

Action Guide

405: Create serial innovation product teams

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Application Questions

1. Can you identify any serial innovators at your organization? Are you a serial innovator?
2. Does your organization take a market-driven, technology-driven, or people/problem-driven approach to innovation?
3. What type of thinker are you (linear, spatial, connection, holistic, critical, concrete, divergent, convergent)? How do others on your team think?



Actions to Take

What to Do Now

- Consider if there is a serial innovator in your organization, and if so, identify ways you can support him or her.
- Identify who in your organization is responsible for inventing, getting projects accepted, and implementing. Consider what action you could take or whom you could talk with to improve collaboration between those functions.

What to Do Soon

- Talk with others on your team about how they think. Discuss how you can complement each other and be aware of frustrations that may occur.
- Talk to a leader about creating a serial innovation team. Be sure to include people who think differently to create a neurally diverse team.