

[Back to Back Issues Page](#)



The 5 I's of Innovation. The Art of Turning Ideas Into Action!

December 29, 2009

Ignite Innovation! The Art of Turning Ideas Into Action

Stage 4 "Implement"

Once you have generated a number of ideas it's time for making decisions for implementation. Remember use Right Brain thinking for change and generating ideas. If you are ready to implement your ideas you need to engage the Left Brain – the analytical, structural, process oriented side of the brain. When you enter the implement-ation phase don't take the safe approach or the easy approach, look for the ideas that will create the biggest and best results.

One way to stretch your comfort level is to consider becoming a Disruptive Company. Southwest Airlines and Westjet did it in the airline industry. Google, YouTube and Twitter have done it in the internet world. Apple has done it several times; first in the computing world, then the music world, and now the telecommunications industry. If you want to make huge leaps and bounds over your competition, look both inside and outside your industry for other points-of-view.

Three Innovation models that I've used with clients:

- **The Integrator:** These are companies like Apple. They do everything in-house and they cross-train their teams so the process is fully integrated from beginning to end.
- **The Orchestrator:** These are the organizations like LiveNation, an event promotion company. They do more than sell tickets to events –they look at every aspect surrounding event promotion. They don't necessarily do all the work, they orchestrate it just like the conductor of an orchestra.
- **The Licensor:** This is a company like Microsoft. They create the idea and then farm out the work to contractors.

Become the "Disruptor"

When I aimed at growing my company, after surviving the 1983 recession in Alberta (I had been in business for 5 years), I looked at the market trends, and realized that advertising agencies were in trouble. Agencies

traditionally got paid on commissions for media purchases, that covered their overhead, paid for the creative concepts and their profit. At the time Media started to sell directly to clients and cutting the agencies out or drastically reducing their commissions from 15% to as low as three percent. Not a good formula for success. A second trend was that market research firms, ad agencies, PR firms, graphic design houses and desktop publishing companies were all independent operations; there were very few firms that housed all of the services under one roof.

The third trend was that laws governing professional practice marketing had changed that year. For the first time professional practices (legal, financial and medical) were allowed to market themselves with more options than a directory listing.

Our strategy was to create a full-service marketing firm with advertising, PR, graphic design and desktop publishing all in-house. We adopted the model of a law firm or accounting practice (fees for service) rather than the agency model (commission based) and pursued the professional services market becoming the experts in the market. We grew the company from 6 to 20 plus people in less than two years.

I have used the "disruptor" approach for several of the companies I've built over the past 30 years. There are risks and rewards.. As I have often told my clients and audiences "The only people who like change are babies with wet diapers". You won't win friends taking this approach, your colleagues will ridicule you, your staff and partners will try to control you and keep you from taking those risks. But, you will have a better chance for success if you take this approach.

Use the SPARK FORMULA©

Ask the questions: Can I?

S = Substitute or Combine?

P = Put to Other Use?

A = Adapt? Modify? Add? Magnify?

R = Reverse? Rearrange? Reorganize?

K = Keep Eliminating or Minimizing?

Ignite Your Thinking in the New Year!

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David is a co-author of four books: Sales Gurus Speak Out, Customer Service Goldmine, Quantum Success and Foundational Success.

To order copies of these books contact us at: 1-877-800-3457 or 403 244-7450 or visit our Learning Resources Page on our website: [Learning Resources](#)

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[Back to Back Issues Page](#)