

Build your Innovation Biome

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If you have a great idea at work, do you know what steps you would take to make it real?



If you have a great idea at work, do you know what first steps you would take to make it real?

amazon



Does your company encourage
everybody to innovate?

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The Fallacy of the Next Big Thing



The Fallacy of the **Next** Big Thing



The Fallacy of the Next **Big** Thing



The Fallacy of the Next Big Thing

Experiential Innovation



Experiential Innovation

- *Innovation is easier and more accessible than ever before*
- *Value comes from the experiences you create, not from “moats,” distribution channels or other barriers to entry*
- *It’s not about inventing new things, but about enhancing experiences using things that are already available*

Experiential Innovation

What Makes the iPhone so Smart?

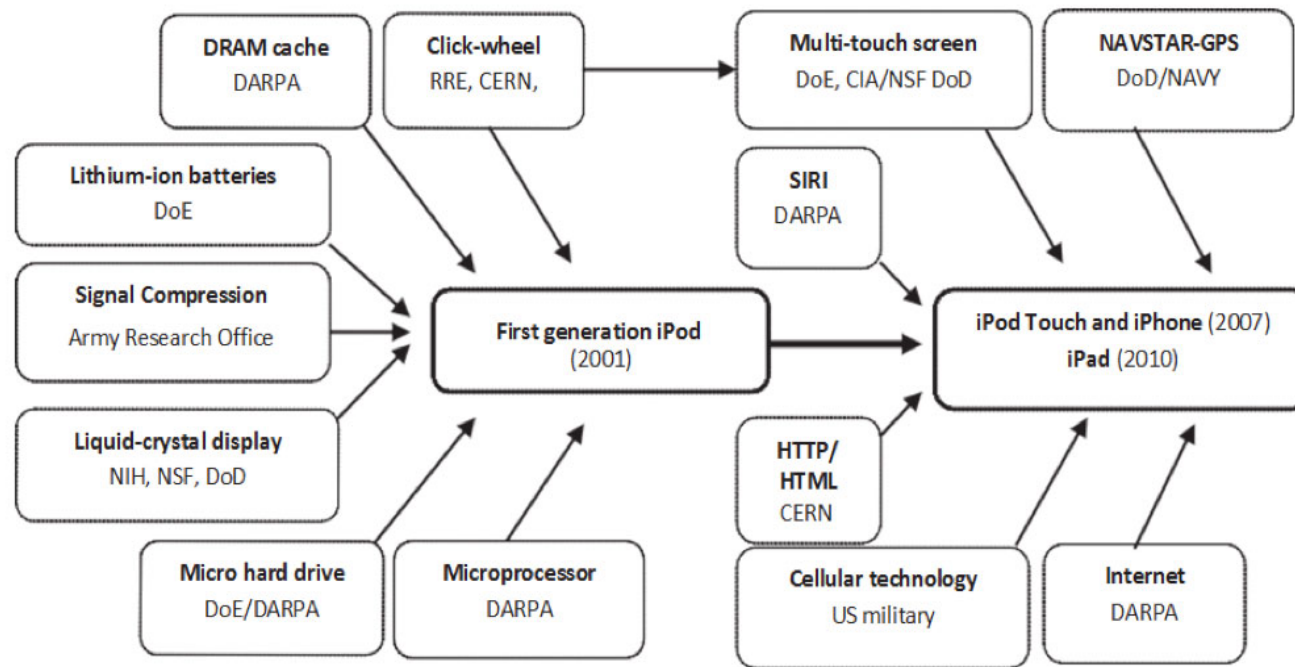
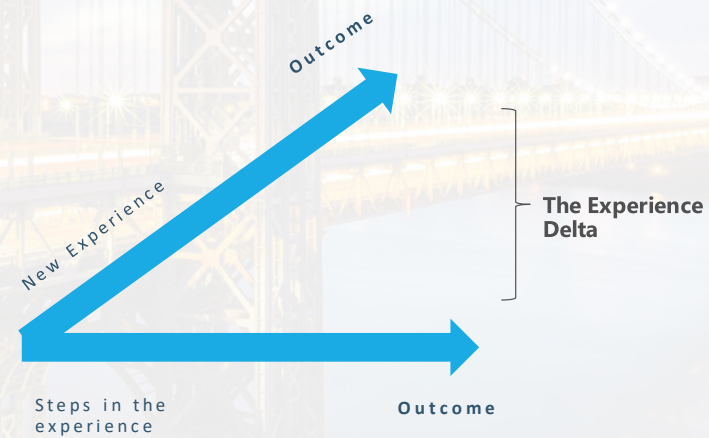
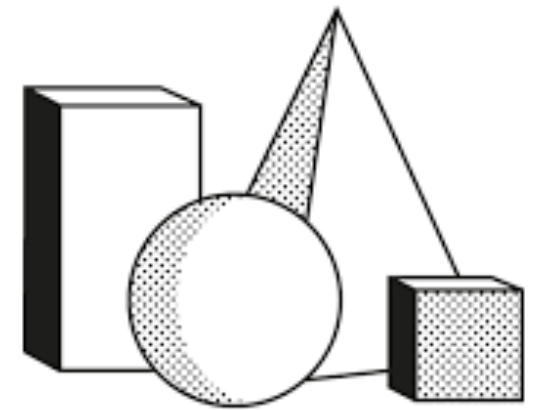


