Workshop on
Dispelling the myths of innovation

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Warm up quiz

• Who invented the light bulb
• Who invented the mouse for the computer
• Who invented personal computer
• Who invented the integrated circuit
• What did Ford invent
Quiz: Which is true and which is a myth amongst the following

1. Innovation happens only in R&D labs
2. Innovation is all about improved performance or functionality
3. Customer surveys are essential for good innovations
4. Innovations win by targeting the biggest markets
5. Innovation requires big bets
6. There is a lone inventor behind every innovation
7. People are born creative
Quiz (contd)

8. You need to create new knowledge to make successful innovation.

9. There are some Eureka moments for all innovations—suddenly happens.

10. Innovations happen in an orderly fashion and there is a method for innovation.

11. People love new ideas.

12. The best ideas win.
14. High creativity is involved in the discovery/invention step. Innovation involves just taking to the market and is only a matter of detail.

15. Innovation is always good.
Why this workshop?

• Myths always serve promotion than education. They give a mythical aura around the innovator and the innovation.
• History could be different than the myths we tend to believe
• Better to have the right perspective about innovation to help us innovate better.

*By idolizing those whom we honor we do a disservice both to them and to ourselves. We fail to recognize we could go and do likewise.* - Charles V. Willie
Invention and Innovation

**Innovation** is a *change* in a product offering, service, business model or operations which *meaningfully* improves the experience of a *large* number of stakeholders—*broader definition*—H. Carpenter, 2010.

**Definition Related to technological innovation:**

**Innovation** is all about the practical application of new inventions into marketable products or services.

**Invention** is the discovery/formulation of new ideas for products or processes.

Ref:
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Further coverage

• Inventions at Xerox PARC and the innovation of Personal computer
• Brief coverage on the evolution of Mac
• Brief coverage on Thomas Edison and the light bulb
• Lessons from the cases
• Revisiting the quiz
• Further discussion related to the quiz
• A process Innovation case from an Indian company-identification of the myths
Some Case studies

• Inventions at Xerox PARC and the innovation of personal computer.
• The evolution of Mac at Apple.
• Thomas Edison and the Electric light
• Lessons
• Revisiting the quiz – dispelling the myths
• Further discussion on the quiz
• Process Innovation in an Indian company-identification of the myths