

*No one does it  
like you*

**Canon**

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## WHY INNOVATION IS NEVER EFFICIENT, BUT ALWAYS NECESSARY.

CREATING NEW, EASIER  
PATHWAYS ON THE JOURNEY  
TO INNOVATION.

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THE PATH TO INNOVATION MAY SEEM OVERWHELMING ON THE SURFACE, BUT ASKING THE RIGHT QUESTIONS GOES A LONG WAY TO ESTABLISHING A PLAN AND BRINGING IT TO LIFE.

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INNOVATION ISN'T RESTRICTED TO THE INVENTION OF GROUND-BREAKING DEVICES OR THE CREATION OF ADVANCED METHODS. GET STARTED TODAY BY ASKING THE RIGHT QUESTIONS AND CREATING A SIMPLE PLAN.

## INNOVATION FOR GOOD REASON

With the developments in robotics and artificial intelligence, science-fiction is now a daily fact of life. The Internet of Things and its various applications aren't just functioning in servers and the cloud but on everyday devices like our mobiles, cars and in our homes.

As such, it's easy to get caught up in the latest ground-breaking piece of technology and forget that real innovation, in its simplest form is about discovering fresh ways of doing things, of making improvements to the way you live, and how your business operates.

Being innovative is not just focusing on grand solutions that could change the world on a global level – it could simply be making changes to your personal sphere of work.

Regardless of the scale, the process of innovation is one that always delivers true value to your organisation, helping you do things better, faster, or cheaper than the competition.

Driving innovation leads to ongoing improvements and new ideas, which is why it's of little surprise that 78% of Australian businesses believe in the impact of an innovative mindset.

So, as businesses strive towards successful new solutions that deliver tangible value, you too may wish to continue your path to innovation with a refreshed plan of action that will help your company not only stay relevant but also address the range of emotions that the process of innovation entails.

## CREATE AN INNOVATION ACTION PLAN

As C-suite executives continue to ask for more innovation throughout their companies, consider renewing your journey to innovate with continued research and questions, supported by an action plan.

Once created and implemented, be ready to adjust it to keep moving forward in the face of both obstacles and opportunities. This is because the innovation process usually begins with positive feelings, such as excitement and motivation, but can sometimes create negative feelings such as fear.

Change can create uncertainty or be considered a waste of time and an added workload by some, but you can steer your business towards becoming a positive case study by tuning into your organisational culture.

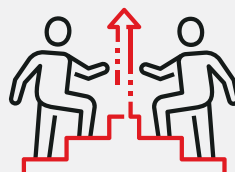
## GAUGING YOUR EMOTIONAL TEMPERATURE

Corporate culture is defined by its leadership and its people. With leadership viewed as the most influential factor in driving innovation according to 85% of Australian businesses, it's no wonder that the right leadership approach plays a pivotal role in encouraging a positive culture and mindset toward innovation.

Determining how you approach innovation begins by first knowing the cultural typology of your organisation. By doing so, you can pick out the relevant motivators that will ignite positive sentiments from your people and teams.



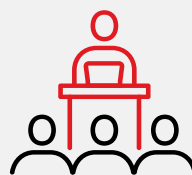
1. Your business could work like a “Clan” or something akin to a large family. Clans value commitment, communication, development and consensus. As such, presenting change and innovation as a form of empowerment or an initiative for team building could see clans respond well.



2. An “Adhocracy” is usually comprised of a more creative and experimental bunch. They deeply value prominence and fame, as well as innovative output, so any creative solutions that set new standards, anticipate needs, and lead to improvements will be welcome. The possibilities for innovation are naturally abundant with such a culture.



3. If your people value winning, a strong reputation, and market success, you have a “Sporting” culture. For the most part, the sporting culture is associated with competition and aggression, so innovating to improve productivity or enhance competitiveness will likely be viewed as an internal victory.



4. Lastly, the ‘Hierarchy’-based culture is one that values efficiency, consistency, and uniformity. This group follows procedures well and tends to look toward their leaders when it comes to decision-making. Your innovation plan can gain resonance here if you set it up as a measure to control processes, detect errors, improve quality and solve problems.

## SHARED PURPOSE DRIVES SUCCESS

At its core, your company’s culture is influenced by a shared sense of purpose. As such, moulding relevant motivators into a steely resolve could be an efficient way to drive innovation and achieve success.

For example, 40% of businesses cite the desire to meet their customers’ or organisation’s needs as their main driver to innovate, while 38% focus on innovations that support their business in staying competitive. Either way, people will only rally around and direct their efforts into causes, values and ideas that they believe in.

As such, you may find that in order to determine a purpose to anchor the innovation process, you will have to become somewhat of a philosopher. Observing and thinking about the nature of why things are the way they are in your business will help you formulate a plan to address tough questions lining the road to innovation. At present, 45% of businesses already agree that their organisation encourages the continual questioning of how a business operates to find and adopt innovative technology.

## INNOVATION PARTNERS MATTER

Innovation isn’t easy, nor is it efficient. So it comes as no surprise that we could all use a little help in making more of it happen. And not just with technology – businesses today are so close to their own products and services, they might do well with a fresh perspective that adds value to their vision. That’s why your choice of business partners makes all the difference in the world.

With so many opportunities for innovation all around us, all it sometimes takes for innovation to happen is a simple plan of action and the right push needed to create breakthroughs.

## CHOOSING A PARTNER OF VALUE

Recognising the importance of asking the right questions will lead you to realise that your partners in innovation should also be practitioners of this mindset.

When it comes to choosing the right partner on this journey, consider what value they truly bring to the table. If their focus is solely on an existing repertoire of products and services, it’s unlikely they’ll be investing effort in innovating further.

On the other hand, if your potential partner demonstrates interest in a deeper understanding of your business needs and thinking of new ways to address them, linking up may open up a myriad of possibilities.

Indeed, with innovation being more layered than it appears at first glance, the process of innovating in your business is not going to be an entirely smooth-sailing one.

That’s why it’s important to identify suitable partners interested in helping you to achieve more than just cost control or short-term goals. You should be opting for one that matches your business in terms of thinking and values, one that can be counted on to support them in improving the inner workings of their business for the better.

## SUMMARY – CREATE MORE INNOVATION, MORE EASILY

Innovation and technology fundamentally change the way we do business. Yet for all its benefits, innovation can be an inefficient process. It takes teamwork, a shared vision and a plan to push for improvements to how you innovate. Here are some key take-outs from recent research and insights into how Australian businesses are striving for better innovation.



Business leaders are constantly pushing for innovation – to meet customer needs, elevate experience, stay competitive and to improve productivity and efficiency in the long term.



Innovation isn't easy or efficient. But when done well, it improves the lives of the people working together, as well as the business.



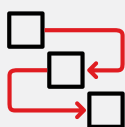
Innovation is about change, which is inherently emotional. Yet there's no doubt that people want to do something that they can feel good about.



Understand your corporate culture. Select the tools that best suit your organisation's people to drive projects beneficial to all.



Groups of people with shared values tend to work well together. By outlining a clear vision, you can motivate them to work towards mission objectives.



Big or small – innovations of all types creates incremental positive changes that are worth the efforts required to keep business relevant and competitive.