

GROWTH  
**COMPASS**

# Innovation Accelerator

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Reimagine. Rediscover. Realize.

Stawowski   
McGill Impact  
your business

# Jeff Neufeld

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Leader

Creative

Innovator

Thought Provoker

Artist

Pianist



# Dr. Simon Raby

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Growth Catalyst

Strategist

Innovator

Guide

Published Author

Business Founder



# Today's Agenda

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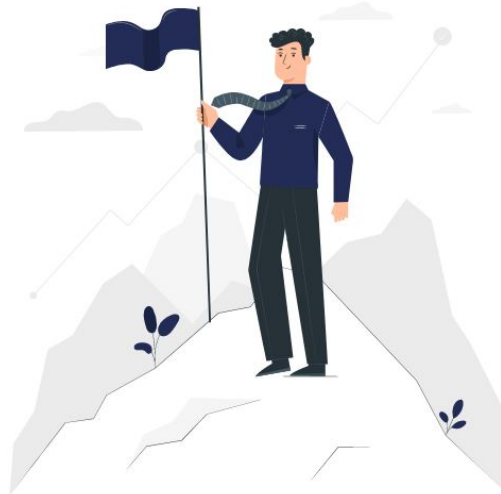
[pollev.com/simonraby462](https://pollev.com/simonraby462)

Having attended today you will:

- **Define** what innovation is (and isn't)
- **Embrace the urgency** of innovating in their own business
- **Reflect** on what is getting in the way
- Examine the **mindset** required to lead innovation
- Be challenged to identify their own **innovation process**
- Leave committed to **make a difference!**



# What led you to innovate?



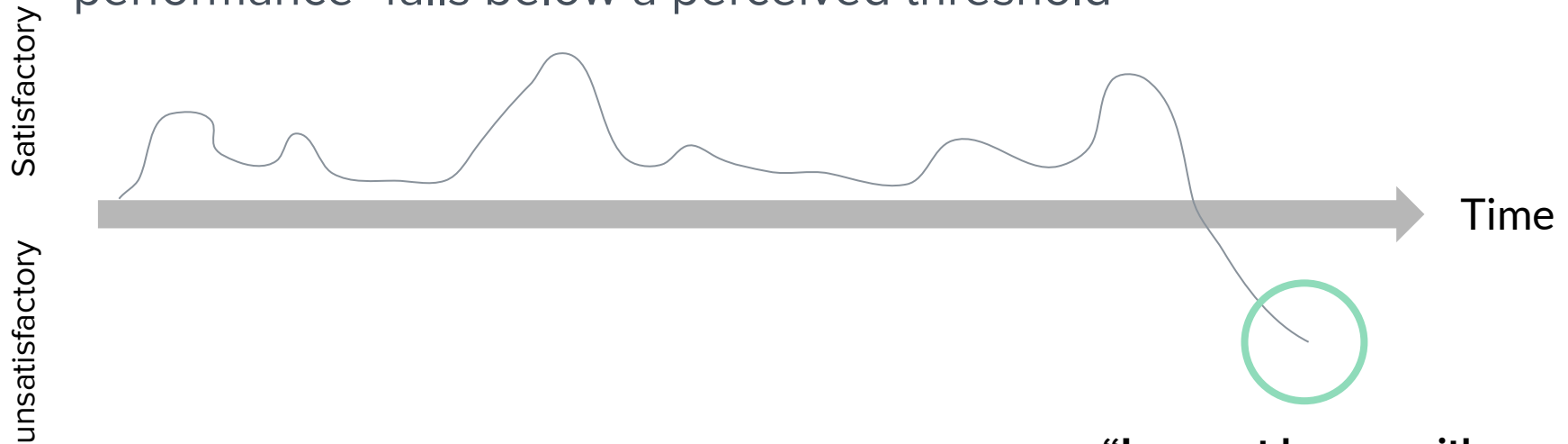


# Innovation = growth

Organizations that innovate grow 4x faster

# Why Innovate & Grow?

Innovation and growth occur when satisfaction with performance\* falls below a perceived threshold



