

Top Ten Characteristics of Innovative Organizations

Innovation Guru® Insight

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

Top Ten Characteristics of Innovative Organizations:

Based on our work with many leading organizations and applied research in the field of Innovation Management, we have observed that innovative organizations have the following ten characteristics in common:

1. They encourage *all* employees, partners, and suppliers to take an active role in innovation.
2. They *welcome* new ideas and new approaches.
3. They look to the *future* to anticipate the customer's future needs.
4. They *redefine* the rules of the game and challenge complacent competitors.
5. They empower their *customers* with information and more control over the purchasing process.
6. They embrace new *technology* to strengthen their competitive advantage.
7. They employ internal *processes* that support innovation.
8. They allocate *resources* to find, develop, and implement new ideas.
9. They *reward* innovative efforts.
10. They *move* quickly.

How many of these top ten characteristics does your organization possess? As an Innovation Guru®, what are you doing to ensure that your organization scores well on these top ten characteristics?

Innovation Guru Insights is a regular column of *The Innovation Journal*. Insights are also offered as a free service via www.innovationguru.com. For more information, please contact [Elaine Dundon](#) or [Alex Pattakos](#). Many of these insights highlight key examples, and tools included in Elaine Dundon's new book, [The Seeds of Innovation](#), published by the American Management Association (ISBN 0814471463).