Figure 13 from *The Entrepreneurial State: debunking public vs. private sector myths* (2015, p. 116)

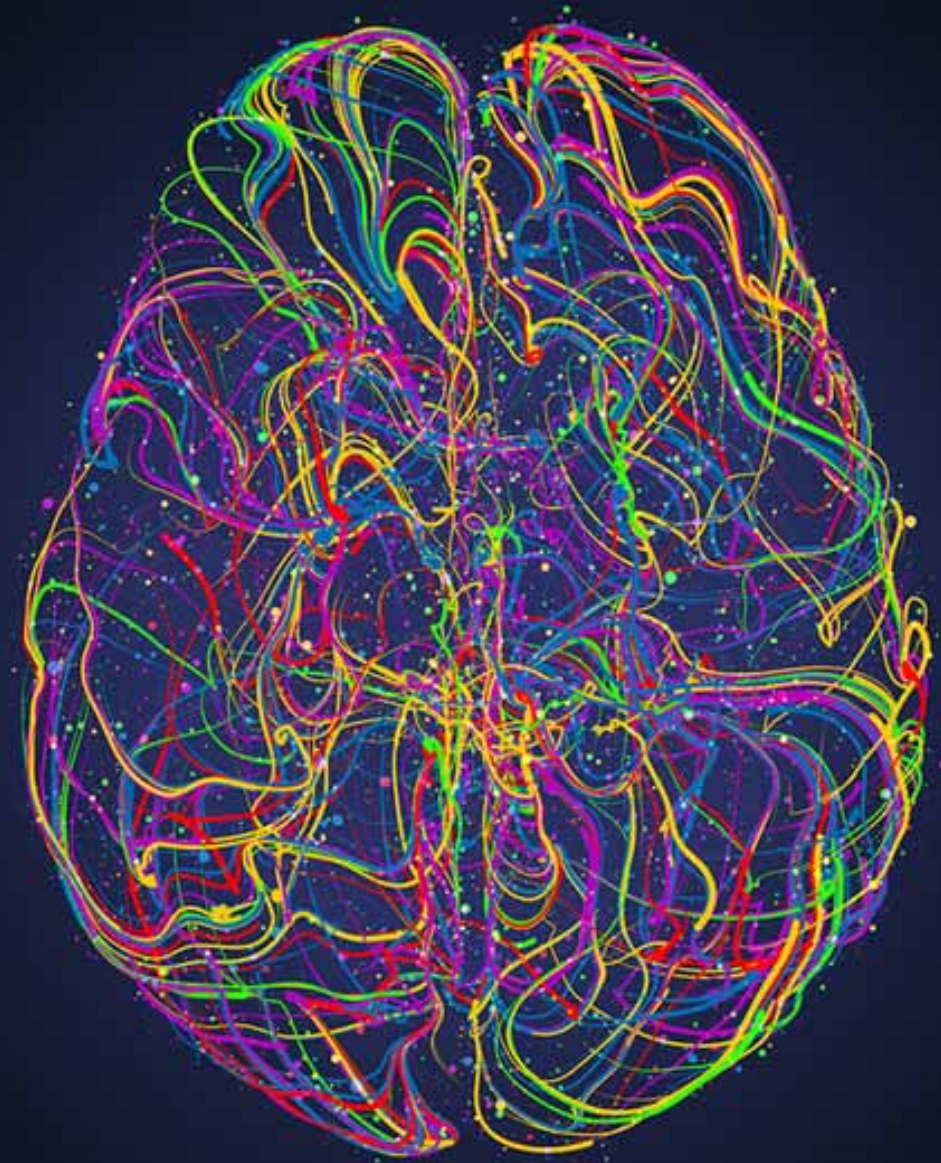
The Experience Delta



Start your innovation journey with First Principles



Creativity





What is your company's innovation IQ?

What is your company's innovation IQ?

1. *Does your leadership team believe that innovation is critical to the continued success of your company?*
2. *Does your company have a process for testing, developing and advancing new ideas?*
3. *Is innovation part of your job?*
4. *Does your company encourage everybody to innovate?*
5. *If you have a great idea at work, do you know what steps you would take to make it real?*
6. *Is your company open to testing, developing and advancing new ideas whenever they arise?*
7. *Do people freely share new and innovative ideas across the organization?*
8. *During the last three months, have you worked to refine new ideas with people who have different skill sets than yours?*
9. *Does your company emphasize making products that provide value to customers?*
10. *Does your leadership team accept that failure is sometimes part of the innovation process?*

Thank You:

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