

## **Making Innovation Work**

Change involves innovation and by its nature that has the potential of being disruptive. Many people fear the potential for disruption more than they fear change itself. Therefore, it is important that we remove myths and deal with the realities of change. The eight main myths of innovation are:

**1. Myth     You need more new ideas.**

Reality     You need a home for new ideas.

You need to have an environment where new ideas can germinate and grow. People need to know to whom they can take their new ideas.

**2. Myth     Innovation has to be organised by a special committee.**

Reality     Innovation is a fellowship wide competency. It is a mind set (a way of understanding ones circumstances) and part of the strength of innovation is the insights and capabilities of the fellowship at large working together.

**3. Myth     Let people loose to innovate.**

Reality     People are best enabled through structure and process.

Ideas are often serendipitous, innovation is not. The freedom to imagine needs a structure in which to act.

A “growth centre” acts as a recipient of new ideas and as a central support and resource for innovation. A person needs to be appointed who represents the “growth centre” and this person needs to be identified to the fellowship as the person to whom they can take all their new ideas.

**4. Myth     Innovation is a radical departure from the past.**

Reality     Innovation creatively combines elements of the past.

The finding of the right solution will take elements from the past and make them accessible so that they can be used and valued by new people.

**5. Myth     Mistakes are costly and could drive people away.**

Reality     Early mistakes are profitable.

The person who never made a mistake never made anything. Exploring a variety of choices at an early stage of change is better than not exploring any change.

**6. Myth     Avoid detours and distractions.**

Reality     The detours and distractions may be the destination.

Planning the way ahead should not blinker peripheral vision.

**7. Myth    Innovation is about making new things and doing new ways.**

Reality    There are many ways to innovate.

An example is Starbucks. It did not invent coffee, but it created a customer environment that is part of people's coffee drinking experience.

**8. Myth    We have to be entertaining to attract people.**

Reality    We have to be real to touch people.