



# Unit -2 INNOVATION

## Introduction & Meaning

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# Characteristics of an Innovation

## Perceived Attributes

### 1. Relative Advantage

*Is it better?*

### 2. Compatibility

*Is it appropriate?*

### 3. Complexity

*Is it understandable?*

### 4. Trialability

*Can it be tested?*

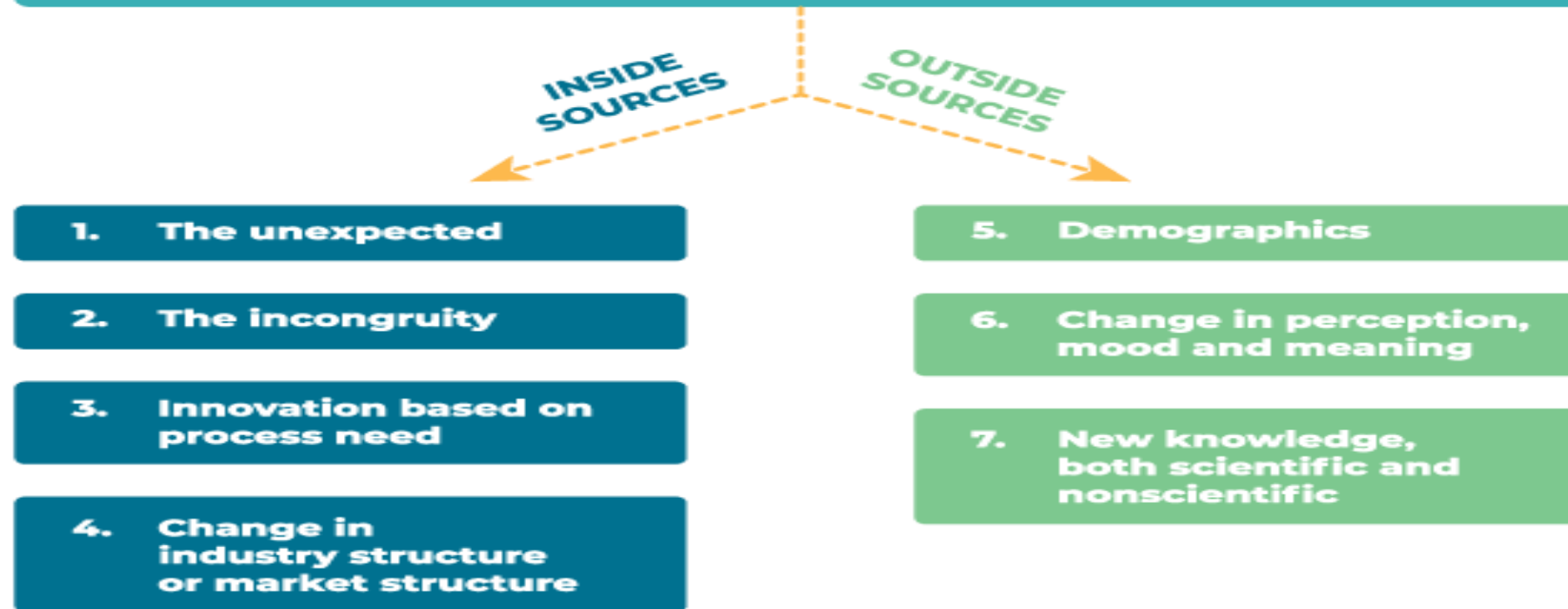
### 5. Observability

*What does it look like?*



# Sources of Innovation

## INNOVATION OPPORTUNITIES





## 12 Characteristics of Innovative People

# 12

## characteristics of innovative people

### 1

#### Continuous reflection

People with innovative behaviour adopt continuous reflection and are open to questioning their first idea and notice new pieces of information.

### 2

#### Unattached exploration

People who are more prone to innovation are able to postpone fixation on an idea and stay open to exploring different possible directions before closing in on a single option.

### 3

#### Iterating between abstract and concrete thinking

Innovative people know how to move fluently between conceptual and practical thinking, maintaining the connection between the two.







# Characteristics of Innovative People



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## Action-oriented

Innovative individuals are action-oriented and know how to move from planning to the execution of practical ideas.

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## Opportunity-focused

An innovative person sees opportunities in different situations and promotes innovative behaviour when unexpected opportunities arise.

6

## Mental resilience

People who adapt positively to adversity and don't let challenges defeat them are more prone to innovative behaviours.

7

## Intellectual humility

Innovation-driven individuals have a humble mindset and are open to learning by acknowledging the limits of their own knowledge.

8

## Courage

People with innovative behaviour have courage and know how to step out of their comfort zone.



# Characteristics of Innovative People

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## Sensitivity towards uncertainty

Innovative people are sensitive towards uncertainty and know how to adapt their original idea when they experience difficulties.

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## Forward-looking mindset

An innovative person knows how to develop the ability to identify the smallest and fastest action that will produce the required learning and move forward.

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## Extracting learning

To promote innovative behaviour, individuals must pay attention to unexpected information or meaningful comments, and how feedback could be used to improve the original idea.

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## Implementing learning and idea adaptation

Individuals prone to innovation have the ability to extract meaningful learnings from experiments and adapt their idea to make it evolve in a meaningful way.





Take each of these sources of innovation and ask, what is going on today and what are the trends going out 3-5 years?

What problem can you solve or opportunity can you leverage? These are rich sources of innovative thinking.

It may not be a Eureka moment, but ALL innovation starts with a small seed of an idea and is refined with research, crowd sourcing and experimentation.

**ENJOY EXPLORING!**



# THANK YOU