

# SYSTEMATIC INNOVATORS

5

## EXPLOIT SEVEN SOURCES

### OF INNOVATIVE OPPORTUNITY

WITHIN business, sector, of industry or public service

- The unexpected - success, failure, outside event
- The incongruity - between reality as it actually is, and assumptions as to what it is or ought to be
- Innovation based on process need
- Changes in industry structure or market structure that catch everyone unawares

TREND FOR ↓

OUTSIDE the enterprise or industry or service

- Demographics
- Changes in perception, mood, meaning
- New knowledge both scientific and non scientific

- Decreasing reliability
- Increasing risk
- Longer lead times.