
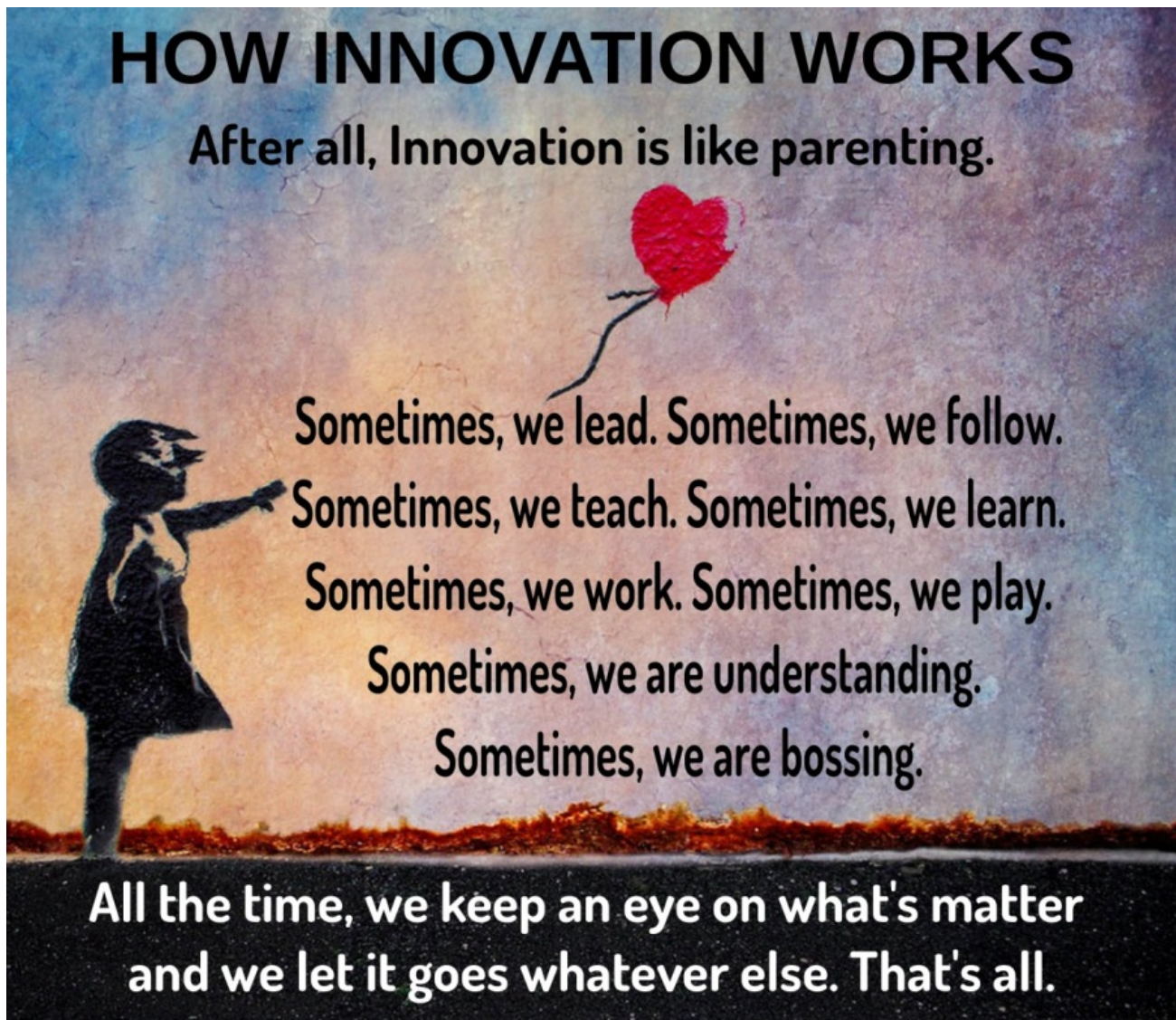


How good Innovation works

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Introduction

DISRUPTION IS NOT
JUST ABOUT TECHNOLOGY
CHANGING; IT IS ABOUT
CHANGING THE **LOGIC**
OF A BUSINESS.

