

# INNOVATION MYTHS DEBUNKED

## MYTH #1

Innovation can't be learnt or taught

## REALITY

There's no silver bullet, but it's still a skill that can be learnt!

## REALITY

Innovation is the introduction of anything new, big or small.

## MYTH #2

Innovations are those big breakthrough inventions

## MYTH #3

Only creative geniuses can innovate

## REALITY

Innovation isn't rocket science, anyone can do things at least a little better than before.

## REALITY

Ideation is best approached as a solo activity, innovation usually takes a team.

## MYTH #4

Innovation is a solo activity

## MYTH #5

Should be centralized to R&D/innovation team

## REALITY

Top innovators almost always decentralize innovation.

## REALITY

To stay relevant, every company must do at least incremental innovation.

## MYTH #6

Innovation is not for everyone

## MYTH #7

Innovation happens top-down

## REALITY

Innovation should be led from the top, but it still happens way outside the board room.

## REALITY

First to scale is what matters (not to market) and that's where large organizations have a big advantage.

## MYTH #8

Large organizations are too slow to innovate

## MYTH #9

Innovation requires big bets

## REALITY

Some do, but often it can be funded from existing budgets. Constraints also force creative solutions.

## REALITY

Only 3% of people have their best ideas in regular work settings such as these.

## MYTH #10

The best ideas come from workshops, meetings and hackathons