



Ten Rules for Leveraging Ideas for Innovation

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Innovation

- The Challenges
 - Managing Attention
 - Managing Energy
 - Managing Creativity



The Ten Rules

- Fundamental
- Decisive
- Idea-Centric
- Process-Oriented



Rule 1

- Generating good ideas is not difficult, generating ideas that good people believe in and will persevere for is difficult



Rule 2

- Generating ideas requires a balance between environments where we play and study



Rule 3

- Ideas advocacy is more important than idea screening

Rule 4

- Idea screening can gain (lose) from the wisdom (foolishness) of crowds

Rule 5

- Do not dismiss ideas without experimenting with them

Rule 6

- Experimentation is a natural human tendency, and needs to be part of the organizational fabric



Rule 7

- The process for commercializing ideas can be structured and optimized



Rule 8

- Diffusing ideas requires sound network management capabilities



Rule 9

- Implementing ideas is an opportunity to look for new ideas or new areas for idea generation

Rule 10

- The capability and value of an Innovation processes can be measured, communicated, and optimized



Conclusion

- On Ideas...
- On the Innovation Process...
- On the Strategic Value of the Innovation Process...



Questions or Comments

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