

## Strategic Innovation

So you know how to get the people part right and the science part right, you have a range of processes to use and with them the tools for generating new ideas

You now need a **Strategy**.

### Strategy Preparation

For a strategic innovative solution you need to do some preparation. The purpose of preparation is to understand and then respond to the context in which your innovation will be applied!

You need to prepare:

- **The Culture**

If people do not know where this is leading, what kind of culture you are wishing to promote, then they will see it as just another job to get done, until things get back to normal.

**"Nothing is more dangerous than an idea when it's the only idea you have"- Emile Chartier**

- **The climate, atmosphere & mood**

One of the easiest, yet most neglected, opportunities you have is to change what it is like for people the moment they walk in the door.

**"What one has not experienced, one will never understand in words." - Isadora Duncan**

- **The business you are in**

Every innovation will change the business you are in.

Every now and then you need a leader who:

**'climbs the tallest tree, surveys the entire situation and yells, "Wrong Jungle".' - Steven Covey**

So, it is good to have the attitude to do something, and it is useful to have the tools to do it successfully. But it is even better to have an eye on where you want to go, know why you want to go there, plan how you may get there, and be ready to shout out,

every now and then, "Wrong Jungle"

Culture, climate and identity are open to the same kinds of innovation process as any other need to invent.

Inventing these tends to be a bit more complex, a bit more messy, a lot more scary but a lot more fun!

So they need **Process**.

And it is probably true that the best process for you and your people and your business is one that also needs to be invented, especially for you.

We have tools to help you invent your strategy. But only you can do the inventing.

Fortunately the tools are complementary, whether it is Six Sigma, TRIZ, Synectics, Appreciative Enquiry, or Open Space Technology, we are not using tools that conflict but which work together, as part of the Strategy.