

Innovation: How to Speed up Adoption

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Adopting better approaches in idea adoption

- Productivity improves with invention and innovation
- The way we work changes, but innovation is not adopted in the same ways by everyone
- How easily innovations are adopted depends on...
 - Why new innovations are adopted
 - How the workforce is informed and educated

Invention & Innovation

A new invention...

“... to create, produce, or construct by original thought or ingenuity”

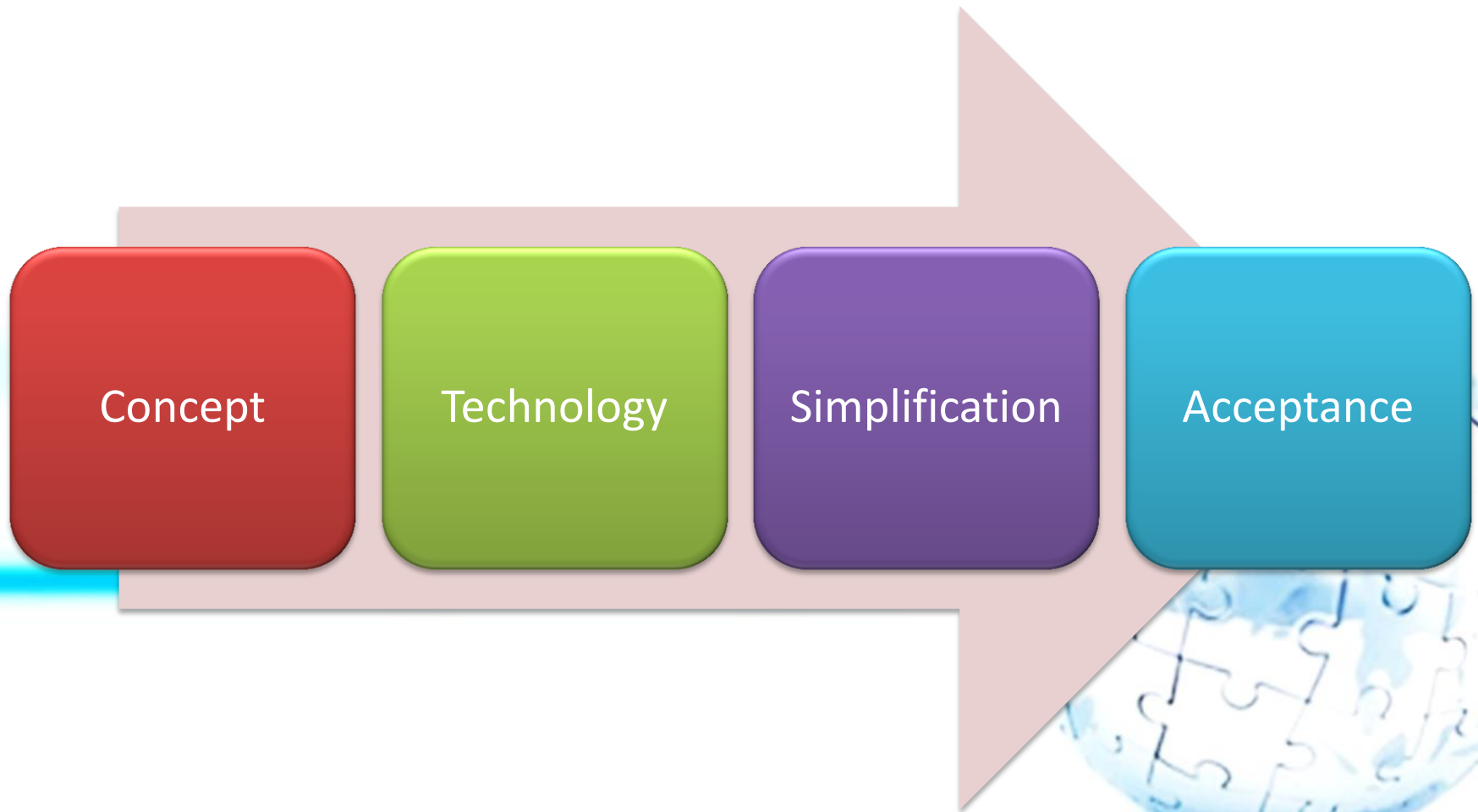
- Oxford English Dictionary

An innovation...

“... an alteration of what is established by the introduction of new elements or forms”

- Oxford English Dictionary

Technology Development



Adapted from: Hannon, N. (2001)

Why Invent?

“Our inventions are want to be pretty toys, which distract our attention from serious things. They are but improved means to an unimproved end”

