



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Challenges of Innovation

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Challenges

Individual

Systemic



At Individual level

- Lack of Motivation
- Lack of Role Clarity
- Fear of Failure
- “Chalta Hai” approach



At the Organization level

- Employees are not empowered to innovate
- No innovation strategy
- Innovation is centralized to one functional group
- Lack of collaboration
- Lack of diversity

At the Organization level

- Lack of recognition for efforts
- Lack of Internal Heroes
- Current offerings are successful
- Missed connection with customers
- Wrong measurement of innovation



Thank You

