

4 Driving Innovation Causes

They do not depend on us and we must be alert

We can generate Innovation deliberately. However, there are four reasons that depend little or nothing on us, but they should drive our need to innovate.



1. Customer demands

A need for improvement, new solutions needed or complaints.

2. Issues

That arise in our operations, services, products, processes ...

3. Technological changes

New technologies that improve or replace existing ones. Or that break new ground ...

4. Regulatory Changes

That may render us obsolete or present new opportunities and open doors to new entrants ...

Many companies do not see them as drivers. They see them as nuisances and are immunized against them and avoid them.