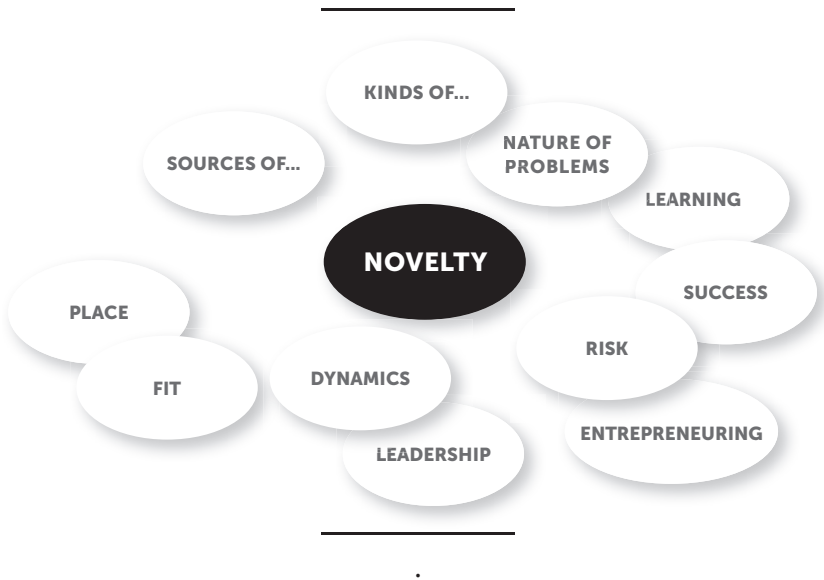


the evaluation in the step that follows it. This clever isolation of creative steps within a rationalist process has been very successful. Yet the frame creation approach gives us a different perspective on novelty and the way it could be embedded in organizations, potentially leading to significantly different processes and structures. Let’s take some of the key notions in the field of innovation, and briefly explore the differences between how these are defined and dealt with in innovation management and in frame innovation (figure 7.3), to discover where these very different approaches can complement each other.

KINDS OF NOVELTY

While innovation management tends to look for novelty through the generation of innovative and interesting solutions, frame creation is squarely focused on problems, seeking novelty through the development of a new approach to the problem situation. Innovation management tends to stress the generative



**Figure 7.3**  
Aspects of novelty in relation to organizations.