00:00:00:00 - 00:00:31:15

Richard Browning

Tip one. Leadership commitment. Leaders at all levels have to not only passionately inspire their teams to innovate, but also demystify what innovation really means and make it not only career safe to do so, but make it a career necessity. From the principles we are sharing on this series, you'll see just how the failures and setbacks associated with innovation can be effectively managed, leaving no excuse.

00:00:31:18 - 00:00:46:27

Richard Browning

Ironically, the biggest risk in most organisations is not innovating while all those around you are. So go and inspire your people and give them that sense of urgency, that space and that support. Accelerate that culture of innovation.

00:00:46:27 - 00:01:12:12

Richard Browning

Tip two. Make it real. From my own experience leading innovation teams, I would recommend every team member and every leader have a dedicated innovation space within their appraisal, whether it's 5% or 20%. Innovation has to be an expectation versus an occasional accidental nice to have. Fulfilling this objective should be defined as either originating an idea or as a colleague or leader.

00:01:12:19 - 00:01:30:16

Richard Browning

What initiatives in the last 12 months have you supported that were unexpected, new, challenging, or progressive? Where the easy option was to shut it down and say no. To accelerate that innovation culture, you have to help your organisation feel the urgency and the necessity.

00:01:30:16 - 00:01:59:26

Richard Browning

Tip three. Be clear what innovation really is. Innovation is the tough, setback ridden pathway to creating a new product, service concept or solution to a problem. Its starting point is either a new opportunity or existing pain such as inefficiency, cost, or competition. The origin of the resulting innovation is typically from open minded individuals with a genuine desire to improve products, processes and services.

00:01:59:28 - 00:02:07:08

Richard Browning

To accelerate that innovation culture. Innovation has to represent the urgent pathway to a brighter, more prosperous future.

00:02:07:08 - 00:02:37:10

Richard Browning

Tip four. Demystifying the innovation process. A truly innovative concept is likely to involve many failures on its way to success, due to being, by definition, new and untested. Hence why it's critical to test the basic concept as quickly and cost effectively as possible to then be able to learn, adapt, and move one step closer to eventual breakthrough. Those initial setbacks also very frequently shine a light on unimagined insights that otherwise would have been hidden.

00:02:37:12 - 00:03:14:05

Richard Browning

The crucial role here is to make failure recoverable from a safety, reputation and financial perspective. If you think that testing the concept risks hurting someone, breaking the law, or significant financial loss, I recommend moving on to the next idea. Otherwise, you can severely risk your future progress. It's basically gambling. These are the core principles that we adhere to in Gravity every single day. To accelerate a culture of innovation it should be about small, fast, exploratory steps that yield knowledge on the pathway to that major breakthrough.

00:03:14:05 - 00:03:44:00

Richard Browning

Tip five. Identify the innovators. Everyone has a role to play in innovation. However, that doesn't mean an organisation should try and teach everyone to be a maverick. In any population, there are often a small number of creative disruptors, individuals who need little in the way of encouragement to challenge the status quo. And far more important is empowering the rest of an organisation to be the driving force behind those sparks of innovation where they emerge.

00:03:44:03 - 00:04:13:25

Richard Browning

This supportive culture has to encourage, celebrate and reward those mavericks whilst being the guardians, ensuring failure is always recoverable. Almost every historic technological breakthrough, from utilising fire to the moon landings, involved a minority of pioneering thinkers believing the impossible was achievable, but realising their ambition required that tolerant, supportive culture of those around them to really make it happen.

00:04:13:27 - 00:04:19:14

Richard Browning

Accelerating that innovation culture is only possible with that can-do culture.

00:04:19:14 - 00:04:46:25

Richard Browning

Tip six. Diversity is fuel. In my experience, a room full of people from a range of different backgrounds, professions and with diverse opinions will usually yield more powerful solutions to a problem more so than a team of professionals in one specific field. The most innovative teams are those that recognise this diversity gap and seek out missing perspectives, especially from the front line of an organisation, and relish, disruptive constructive challenges.

00:04:46:25 - 00:04:55:24

Richard Browning

To accelerate that culture of innovation, you will succeed faster with open and diverse teams.

00:04:55:24 - 00:05:24:25

Richard Browning

Tip seven. Look outside. There are big opportunities that exist between seemingly disconnected large corporations, SMEs, startups, academia and the public sector. Whichever camp you fall into, chances are that engaging with the others will unearth new solutions to share problems or inspiration from those communities, tackling problems from a different perspective. Getting out there, reaching out speculatively and not being afraid to explore.

00:05:24:29 - 00:05:30:23

Richard Browning

These are all powerful, fast tracked pathways to accelerate a culture of innovation.

00:05:30:23 - 00:06:08:29

Richard Browning

And finally, tip number eight embrace play. We are all born with the instinct to play. Many children build outrageous Lego models, ignoring the instructions, unfazed by repeated crumbling setbacks before delighting parents with their creations. It is usually through schooling, academia, and sometimes reinforced by traditional corporate etiquette, that we learn failure should be avoided at all costs. Whilst this approach is valuable in many circumstances, it can be a major barrier to the failure ridden pathway necessary to deliver the step changes from genuine innovation.

00:06:09:01 - 00:06:21:28

Richard Browning

The good news is that, having resisted those societal pressures, mavericks will always be in our mids. To accelerate that culture of innovation, we just need to give them space and support.