

## SEEDS OF INNOVATION® INSIGHT

In the pursuit of a higher level of Innovation, we wish to share a short Seeds of Innovation Insight with you. This week's Insight is:

### **The 5 Myths of Innovation:**

For many years, we have been writing and speaking about the "5 myths of innovation." By request, here is a summary of these 5 myths (adapted from the Introduction from the #1 book on Innovation Management--*The Seeds of Innovation*).

**Myth #1:** *Innovation is just about technology.* While many people equate innovation to technological breakthroughs, we can look at innovation in a much broader sense.

**Myth #2:** *Innovation is just about "new" products, services, or programs.* Innovation can be applied to many areas of the organization, including: (a) new products, services, programs, processes; (b) existing products, services, programs, processes; and (c) business models, organization design, etc.

**Myth #3:** *Innovation is just about creativity.* Although creative thinking skills are important for innovation, other skills, such as strategic thinking (the ability to develop creative ideas into concepts that maximize the value to the organization and society) and transformational thinking (the ability to overcome resistance to change, as well as gain approval for and implement new ideas), are just as important.

**Myth #4:** *Innovation is just about radical.* Improvements that addresses efficiency needs, such as incremental changes to existing programs or processes, can be viewed as *innovative* and valuable to the organization. Innovative thinking that identifies evolutionary ideas that are distinctly new and better are also needed and, in most cases, even more valuable to an organization than radical or revolutionary ideas.

**Myth #5:** *Innovation is just for the "chosen few."* Innovation is not just for the research and development team, the marketing team, or the senior executive team. Innovation is needed at all stages of the planning and implementation process and in all corners of the organization. Innovative thinking can be applied to day-to-day activities and should not be specifically reserved for special projects or assigned to special teams hidden away in remote locations.

Are you planting the Seeds of Innovation® by dispelling these myths and looking at innovation in a much broader sense?

---

**NOTE:** Our Seeds of Innovation® Insights are available in both hard-copy (book) and electronic (CD) formats. For more information and to purchase our *Seeds of Innovation Insights Journal, Volume One*, go to: [www.seedsofinnovation.com/products.htm](http://www.seedsofinnovation.com/products.htm).

\*Elaine Dundon's book, ***The Seeds of Innovation*** (AMACOM Books), is among the Books for Business "Top 10 Bestsellers of 2004" and was selected by IBM as "the book that best describes how to fulfill its second Value--Innovation that matters--for the company and the world."

\*\*Visit [www.seedsofinnovation.com](http://www.seedsofinnovation.com) to find out more about our Designing Innovation Groups (DIGs) and Innovation Workshops.

\*\*\*Please visit <http://www.globaldialoguecenter.com/24-7-conversations.html> and join a seven-month series of on-line conversation, exploration, and reflection inspired by our new book, ***Prisoners of Our Thoughts***. In case you missed it, you can also listen to a recent interview on National Public Radio with the book's author, Dr. Alex Pattakos.

\*\*\*\*Significantly, ***Prisoners of Our Thoughts*** is being used as resource for training volunteers in the Province of Aceh, Indonesia, to lessen the impact of the suffering due to the Asian Tsunami.

New subscribers--send an email "subscribe Seeds of Innovation Insights".  
Removal instructions--send an email "unsubscribe Seeds of Innovation Insights".

#### **CENTER FOR DESIGNING INNOVATION**

(A Division of The Innovation Group)

Santa Fe, New Mexico USA: (505) 988-5881

Toronto, Ontario, Canada: (416) 484-1867

Click here to visit our website: [www.seedsofinnovation.com](http://www.seedsofinnovation.com)

E-mail: [info@seedsofinnovation.com](mailto:info@seedsofinnovation.com)