

Inno...wait, what?

Dr. A. Zad

Aug. 2017

What's
NOT
Innovation?

What **IS**
Innovation?

What's
crucial in
it?

What
happens
then?

Finally

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These **are not** synonyms for
Innovation:



Ideation
Creation
Invention

How
Come?

How Come?



- Ideation

I am sure you've said or heard these phrases at some point:

“We need more ideas” or “we need to think outside the box”.

Generally people think that "innovation" is only about bringing more ideas into the companies.



How Come?



- Creation or Invention

Following that, they mistake "innovation" with disruptive successful ideas (Creation or Invention), only.



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Innovation is:

**"Bringing Something Different
that has an Impact" ***

Impact?

* Scott D. Anthony, Little Black Book of Innovation



Impact?

Meaning:

**"Any CHANGE to Better Satisfy the Needs of Customers",
either:**

Directly :

Through Products/Services provided to the clients and/or,

Indirectly :

Through better work conditions to your employees or subcontractors that will result in better customer experience.



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What is the most crucial
part of
Innovation Process?



Make the IMPACT happen

Just
Start!

Note
this!



Just Start!



Start with **Small Incremental** ones. Just do it. Don't wait for the "World Changing Ideas".

Surprisingly the best ones are lying right there in these small steps.



Note this!

Yes, "brainstorming meeting" at a conference room of an office in Manhattan, NY, is sexy and chic, however, it is not where the true success will probably arise.

What is the most crucial part of it?



ia.

Trying to bring an idea to reality.

Just Start!

Note this!



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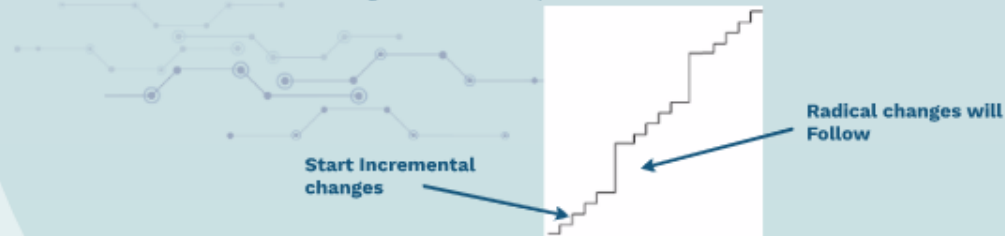
Finally

What happens after starting Execution process?

Breakthrough Ideas will Follow!

The breakthroughs innovations lie in the process of executing initial average rated ideas.

- For some, it is in the laboratories, for some others in the Monday morning meetings, during the loading process of a container, or while answering the clients' inquiries.



Pardon
me?

Bonus
Point



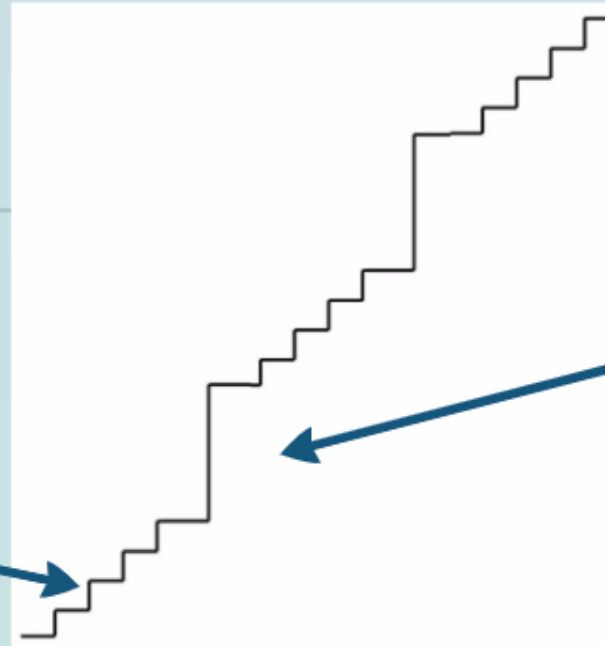
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Start Incremental changes



Radical changes will Follow



Pardon me?



You will not have the **CREATION** you want, unless you dive in the **execution process** and make it your professional life style.

Bonus Point



Another advantage of incremental innovations is Keeping Your Customers on Their Toes for YOUR NEXT...

Think about Google,

1. Started from a regular search engines like AOL, Altavista,...
2. Improved its searching algorithm gradually but continuously,
3. Became the most popular one,
4. Added some regular other services (email, translate...),

And now it is the Google we know.



Bonus Point



Another advantage of incremental innovations is Keeping Your Customers on Their Toes for YOUR NEXT...

**Just like its logo, you notice a disruptive change with it?
No, because there is not any.
But compare Google at 1999 and now!**



A Castle is made of tiny bricks.



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Innovation is



But HOW?



To best execute ideas, we should ...

To be Continued...



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