



5 Minute Clarity

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“Innovation is not the product of logical thought, although the result is tied to logical structure.” - Albert Einstein

WHERE TO FIND INNOVATION

Recently I was listening to a Pastor speak about a news story about the toy maker Mattel. The quote that stood out to me was, **“The best toys break the rules”**.

Think about Nerf toys. They are safe enough to toss around in the house. GI Joes got boys into the habit of playing with dolls disguised as action figures. This is a key point of where innovation comes from. Innovation can occur by breaking the rules, stepping outside the box, or rewriting the rules.

Think about all of the industries that have taken concepts and business models and transferred them to their business to introduce new service innovations. Think about drive through banking. Many premiere hospitality organizations send their top management to Disney University for an advanced hospitality education.

Think about your business that you operate or work in. Expand that now to your industry. Think about all of the businesses you frequent or the services you use each day. What do they do that could be a springboard to a new innovation in your business or industry?

Usually, you know you have a great possibility on hand when people laugh at your initial proposition or idea to usher forward a new innovation.

I once heard that Walt Disney commented that he knew he had a good idea when 9 out of 10 people mocked his idea. This test may come in handy for you someday.

POINTS TO CLARITY

List 3 of your top selling products or services your business offers:

What are the rules for delivering these products or services?

How can you change your product or service to break the rules or make new ones?

Did you ever think a vending machine would take credit cards?

Did you ever think all of your songs could fit onto a mobile mp3 player?

Did you ever think that each child in the back seat of a vehicle could watch their favourite cartoon while Mom or Dad are driving?

DECISIONS & ACTIONS I WILL COMMIT TO: