



The Way We Do Things Around Here...

All organizations have their own particular approach to managing innovation – even those who don't formally try to manage it at all! It's a bit like having a particular personality – even firms in the same sector often approach innovation in very different ways. These represent the results of their own learning processes and the way they manage things accumulates by trial and error.

Think about an organization with which you are familiar and try and map its 'innovation personality' – its particular approach – on to our generic framework model. How do they search, select, implement, etc.?