



Sources of innovation

The observation and systematic exploitation of change

One of the first questions that arise when talking about innovation is how and where to obtain potentially innovative ideas.

To enter the path of innovation, one of the skills that the company must develop is its ability to detect the opportunities that society, the market and the economy generate.

These opportunities are within everyone's reach, but only those who systematically and deliberately observe what is happening in the world, listen to customers, suppliers, workers, and from all this, are able to draw conclusions about the *changes* that are taking place, will be the ones who will really take advantage of the opportunities.

Change is a **source of opportunities** for the development of new and different things. Most innovations are the result of successful exploitation of change. Therefore, to initiate innovation, we must *first observe what is changing* and *second, analyze how these changes* affect the products/services that our organizations offer or could offer.

PROPOSAL FOR INNOVATION

Systematic observation of change



It is essential to have a systematic method of observation that facilitates the detection of the changes that occur. We propose a structured approach to observation that classifies changes according to their cause:

- **Changes in values and perspectives:** respect for the environment, social commitment, health care... they are evolutions in the values and perceptions of society that require the transformation of companies.
- **Demographic changes:** changes that affect the size, composition, education, income of the population... they have an impact on what society will demand in the medium and long term.

- **Political and economic changes:** agreements in the World Trade Organization (WTO), emergence of new countries with low labor costs, tariff changes, etc. These are profound changes in the rules of the game that force us to innovate.
- **Changes in the structure of sectors and industry:** Rapid growth and above the average of the economy, deregulation, etc., cause sectoral changes and open up opportunities.
- **Technologies:** the emergence of new scientific-technological advances offer companies/sectors the possibility of meeting needs and offering new and innovative solutions.
- **The unexpected:** Unexpected successes and failures in companies/economics are usually symptoms of underlying changes, and therefore, of opportunities.

The analysis of changes

... And once the change has been detected, after a analysis and systematic reflection, we can find **the a trend that will generate our** sustainable opportunity for innovation.