



Activity: Exploring innovation strategies

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Innovation is about change – but simply changing things randomly and in different directions is not likely to move the organization forward. As the old saying has it, ‘if you don’t know where you are going, you’ll probably end up somewhere else!’ So we need an innovation strategy, some kind of roadmap for guiding and shaping change and making sure we try and spend our limited resources as wisely as we can.

Choose an organization and try to research their underlying strategy. What was the original ‘big idea’ which they were trying to exploit when they began and what is their approach today? What are the major directions of change which they are trying to use to move them forwards?

For example, Intel was founded by some entrepreneurs looking to exploit new markets in the emerging field of semiconductors. They began making memory chips and then invested in developing their own microprocessors – the brain at the heart of a computer. Since then their innovation strategy has been focused on continuing to design and manufacture devices and to place them firmly at the heart of every computing device (including phones and other handheld tools) in the world. That journey has taken them in some interesting directions but their core innovation strategy is still around designing and building platforms for computing.

Research your chosen organization and prepare a short presentation which tells the story of its innovation strategy, past, present and looking forward to what it is trying to do next.