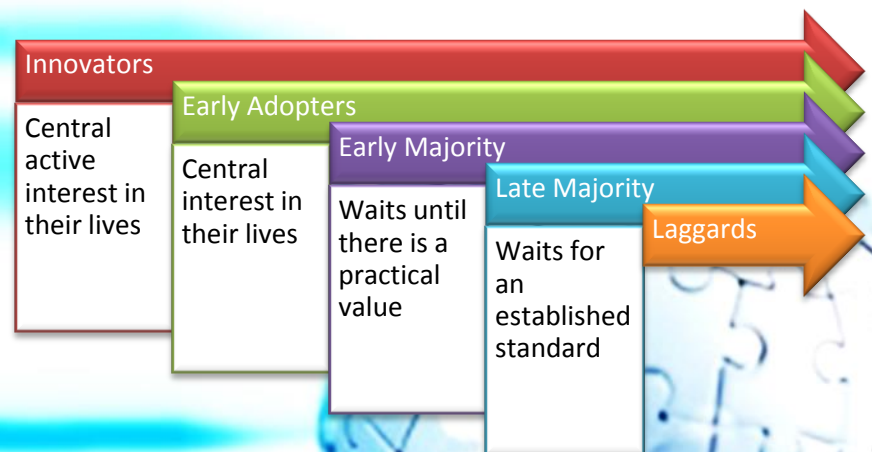
- Henry David Thoreau



Technology Adoption Model

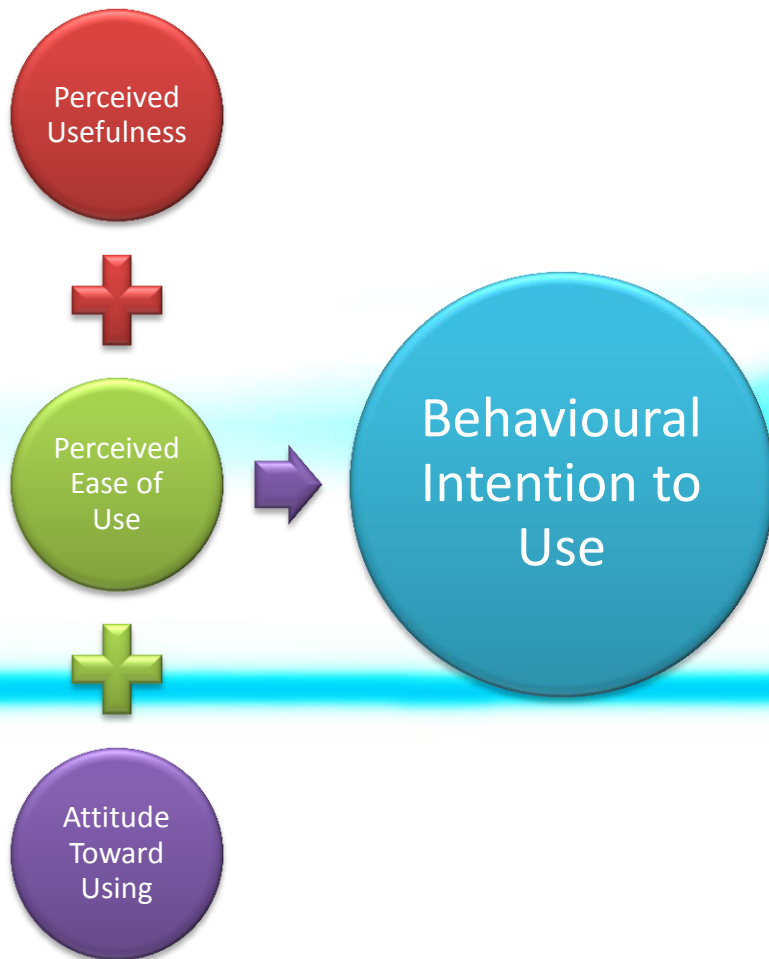
The right time...

- Different groups will see the benefit at different stages
- The message and education changes as the technology matures



Adapted from: Moore, G. (2008)

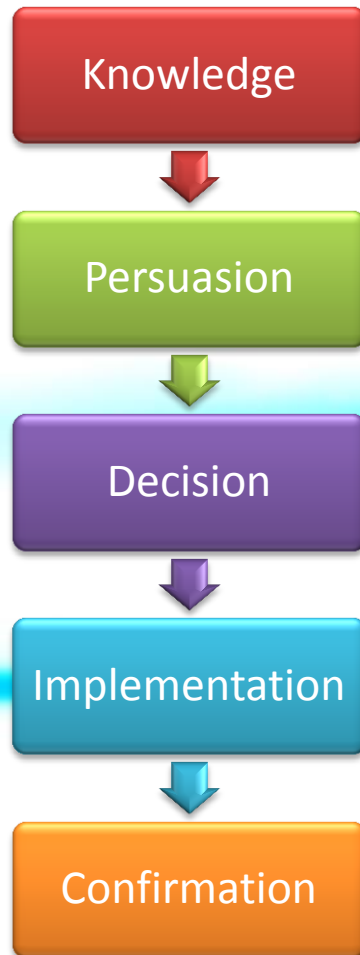
Technology Acceptance Model



The right way...

- How is it useful to that person?
- How easy is it to use?
- What do they think of the new technology?
- How does it compare to the established way?

Adopting New Ideas



Beneficial Factors...

- Limited regulation
- Risk Tolerance
- Merit-based remuneration
- Collaborative Management
- Outcome-focussed leadership

When it misfires...

“For a list of all the ways that technology has failed to improve the quality of life, please press three”

- Alice Kahn



When it goes right....



Amazing Innovations...

- www.edisonawards.com
- www.springwise.com
- www.wtn.net



Introducing new ideas at work

“An old system must ever have two advantages over a new one: it is established, and it is understood.”

- C C Colton

Face Employee Concern...

- Create certainty
- Remove ambiguity
- Address fear of loss
- Create confidence in the change
- Negotiate and empower

Enterprize™ Questionnaire

Creating innovations starts with discovering great innovators.

For clients who believe that innovation is crucial within their industry or for the competitive advantage of their company, Psych Press can provide research-based assessments to identify innovators and speed adoption of innovation: [Enterprize®](#) and [Team Contributor™](#). If you would like to produce recruitment analytics for either instrument, Psych Press is happy to partner with client organisations to undertake specific academic research.

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For More Information

- Heskett, J (2007) “What is Management’s Role in Innovation” Harvard Business School. Online: <http://hbswk.hbs.edu/item/5821.html>
- Zilberman, D. (2002) “Technology, Innovation and Entrepreneurship” Presentation. Dept of Agricultural and resource economics, University of California, Berkeley. Online: <http://are.berkeley.edu/~zilber/Innovationandadoption.ppt>