

## Action Guide

### 389: What you need to know about increasing organizational innovation

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## Application Questions

1. Do you see innovation theater at your organization?
2. How is innovation part of your culture?
3. How do you help your business succeed now and in the future?
4. Is your organization using core business tools for innovation?  
What new tools need to be available?



## Actions to Take

### What to Do Now

- Think about your philosophical buy-in. How are you going to convince others that making hay while the sun shines is important?
- Instead of trying to change others' mindsets, provide tools that will allow people to express the behaviors you want them to show.

### What to Do Soon

- Discuss how much you're willing to spend finding out what customers want. Create an innovation framework for investing in stages to answer questions.
- If you encounter a leader opposed to getting information from customers before launching a product, ask them to list the last four projects that weren't successful. Ask if they would have wanted to know before they invested.