



The **5** most common mistakes when developing innovative ideas. March 12th 2016

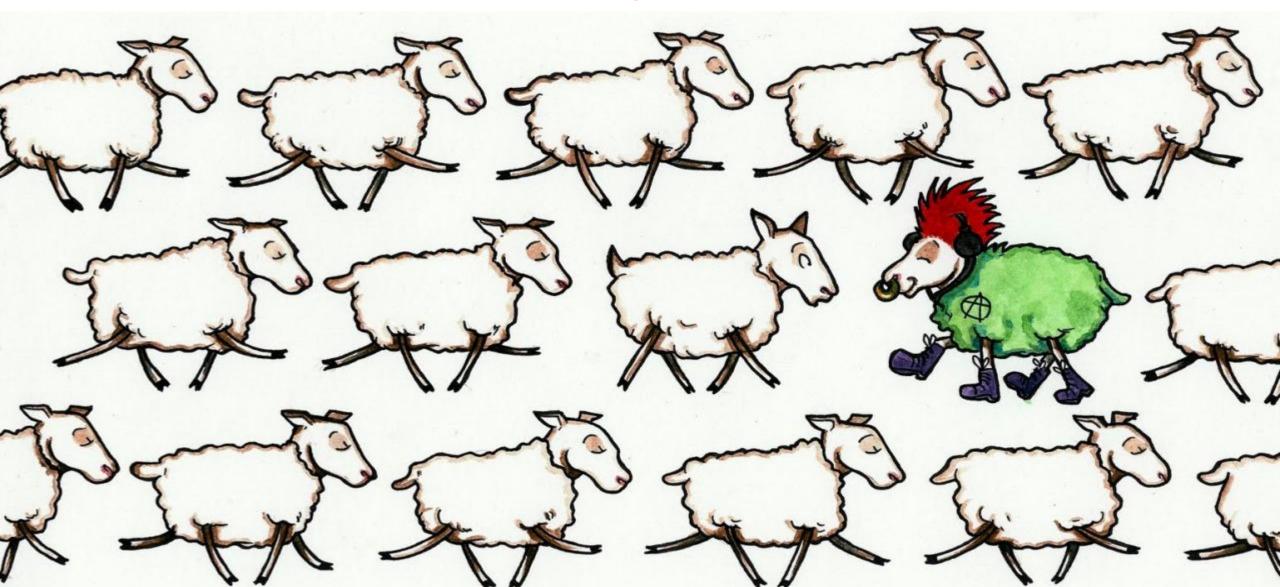
"A day not learned, is a day not lived".

Facilitator: *Trevor Holmes*

1. The idea must be totally new!



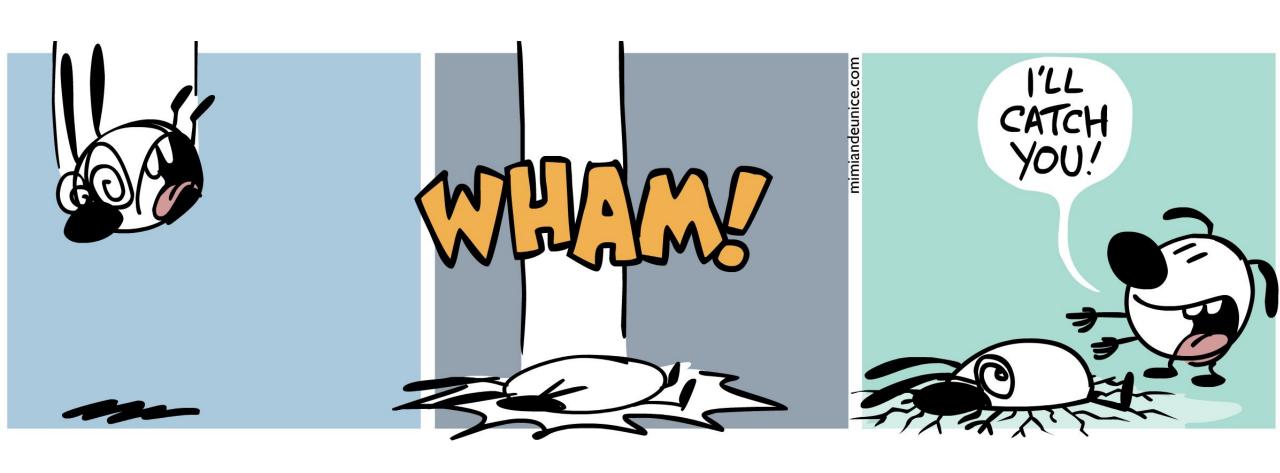
2. If I love it, everyone will love it!



