

Innovation

an insight applied with consequence

How

through a process (that can be managed) but is often unmanaged

In the context of a community, **observation** (of customers, technology, laws) leads to **insight** (the joining of 2 or more formerly separate ideas) to create an **effect** (value—knowledge, culture, wealth) with **consequences** for the community (spreading adoption)

Parallels design, engineering, and R&D processes

Contrasts with TQM and Six Sigma practices (You can't measure your way to innovation!)

Who

in which anyone can participate

People in business or non-profit organizations, from the arts to the sciences

In any role, for example, customers, researchers, designers, management, labor, suppliers

In any domain, from education to healthcare to religion to the military

What

resets goals, reframes problems. revises point-of-view
improves effectiveness (not focussed on efficiency)
changing beliefs, processes, artifacts

Products, services, theories, cultural expressions (art)

All aspects of business: research, development, design, manufacturing, distribution and supply, legal, finance, even raw materials

When

at anytime (change brings more change)

Throughout the life of a community or organization

Throughout the life of a discipline (an art or science)

Before a market exists, when a market is young, when a market is mature, when a market is in decline

Where

but within the minds of individuals, reframing the way we think
within a community (not alone)

An organization, a discipline, a business, a market, a polis (at all levels)

in a value system (with its deterrents and rewards and tolerance for risk of stability)

in a mythos (eg. the myth of progress)

in a language (eg. English, the argot of engineers, the patios of IBM, the slang of surfers)

Why

out of necessity, luck, or abundance

fed by fear, greed, a drive for glory, or altruism