

Think Outside the Box

Innovation seems to be one of the buzzwords of the year. And I agree that it should be.

Our business world is becoming more and more competitive, with new technology coming out at a rapid pace to eventually make your business model irrelevant.

In this context, is it possible to have success only by trying to do almost the same thing as the rest of the pack? Probably, but this is also the path that will require the most hard work. If your business model hasn't a clear differentiator, everything will be more difficult.

So how can we innovate to get in front of the pack and provide a solution that will add long-term value?

Main ingredients of innovation are intelligence, analysis skills and design capacities. But is it enough? I suggest it isn't. If you look at a problem always from the same angle, only trying to optimize the solution, real innovation could be a long process.

So my proposal is that innovation is generally the result of a process that involves a lot of thinking outside the box.

You should always have your problem in mind, but then, you should get out to the world and watch how the environment around this problem evolves.

- Meet and discuss with your competitors
- Ask what went wrong in projects that failed
- Ask your customers what's annoying them
- Visit another country and see how they handle this problem
- Look at a similar problem in a different industry
- Stay up-to-date on new technologies
- Brainstorm on the underutilized capacities of your current product



Those types of activities will help develop the creative parts of your brain. And then, don't put any barriers. Be ready to refocus your product towards a new application. Be ready to create alliances with your competitors. Be ready to reinvent your organization.

I'm soon leaving for two weeks in Russia to do some thinking outside the box. I'll let you know if the proposed process works for me.

Topics: [focus](#), [growth](#), [entrepreneurship](#), [innovation](#)