

## Kinds of Innovation:

### **Absence Innovation**

With Absence Innovation, you look at what's missing. What are you and your competitors *not* doing? Sherlock Holmes was famous for this kind of innovation, asking questions like "why were there no dogs barking?" Absence Innovation finds ideas in what's *not* there.

### **Alchemic Innovation**

Definition of alchemy: "any magical power or process of transmuting a common substance, usually of little value, into a substance of great value," like turning straw into gold. Examples of Alchemic Innovation include the failure of Viagra as a drug for hypertension, and the discovery of penicillin from mold.

### **Breakthrough, disruptive or radical innovation**

Launching an entirely novel product or service rather than providing improved products & services along the same lines as currently marketed. Breakthrough innovations are rare because of the risk and uncertainty, but they can deliver tremendous rewards. They require large leaps of thought and a high risk tolerance.

### **Business Model Innovation**

Business Model Innovation involves changing the way business is done, whether in terms of sales and distribution, marketing, pricing or any other core business strategy.

### **Combination Innovation**

Combination Innovation offers "the best of both worlds." Involves combining elements from another product or service to make yours better. Gifts with purchase are examples, as are many others.

### **Competitive Innovation**

Competitive Innovation involves evaluating the competition and learning from their successes or failures. Commonly uses the SWOT (Strengths, Weaknesses, Opportunities, Threats) model.

### **Efficiency Innovation**

Efficiency Innovation delivers ways to improve efficiency and speed of effectiveness. Can include internal systems and processes, or ways to expedite the customer/client experience.

### **Expansion Innovation**

Expansion Innovation delivers ideas to expand and reach more people with your idea, product or service. May include new markets for existing products or new products for existing markets.

### **Financial Innovation**

Financial Innovation conveys ways to increase sales, reduce costs, improve tracking of expenses, reducing accounts receivable, and other ways of managing finances to enhance profitability. Also includes ideas to improve tax/audit compliance.

### **Fun Innovation**

Fun Innovation suggests ways to add more fun, play and joy, whether through more enjoyable internal work practices or more entertainment for the customer/client experience with your product or service. From cradle to grave, we all have this inner urge to be entertained, amused, or fascinated - especially before we spend our money. A relaxed customer spends more. Find little ways to amuse customers before, while, or after they buy your product or service.

### **Incremental Innovation**

Adding something extra to your product or service that your competition doesn't have or isn't doing. Or, making something last longer, more convenient or faster.

### **Marketing Innovation**

The development of new marketing methods with improvement in product design or packaging, product promotion, communication or advertising, pricing or distribution.

### **Naysayer Innovation**

With Naysayer Innovation you let all the negative, glass-half-empty people have their way. Give them an opportunity to exhaust all the problems in every decision, to express their pessimism openly. To turn this into innovative ideas, however, ask them to share all their problems with all of the options, including your current way of doing business as well as your competitor's, and to look at the pros and cons for both "yes" and "no" decisions.

### **Organizational Innovation**

The creation or alteration of business structures, practices, and models, and may therefore include process, marketing and business model innovation. (Source: Wikipedia)

### **Process Innovation**

Process Innovation encompasses the implementation of a new or significantly improved production or delivery method.

### **Product Innovation**

Product Innovation is the introduction of a good or service that is new or substantially improved, which may include improvements in functional characteristics, technical abilities, ease of use, or any other dimension.

### **Reductionism Innovation**

Reductionism Innovation entails reducing something – size, capacity, number of products, etc. Often involves the Pareto Principle (the 80/20 rule). Alternatively, may include the elimination of some kind of negative or inconvenience your customer, with your product or service. Or, may simply be making something smaller, faster, etc.

### **Reverse Innovation**

Reverse Innovation means looking at something from the complete opposite point of view, whether upside down, in reverse order, or even making something worse in order to make it better. Also called "the fool."

**Service Innovation**

Service Innovation, compared to goods or product innovation or process innovation, delivers ways to improve the delivery of a service or expertise and is both interactive and information-intensive.

**Simplification Innovation**

Simplification Innovation is where you improve ease and convenience, i.e. easier instructions, choices, decisions, processes, etc.

**Social Innovation**

Social Innovation aims to meet a societal need for people to get together and connect. Can include anything from an online social network to coffeehouses for casual meetings to virtual meetings and meet-up groups.

**Speed Innovation**

Speed Innovation, as the name implies, delivers ideas to improve speed – speed of service, of use, of results, etc. May include a faster car, a faster ordering system, or a faster meeting.

**Stupidity Innovation**

Stupidity Innovation may sound, well, stupid. It involves looking at the dumbest decisions and options you could consider. But there is often brilliance in exploring the most ridiculous, idiotic, and preposterous ideas. In fact, it can make you smarter!

**Supply Chain Innovation**

In Supply Chain Innovation, ideas and solutions occur in the sourcing of input products from suppliers and the delivery of output products to customers.

**Systems Innovations**

Systems Innovations include introducing a new infrastructure or system which could produce new sectors, and induce major change across several areas of business.

**Technological Innovation**

Technical Innovation may include coming up with new technologies to solve a problem or new uses for existing technologies. Solutions may be high-tech (i.e. computer systems) or low-tech (a better mouse trap).

**360° Innovation**

With 360° Innovation, as with 360° reviews, you receive input from all angles and all levels, both within your organization as well as with your customers.

- Brownell Landrum

Brownell Landrum is the Chairman, Chief Innovation Officer and creator of DrawSuccess – a company dedicated to providing innovative, fun and transformative programs to help people around the world learn to recognize and appreciate diversity of thought – and the DrawSuccess Program: a program that delivers innovation at all levels. The DrawSuccess Team Development Assessment measures teams in the 20 areas above. For more information, visit our website: [www.DrawSuccess.com](http://www.DrawSuccess.com) or contact Brownell at [Brownell@DrawSuccess.com](mailto:Brownell@DrawSuccess.com)