

Action Guide

381: Tactics for increasing the innovation capacity of your organization

Kapil Kane



Application Questions

1. How are ideas generated in your organization? Do employees have the opportunity to create and pursue ideas?
2. What other ideation approaches are used?
3. What ideation approaches do you think would be valuable to try in your organization?



Actions to Take

What to Do Now

- Talk to people in your organization about what they have tried to increase innovation capacity—such as hackathons or a program similar to GrowthX.
- Work to include all three kinds of innovation (sustainable, adjacent, and breakthrough) in your innovation strategy and portfolio management.

What to Do Soon

- Gauge the interest in starting an innovation program to help employees learn how to develop ideas into product concepts.
- Investigate using a GrowthX-like approach (growthx.mysxl.cn). Also, Kickbox.org has very good open-source materials.