



Innovation: Dangers and Rewards

Mar. 12th, 2013

In business we are often told that we must innovate to remain competitive. This innovation does not have to be the next **big** thing. Small and steady incremental improvements might be more than enough for you and your business. But if the next big thing is staring you in the face are you ready to seize it?

Recently we read, **The Power of Why** by [Amanda Lang](#) the well known reporter and personality, from the Lang & O'Leary Exchange on CBC Television. The book was written to promote the power of **Why**?

The book asks some good questions such as:

Why do we stop asking questions? [CUT HERE]

Why do we want to fit in?

Why do we discourage kids from asking?

Why are we as a society comfortable with this lack of curiosity and complacency?

Why, why, why?

If you have kids in the "two's" you have heard that magic question. The two year olds know what too many of us adults have forgotten.

Recently we were once again asked to set up a **charity tournament**. Ho hum we thought. Then we began to ask some questions. The more we asked, the more we learned, the more interesting the event became and the more interested we became.

As Andre says: "When we help our clients, we found, that it is not having the answer is the key. It is having the experience to ask the **right** questions!" We find that very wise. Once you know the questions to ask, then you can do the thinking, research, ask the right expert the right question and get actionable responses.

So how can this help you innovate in your business? **Good question:**

- Ask yourself what are you doing and can you do it better and make a list.
- Ask your clients what are you doing for them and how can you do it better and make a list (if you are the intimidating type you might consider getting survey service to help with this)
- Ask you staff and suppliers, what you are doing right and how you can improve on it.

Do not be agitated by their answers. Listen, process them and look for the clues for a better and more innovative service. Another tip: do not do it alone. Many studies have found that innovation occurs best in small teams with **different** talents and outlooks!

So go ahead and ask a question, or two or twenty!

RESERVE the date May 15th, 2013 for the [I.G.P.T. Charity Tournament](#). Seating is limited, please reserve early!

Regards,

As always we welcome feedback, so please share your thoughts!

Keep smiling.

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