

# Innovation Sucks - Time To Think Differently

Innovation has become a buzzword in today's rapidly evolving world. Companies, entrepreneurs, and individuals are constantly being told to innovate, to think outside the box, and push the boundaries of what is possible. But is innovation truly all it's cracked up to be? In this article, we will explore the notion that innovation sucks, and why it may be time to think differently about how we approach creativity and problem-solving.

## The Cult of Innovation

We live in a society that worships innovation. We are constantly bombarded with headlines about the latest groundbreaking inventions, disruptive technologies, and revolutionary ideas. Don't get me wrong, innovation has undeniably brought us incredible advancements in various fields and improved our lives in many ways. However, there is a darker side to this obsession with innovation that often goes unnoticed.

The cult of innovation puts relentless pressure on individuals and organizations to constantly come up with something new, something unprecedented. This constant pursuit of novelty can breed a culture of short attention spans, impatience, and a lack of appreciation for the value of time and deep thought. At times, innovation becomes a mere buzzword that is thrown around without considering the consequences.

## Innovation Sucks!: Time to Think Differently

by Alan Watkins (1st Edition, Kindle Edition)

★★★★☆ 4.5 out of 5

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File size : 3349 KB

Text-to-Speech : Enabled



Screen Reader : Supported  
Enhanced typesetting: Enabled  
Word Wise : Enabled  
Print length : 194 pages



## The Paradox of Innovation

While innovation is typically associated with progress and advancement, there is a paradoxical aspect to it. The very act of innovating often requires sacrificing time and resources that could have been spent on refining and perfecting existing ideas or products. For every successful innovation, there are countless failed attempts that drain valuable resources and time.

Moreover, the constant pressure to innovate can lead to a culture of chasing trends rather than focusing on sustainable and lasting solutions. Instead of exploring ideas deeply and thoughtfully, individuals and organizations are encouraged to jump from one innovation to another, hoping to be the first to market with the next big thing.

## The Importance of Refinement

It's time to shift our focus from constantly chasing innovation to embracing the value of refinement. The process of refining and improving existing ideas or products is often overlooked in the pursuit of something new. However, refinement can yield substantial benefits.

Refinement allows for a deeper understanding of the problem at hand and facilitates incremental progress rather than high-risk leaps. It enables individuals and organizations to build upon existing knowledge and experience, leveraging what works and discarding what doesn't. Refinement also fosters a sense of patience and discipline, qualities that are essential for long-term success.

## **Thinking Differently**

Instead of solely focusing on innovation, it is time to think differently about how we approach creativity and problem-solving. This starts with embracing the value of time and deep thought. Taking the time to analyze, reflect, and refine ideas can lead to more sustainable and meaningful solutions.

Instead of rushing to be the first to market with the latest innovation, we should encourage a culture that values knowledge and learning, allowing for experimentation, trial, and error. This shift in mindset will lead to a more balanced and thoughtful approach to innovation.

## **The Role of Innovation**

While we may argue that innovation sucks, it is important to acknowledge that innovation still plays a vital role in driving progress and creating new opportunities. Innovation has the power to disrupt industries, improve efficiency, and enhance our quality of life. However, it should not be the sole metric by which we measure success or value.

By recognizing the value of both innovation and refinement, we can strike a balance between creating new ideas and improving upon existing ones. This approach allows for sustainable growth and ensures that our efforts are focused on creating meaningful and lasting impact.

Innovation has become an overused term that often glosses over the complexity and challenges involved in creating something truly revolutionary. While innovation holds immense potential, it is time to think differently about how we approach creativity and problem-solving. Embracing the value of refinement and taking the time to think deeply will lead to more sustainable and impactful solutions. So let's shift our focus from solely chasing innovation to striking a balance between innovation and refinement, and make a real difference.



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Businesses spend billions on innovation with very little to show for their investment or effort. This book challenges some of the 'ingrained truths' of innovation and suggests a different approach.

Innovation is not the creation of a novel idea. It is the successful commercialisation of that novel idea. Rather than starting with a costly, time-consuming problem assessment that seeks to push potential solutions through an innovation funnel, an 'impeller approach' starts with possible solutions and gets the market to pull the best ones forward so they can fail fast or flourish fast. This approach is made possible by the addition of a 'bee' – a new type of integrative

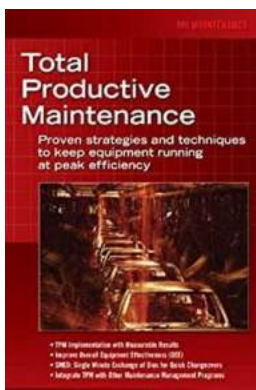
thinker who can harvest the existing knowledge from the ‘meadow of experts’. Completely reversing the innovation process means organisations are much better placed to win in the market rather than focusing on finding theoretical solutions or clearing innovation stage gates. In addition, this approach also recognises that the people who shepherd the solution through the ideation and testing stage are not the same people who must then take that solution to market for successful commercialisation.

Given the current innovation failure rate, coupled with the fact that society is beset with multiple wicked problems, it’s time to think differently and innovate innovation itself. This book is essential reading for Heads of Innovation and Commercialisation, Directors of Marketing, Heads of New Product Development and New Service Development, Strategy Directors, Chief Technology Officers, Government advisers and policy makers.



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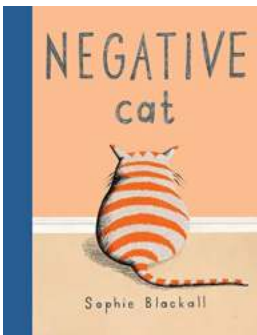
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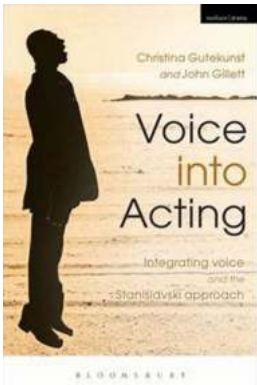
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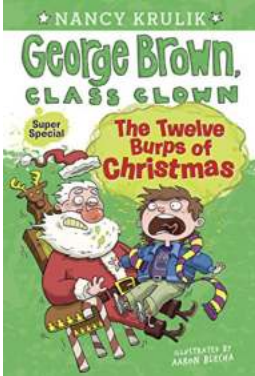
Unleashing the power of frameworks to  
fuel collaboration and solve tough problems



ALISON HEISER & MARY O'CONNOR SHAW

## Unleashing The Power Of Frameworks To Fuel Collaboration And Solve Tough

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