3. Being too happy & optimistic!

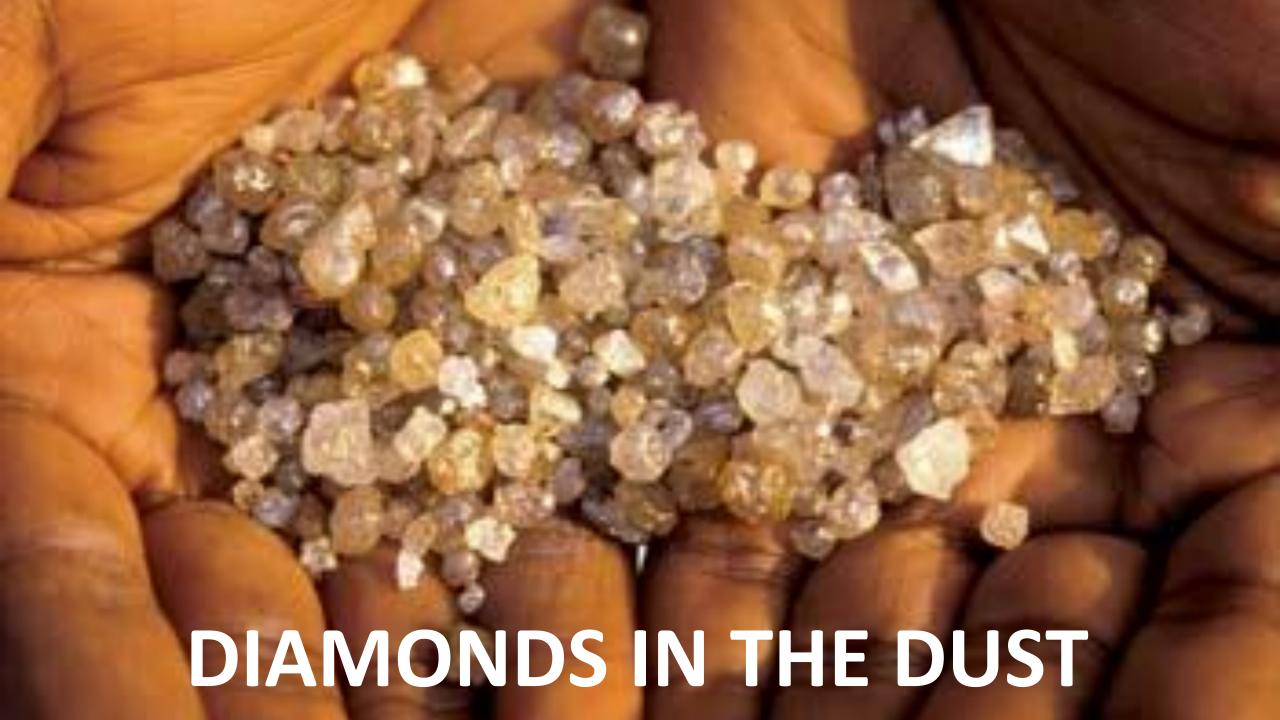


4. The wrong time!



5. Not sharing your idea!







Why some ideas live and others die!

Everett M. Rogers "Diffusion of innovations" 1962

- 1. Relative advantage
- 2. Compatible
- 3. Not Complex
- 4. Trial possible
- 5. Observable



