation

Service Innovation, compared to goods or product innovation or process innovation, delivers ways to improve the delivery of a service or expertise and is both interactive and information-intensive.

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Simplification Innovation

Simplification Innovation is where you improve ease and convenience, i.e. easier instructions, choices, decisions, processes, etc.

Social Innovation

Social Innovation aims to meet a societal need for people to get together and connect. Can include anything from an online social network to coffeehouses for casual meetings to virtual meetings and meet-up groups.

Speed Innovation

Speed Innovation, as the name implies, delivers ideas to improve speed – speed of service, of use, of results, etc. May include a faster car, a faster ordering system, or a faster meeting.

Spiritual Innovation

Spiritual Innovation could be ideas inspired by a higher power (what Napoleon Hill called “Infinite Intelligence”) or products, services or programs those that serve a higher purpose.

Stupidity Innovation

Stupidity Innovation may sound, well, stupid. It involves looking at the dumbest decisions and options you could consider. It could even include Emulation Innovation, i.e. “What would Forrest Gump do?” There is often brilliance in exploring the most ridiculous, idiotic, and preposterous ideas. In fact, it can make you smarter!

Supply Chain Innovation

In Supply Chain Innovation, ideas and solutions occur in the sourcing of input products from suppliers and the delivery of output products to customers.

Synergistic Innovation

Synergistic Innovation offers “the best of both worlds.” Involves combining elements from another product or service to make yours better. Examples: Gifts with purchase, Reese’s (peanut butter + chocolate) and partnerships of all kinds. In Synergistic Innovation $1+1 = \infty$. The whole of the two combined is much greater than the two individually.

Systems Innovations

Systems Innovations include introducing a new infrastructure or system which could produce new sectors, and induce major change across several areas of business.

Technological Innovation

Technical Innovation may include coming up with new technologies to solve a problem or new uses for existing technologies. Solutions may be high-tech (i.e. computer systems) or low-tech (a better mouse trap).

360 o Innovation

With 360° Innovation, as with 360° reviews, you receive input from all angles and all levels, both within your organization as well as with your customers.

Have any more ideas? Let me know!

- Brownell Landrum

Brownell Landrum is the Chairman, Chief Innovation Officer and creator of DrawSuccess – a company dedicated to providing innovative, fun and transformative programs to help people around the world learn to recognize and appreciate diversity of thought – and the DrawSuccess Program: a program that delivers innovation at all levels. The DrawSuccess Team Development Assessment measures teams in the 20 areas above. For more information, visit our website: www.DrawSuccess.com or contact Brownell at Brownell@DrawSuccess.com