**“I am not happy with our current performance”**

 \*performance is relative to your level of performance aspirations

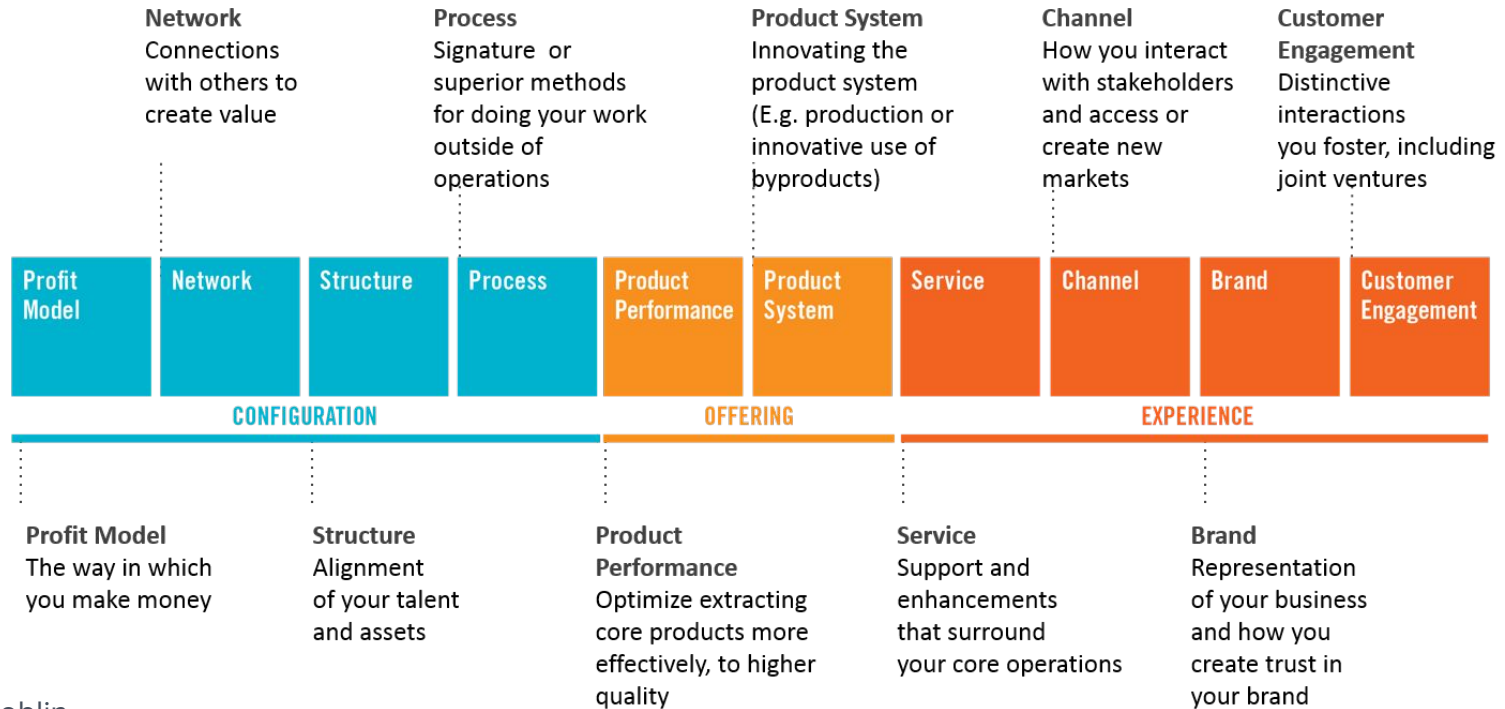
**What does  
'innovation'  
mean  
to you?**







# 10 Types of Innovation



**What stopped  
you from  
innovating?**



# Innovation Barriers



# You have established advantage

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**Customers**



**Marketing**



**Diverse Teams**



**Distribution**



**Capital**



**Legal**





# Innovation + age

Older organizations are less innovative



# As organizations age

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## Customer

Preoccupied with today's customers, we overlook tomorrows



## Mindset

All this other stuff is so important and urgent, we don't get the time to build



## Low Risk

We only invest in areas that have a guaranteed return.



