

200911 Enterprise Innovation & Markets

1. The Clever Country

1.1 Define 'innovation' and 'entrepreneurship' and explain how they are essential for survival and growth

- Lifestyles are constantly reshaped by the process of innovation.
- Associated with growth.
- One person's problem is another opportunity.
- Bright ideas when implemented well can lead to valued new services and the efficient delivery of existing ones.
- Change needs to occur (products, services, delivery, process) in order to survive the risk of being overtaken by others.
- Entrepreneurs spot innovative opportunities and create new ways to exploit them.
- Innovation is about growth, about recognising opportunities for doing something new and implementing those ideas to create some kind of value.
- The urge to make change in our environment.
- Innovation is also a survival imperative.
- If an organisation doesn't change what it offers the world and the ways in which it creates and delivers its offerings, it may well be in trouble.
- And innovation contributes to competitive success in many different ways:
 - it's a strategic resource to getting the organisation where it is trying to go, be it delivering shareholder value for private sector firms
 - Providing better public services
 - Enabling the startup and growth of new enterprises.
- Creating opportunities: genetic based drugs on fighting diseases, Pilkington float glass process.
- Identifying new ways of serving existing markets: process turnover times of clothing districts are now done in rapid speeds with the development of technology.
- Growing new markets: Henry Ford's 'a car for everyone' which has grown to providing a range of models.
- Rethinking services: Bank corporations have reshaped their services to online and international solutions.
- Meeting social needs
- Radical improvements in the speed, quality and effectiveness of their care services, such as cutting waiting lists for elective surgery by 75% and cancellations by 80%, through innovation.
- Improving operations: resource companies such as Kumba resources.

1.2 Understand innovation as a process rather than a single flash of inspiration

- Intrapreneurs may not be focused on creating commercial value but rather on improving conditions or enabling change in the wider social sphere or in the direction of environmental sustainability (social entrepreneurship).
- Powerful mixture of energy, vision, passion, commitment, judgement and risk-taking provides the motive power behind the innovation process.