

INNOVATION

On the Spot

Ever since the beginning of time, humankind has looked upon the stars, wondered, and questioned. Leo Buscaglia, the famous psychologist once said, “Everything you can dream, by the very nature that you can dream it, makes it possible.” This statement is profound. Indeed, humankind has been dreaming and creating ever since the beginning of time. Creativity and innovation are primarily responsible for our continued advancement as a species. Just considering history, one can find an endless list of inventions and innovations that have significantly altered the course of history and propelled the world forward. Moreover, no one knows what the future has yet to unfold in terms of invention, innovation, and new opportunities.

We are presently living in a hyper-competitive world. There are thousands of businesses out there, all looking to acquire and retain clients. Thousands more are continuously innovating to carve a niche for themselves in the customers’ minds and hearts. Who can blame them? That is the name of the game in business. Innovation has now (more than ever) become the key ingredient in differentiating oneself and organization. As Peter Drucker, the father of modern management once put it, “Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service.” In today’s world and that of the future, organizations (both small and large) simply cannot afford to avoid innovating. The success of the present and future organization lies in its ability to be customer centric (consistently meeting and exceeding customer expectations), innovate continuously around customer needs, and actively explore new avenues of opportunity and value.

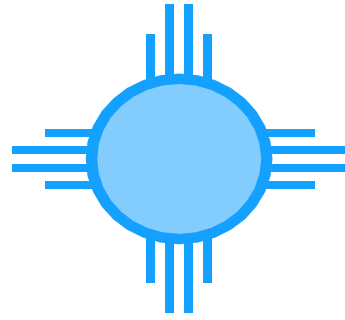
It is essential to define what Innovation is, and what it implies for an organization. As Google™ executives state, “Innovation for Innovation’s sake is really meaningless.” Successful Innovation strategy aligns to the organizations corporate agenda and strategy. Peter Drucker once stated, “Most innovations, especially the successful ones, result from a conscious, purposeful search for innovation opportunities. The foundation of entrepreneurship is the practice of systematic innovation. Above all, innovation is work rather than genius. It requires knowledge. It often requires ingenuity. And requires focus.”

To become innovative, organizations need to undergo a fundamental change in mindset. Wolfgang Grulke, author of lessons in radical innovation, highlights some of the key lessons from innovative companies, namely:

- Leadership can come from anywhere in the organization
- In true innovation, there are no precedents, there is no certainty
- Give people the permission to fail
- Give people the space to grow and develop, allow their greatness to emerge
- Be authentic, give people something to be proud of
- Life is too short to stand in queues
- We are all on the same side, the side of the customer
- Cannibalize your own business before someone else does, own your new competitors
- Victors will be decided not on the strength of their products, but on the strength of their relationships
- Make relationship skills the first priority
- Lean + Mean = Profitable



Checklist 4



S U C C E S S S

1. Create the right environment for thinking, creativity, problem solving, prototyping and collaboration
2. Create the space for everyone to come up with and act upon ideas (make it part of Performance Evaluations and have an idea submission system in place)
3. Actively look for and identify out of the ordinary ideas (Create idea challenges within and across teams in the organization to spur idea generation)
4. Actively prototype and translate ideas into action (Create quick processes for prototypes and test regularly)
5. Learn continuously and monitor trends everywhere relevant to your organization
6. Always keep your eyes, ears and heart on the customers, competitors, new entrants and technologies
7. Learn to be flexible and adaptive in everything
8. Build relationships everywhere (Customers & Suppliers)

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PLEASE FEEL FREE TO CONTACT **CEXINO** CONSULTING TO HELP YOU IMPROVE YOUR CUSTOMER EXPERIENCE INNOVATION.

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About Zwi



Born in Israel in 1980. Immigrated to South Africa in 1989. Studied at Rand Afrikaans University and graduated with Honors in Information Science with majors in Strategic Management, Knowledge Management, Information Management, Web and Intranet Management. Worked at First National Bank as an Innovation, Customer Experience, Strategy, Project and Change Manager and subsequently moved to Absa Barclays Bank where I worked in the fields of Business Intelligence and Innovation Management. During my experiences I attended many seminars, workshops and courses in the fields of innovation, creativity, coaching, leadership, facilitation, strategy, change, communications and project management. I am a qualified personal and life coach and love to work with people and help them solve problems and overcome challenges.