## No!

You typically hear "we've done that before". New initiatives do not stick.



**What strengths do  
you believe You  
bring to the  
innovation process?**





# Innovation Mindset

If it were possible to discover the inner workings of the masters' minds, what could the rest of us learn about how innovation really happens?





# The Innovator's DNA

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**Skills for the  
discovery  
process**



**Associate**

Connect  
unrelated info



**Question**

Question the  
unquestionable



**Observe**

Act like an  
anthropologist



**Experiment**

Connect unrelated  
info



**Network**

Diversity in  
thought



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## Which of these do you agree with?

I often find solutions to problems by drawing on solutions or ideas developed in other Industries, fields, or disciplines.

I regularly ask questions that challenge the status quo

I regularly observe the activities of customers, suppliers, or other organizations to get new ideas

I frequently experiment to create new ways of doing things

I attend conferences (on my areas of expertise as well as unrelated areas) to meet new people and understand what issues are facing them

All of the above

None of the above



**At which point in  
the innovation  
process did  
you get  
stuck?**





# Innovation Process

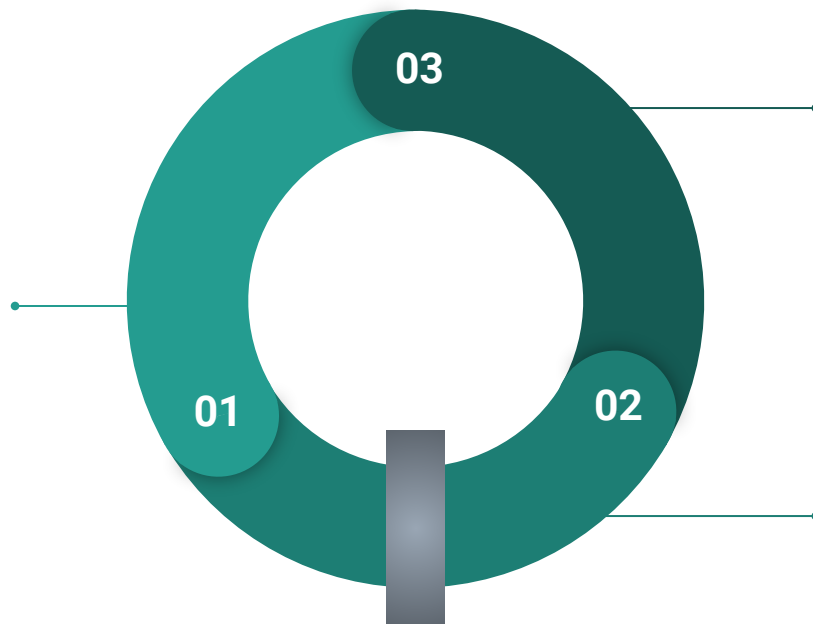
A company's capacity to innovate is only as good as the weakest link in its innovation value chain



# The Innovation Journey

## Idea Generation

Successfully create diverse fragments of ideas sourcing inside and outside the organization



## Idea Diffusion

Successfully launch through buy in from customers, employees, stakeholders

## Idea Conversion

Successfully screen, prioritise and invest in the development and testing of new concepts



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## Where do you currently get stuck?

Idea Generation

Development

Diffusion

All of them!





# Innovation Accelerator

And now for the BIG announcement!

# The Innovation Accelerator

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- **Validate the customer need**
- **Ideate & test a solution**
- **Commercialize a new product or service**
- **Learn a replicable innovation process and culture**





# Thanks!

## Any questions?

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