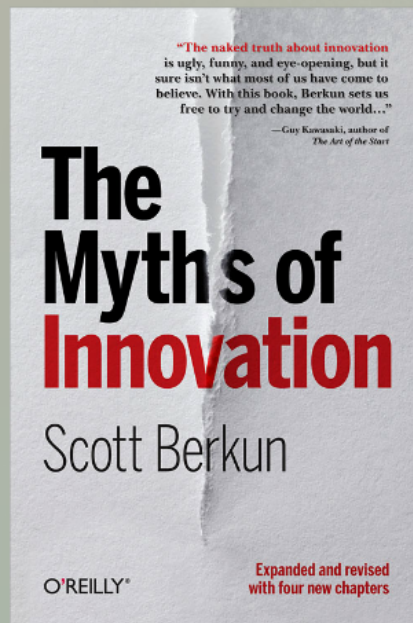


The 5 Myths of Innovation

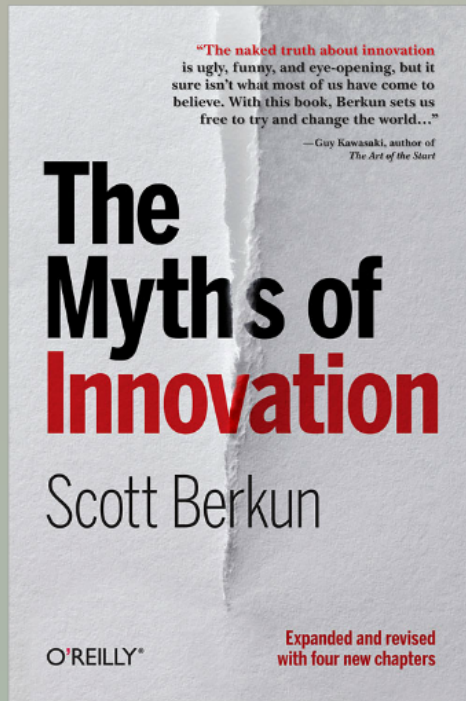
Scott Berkun



Thecasesolutions.com

The 5 Myths of Innovation

Scott Berkun



Thecasesolutions.com

10 myths



Author background

Scott Berkun

- Best selling author of six books
- American author and speaker
- Jolt award for productivity
- Worked at Microsoft for 10 years
- Led innovation team
- left in 2003 to be a writer

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1. Myth of epiphany
2. History of innovation
3. A method for innovation
4. People love new ideas
5. The lone inventor
6. Good ideas are hard to find
7. Boss knows better about innovation
8. The best ideas win
9. Problem and solution
10. Innovation is always good

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11. Innovation is all

Major points

The stories of mistakes and years of hard work are the most important. Not the story about the magical moment everything fell into place.

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Major points

Most innovators had an intuition and followed it. They were either the best to explain or market it.



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Key learning

All human are creative but most of us have no courage to invest in ideas because we worry too much about reputation and the judgement of society.



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Final advice

As a manager

- practice tolerance
- Delegation=trust
- accept mistakes by taking risks
- search alternatives
- allow time to work on self project(google)



As a creative person

- collaboration and team work more efficient than self brilliance
- allow yourself to make mistakes
- Hard work rewards, stop following rules
- Human are against change
- Persistence

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