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## What Do Today's Leading Innovators Say Are the Qualities of Innovative Products and Services?<sup>1</sup>

When over one hundred high-level innovation professionals in many of today's leading companies were asked the question, "What are some actions your company can take right away to stimulate creativity and innovation?" they responded with hundreds of answers distinguished by their creation, use, uniqueness and benefits provided.

### **Creation:**

The innovators cited their observation of the creation process for innovative products with descriptions ranging from "See a need, fill a need," to "For product improvement, decompose product attributes and see which elements can be made significantly better," and "Blue ocean – use pieces of different businesses to create something new" to "Developed by accident," "Fuzzy front end," "Broke tradition," "Collaborative" and "Creative."

### **Use:**

The use of the creative products was also an important characteristic, including "Ease of use." "Easy access," "Access to info/data," "Altered consumer behavior," "Change how we do something," "Disruptive," and "Embraced by consumers."

### **Uniqueness:**

Of course, by their very nature, innovative products have some quality of uniqueness. However, some of the ways the group described their originality was, well, unique: "They create a sense of "no way" when you hear about them," "Breakthrough," "Become new standard," "Approach market differently," "Created new market/customers/industries" and "Evolutionary but viewed as revolutionary."

### **Benefits:**

The innovation experts listed a wide array of benefits provided by innovative products/services, including the ways they impact people's lives: "Big impact," "Cannot live without them," "Change people's lives for the better," "Easier lifestyle," "Makes life functionally, emotionally and socially better" and "Makes things easier, faster, more productive, safer, more comfortable, more productive, more interesting."

Other benefits include more elusive characteristics, such as "Cool and interactive," "Bringing assurance of results," "Desirable," "Eloquent," "Fun," and even "Spiritual." While some benefits related more toward the organization creating the product, "Commercializable (i.e. feasible at cost lower than willingness to pay)," "Incremental," "Workable," "Forward-thinking," "Inspiring," and "Process improvement."

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<sup>1</sup> These ideas were generated from a DrawSuccess Group Event presentation at a conference for senior innovation managers and executives in 2008. For more information about using DrawSuccess in a group event, see: <http://www.drawsuccess.com/Speaking%20Program.html>.