

TYPOLOGIES OF INNOVATION

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To begin at the beginning

Is it INNOVATION or INVENTION?

e.g. The wheel – innovation or
invention?

Some definitions of innovation (taken from Trott, 1998)

“Innovation is not a single action but a total process of interrelated sub-processes. It is not just the conception of a new idea, nor the invention of a new device, nor the development of a new market. The process is all of these things, acting in an integrated fashion.” (Myers & Marquis, 1969)

“It matters little, as far as human behaviour is concerned, whether or not an idea is ‘objectively’ new measured by the lapse of time since its first use or discovery If the idea seems new and different to the individual, it is an innovation.” (Rogers & Shoemaker, 1972)

INNOVATION

=

CONCEPTION + TECHNICAL INVENTION + COMMERCIAL EXPLOITATION

Creativity and Innovation

Can you have one without the other?

No!

No creativity – no innovation! (But then again, what about penicillin?)

Innovation and Risk

Innovation = change / change = risk

Failure to innovate = risk

‘Over-innovation’ = risk

Find and read “*Risk, Innovation and the Extended Enterprise*” by Keith Smith of the Institute of Risk Management

Typologies of Innovation

Various typologies of innovation have been proposed including, Kahn (2018), Satell (2017), Chandy (2016), Kotsemir, Abroskin & Meissner (2013), Chandy (2010), Tidd & Bessant (2009) etc. and the form and scope (and intent) of these typologies varies greatly.

We are going to look at two contrasting approaches: Satell (2017) and that cited by Trott (1998) – with a glance at the ideas of Kahn, and Tidd & Bessant (2009).

Satell (2017)

How well is the task defined?	Well	BREAKTHROUGH Mavericks Skunk Works Open innovation	SUSTAINING INNOVATION Roadmaps R & D Design thinking Acquisitions
	Not well	BASIC RESEARCH Research divisions Academic collaboration Publications	DISRUPTIVE INNOVATION VC Model Innovation labs 15% / 20% rule Lean launch-pad
		Not well	Well
		How well is the domain defined?	

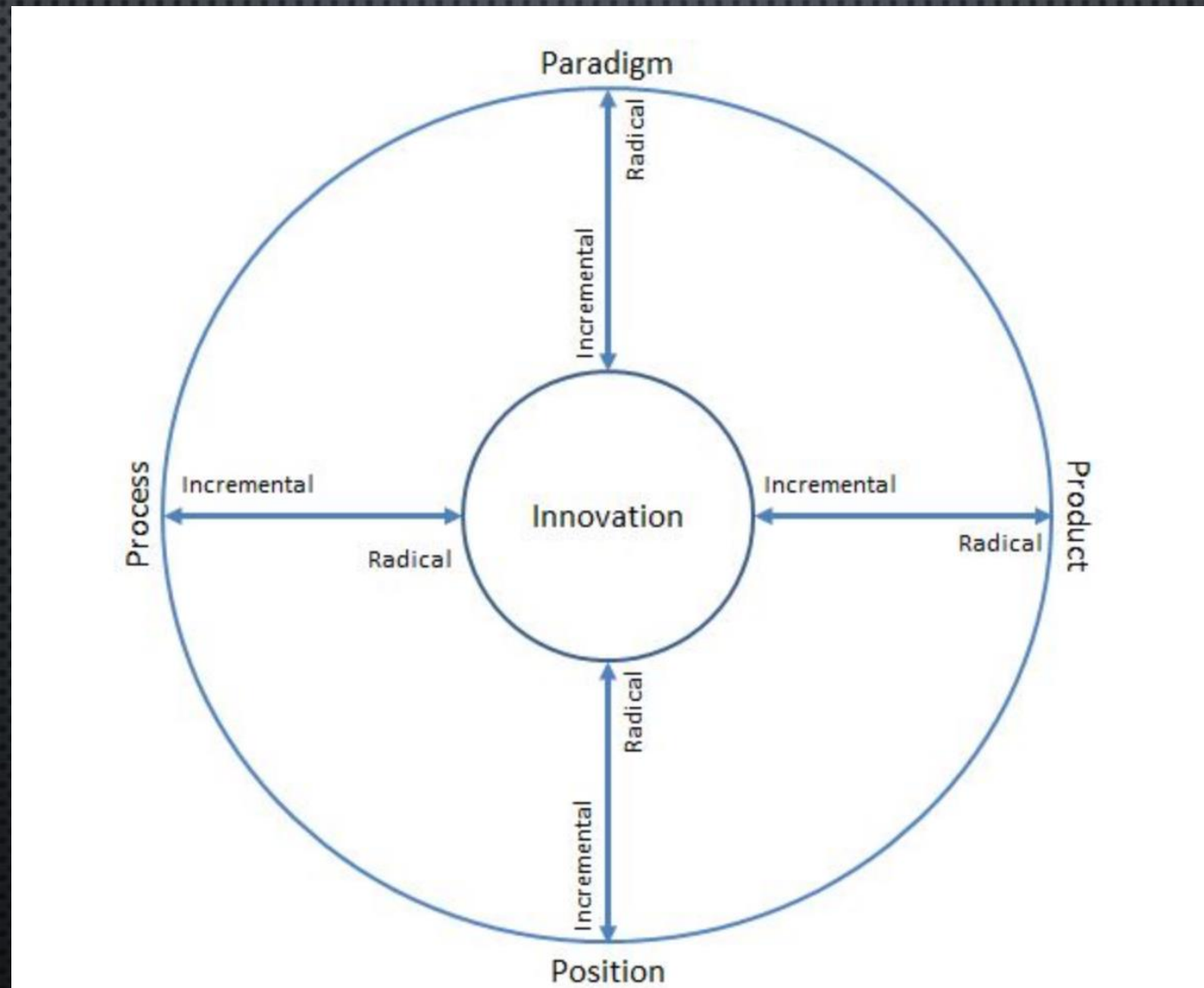
Trott (1998)

Product innovation	Development of a new or improved product
Process Innovation	Development of a new manufacturing process
Organisational innovation	New internal arrangements, structures, divisions, teams etc.
Management innovation	New systems e.g. TQM, BPR etc.
Production innovation	New approaches, e.g. JIT, MRP etc.
Commercial innovation	New sales approaches, new accounting processes
Service innovation	New services e.g. Internet-based services

Satell might be seen as a 'top-down', holistic view of innovation, while Trott has taken a very 'bottom-up', distributed approach. Tidd & Bessant lie somewhere between the two.

Both (along with the various other typologies which have been proposed) allow us to develop ways of understanding innovation in our own company context.

Tidd & Bessant (2009)



Kahn (2018)

- Product innovation
- Process innovation
- Marketing innovation
- Business model innovation
- Supply chain innovation
- Organisational innovation

- - - - - *Sound familiar?*

And finally

- Discontinuous innovation – changing the rules of the game

So what does it all mean?

- There are many ways of thinking about (or defining) the concept of innovation
- None is definitive or exact or dominant, they are simply perspectives on an idea of 'newness' or 'novelty'
- They are useful only inasmuch as they help you synthesise your own views about innovation in whatever context in which you are working or within whatever task you are engaged

So what's next?

- Read some of the key papers, Kahn, Satell etc.
- Visit John Bessant's *Managing Innovation* site (review the case studies)
- Read Chapter 1 of Trott
- Try and contextualise these typologies in terms of your professional experiences (past and current)
- Draw up your own 'innovation profile' mapping your own experience onto one of the typologies, e.g. Satell, and put it up on your blog