

The **5** most common mistakes when developing innovative ideas.

March 12th 2016

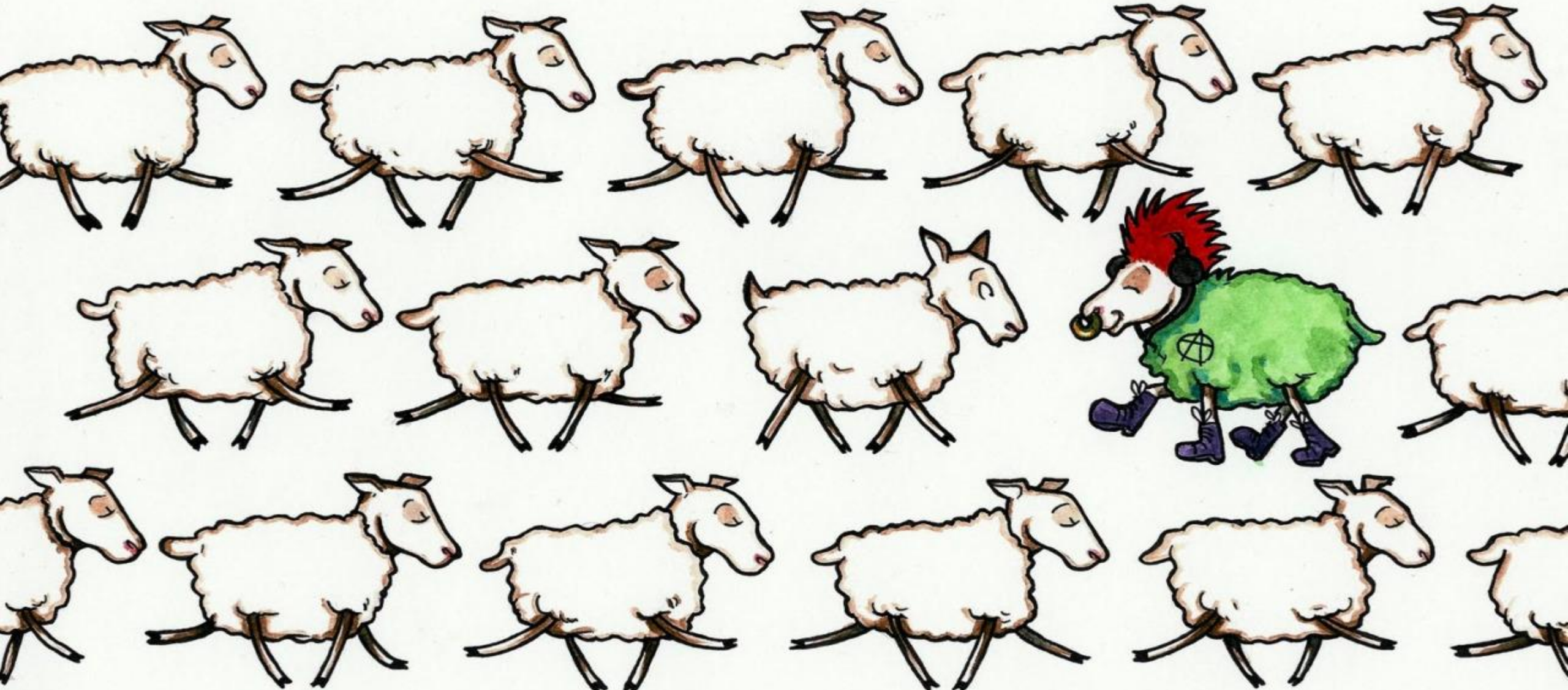
“A day not learned, is a day not lived”.

Facilitator: *Trevor Holmes*

1. The idea **must** be totally new!



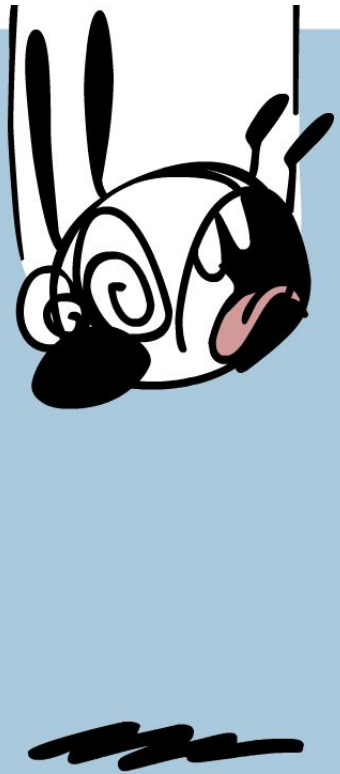
2. If I love it, **everyone** will love it!



3. Being **too** happy & optimistic!



4. The **wrong** time!



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5. Not sharing **your** idea!





DIAMONDS IN THE DUST



CANDERE

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



INNOVATION
UKRAINE

Thank you



Trevor Holmes

