



Success and Failure Review

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Managing Innovation

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Group discussion exercise

Think about an innovation success story with which you are familiar – or from a case study example. Try and identify what factors helped that to happen. What key influences made for success – and if you were trying to repeat the trick, what would you take from that experience and apply again?

Now do the same with a failure story – what factors are associated with negative outcomes? What would you try to do if you were determined to stop an innovation succeeding?

List these two sets of factors alongside each other – there will be many that are mirror images of each other. But this exercise will often begin to highlight some of the key success/failure factors that have also emerged consistently in the literature.