

# next idea...!

## Innovation is in the news!

The Government's own Department of Business Innovation and Skills see it as one means to economic recovery

Businesses large and small recognise it as a means to growth

So there's nothing new to be said about the importance of innovation

But, there is something to be said about how innovation happens

Innovation is about change:

*We cannot solve our problems with the same thinking we used when we created them*

*Albert Einstein*

That's easy then; just think differently . . . but how do you do that?

Businesses claim to be 'innovative' without necessarily appreciating the structure of the innovation process

The **Next Idea** approach is **Structured Innovation**: the application of a consistent methodology to find and select ideas, and the development of a forward action plan geared to the strategic objectives of the client's business.

Breakthrough ideas, disruptive technologies, discontinuous change, are the key elements that the **Structured Innovation** process can identify.

This contrasts with other forms of innovation which are often random, intuitive and based on 'eureka moments'. Of course, these results are just as valid but do not benefit from the deep understanding of how and why seemingly fantastic ideas have emerged.

The **Next Idea** aim is to assist the growth of businesses and to introduce a culture of creativity and innovation that will lead to further growth.

The process starts with a short presentation to illustrate the nature and scope of the **Structured Innovation** programme.

To arrange a **free** presentation just e-mail [dennis@nextidea.co.uk](mailto:dennis@nextidea.co.uk) or call 07881 627762