

Ten Tenets for Successful Innovation

SRI has curated Ten Tenets for successful innovation, which are intended as a start point for discussion.

1 **Lead from the top**
With the right senior management team. How often is innovation on the Board meeting agenda?

2 **Disrupt**
Regardless of where your business is on the maturity curve. What are you doing to create the next big idea?

3 **Cross-pollinate**
Across teams in your organisation and between your business and other businesses. How are your marketing and IT teams encouraged to collaborate to create new ideas, for example?

4 **Staff for tomorrow**
What are the skills you need in your business to succeed in 2020?

5 **Fail fast**
Does your culture encourage or even allow calculated risk taking?

6 **Cultivate diversity of thought**
Beyond gender. Beyond race. Are you blending styles, socio-economic backgrounds to prevent group-think?

7 **Take technology off the pedestal**
How are you ensuring people reign supreme in your organisation? Especially in tech businesses.

8 **Growth mind-set**
Is your team continually learning?

9 **Be agile**
Is your business structured to flex?

10 **Future focus**
How are you anticipating *future* customer demands and trends?