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Speaking at least in terms of military history, we always had to innovate how we used technology and organized around it.

One quick example is the Zulu wars.

While the British stand their ground, have specially assigned individuals supplying the shooters and they shoot in group and properly aim, the Zulu who stole rifles would fight as individuals and aim way above its mark as you would aim a spear.

Therefore the Zulu was useless with a superior weapon. There must be a whole new practice and organization that comes with new technology.

Another quick example about Napoleon.

Napoleon didn't any technological invention but innovate the way to do war. It was how he organized his army and concentrated forces in battle the key point that was his big novelties. Also how he supplied and marched, what he called grand tactics.

–from the comments by [Eugene Sheely](#)

How Innovation works

This is the reason because there are Innovation consultants. Because, innovation never be as easy as deploying technology. It is about how – the new way of – using existing technology or a combination of existing technologies.

Inventions are an advancement in knowledge or in technology. Innovation is about integration. Inventions have to do with science and discovering while Innovation has to do with dealing with complexity.

Another wrong idea is that Innovation requires leadership. It is not true.

Innovation requires explorers – people who dare to try something new – and good teachers – people who are good to show to others how/which novelty trying.

About leadership

Leadership is not a single dimension skill but it is a combination of skills and attitudes. It is almost all about embrace and resolve contradictions.

Fake leadership is easy to detect because it is not able to manage contradictions. Real leadership is able to resolve in a creative way contradictions, instead.

Fake leaders are scared to try something new and loose their follows. Real leaders are "bad ass" people who do not care about loosing followers. It is the biggest contradiction which a leader should face. Like every parent that should say NO to their children.

However, it is not an absolute NO but It is "*not in this way*" or "*not in this moment*" or "*not in combination with these others factors*", etc. It is a functioning NO or it is an educational NO.

This is the reason because – sometimes – good leaders act like a boss. Usually, to say: "*This and not that should be done, now!*".

About timing and parenting

NOW is another key word about leadership.

Exactly like parenting, bossing or leading or let you go and try make mistakes and try again, no any of these approaches are a long-term strategy. They are a pool of useful tactics, the long-term startegy is to let people growing in their own path and way to be.

On other hand, they do not say YES. They show how. They challenging others about why. Fake leaders are scared about why because they have fake reasons to do what they are doing. True leaders could easily lie because they know the good reason because they are doing what their doing.

About the rules

Fake leaders try to establish rules which makes them win the competition among others, they are seeking for the power of controlling others. Greedy or envy are synptoms of a false leadership.

True leaders ask for help, instead and they do not care for the power – they act like they would have infinite power – because they act on the belief of doing the right thing.

Moreover, they think and act outside the box, they breaks rules continuously but they are not criminals, nor they cheat. Because their final aim is not to stole, damage or cheat others.

They break the rules because they aim to change the rules, in better. Or because they need to know why that rules are in place. So, they challenge the rules to explore and understand how they works.

Sometimes they act like parents and sometimes others they act like kids

Depending when they feel they can teach or they feel that they need to learn.

About participation

Fake leaders try to win. True leaders, help others to win. Like good parents, they prepare their children for doing their best but they do not care about the outcoming because they know that the final outcoming is outside any human will and behind any human effort.

Fake leaders are scared about making mistakes. Real leaders know that mistakes are unavoidable part of learning and doing.

They are never scared to say: "*Sorry, I made a mistake*". However, they rarely say "*I was wrong*" because they were not wrong.

In fact, they were doing with confidence and preparation but sometimes the outcoming did not happened to be as expected.

Nevertheless, not all expectations are in place to be satisfied. This is true about parenting and about real life, as well.

Conclusion

After all, Innovation is like parenting.

Sometimes, we lead. Sometimes, we follow.

Sometimes, we teach. Sometimes, we learn.

Sometimes, we work. Sometimes, we play.

Sometimes, we are understanding. Sometimes, we are bossing.

All the time, we keep an eye on what's matter and we let it goes whatever else.

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