



5 MAJOR INNOVATION BLOCKERS

and how to know if they are
blocking you

INNOVATION BLOCKER

1

STATIC MINDSET

WHAT IS IT?

A static mindset sees things in black and white, good and bad, perfect or imperfect. It blocks innovation by focusing on outcomes rather than process and measuring people and work on arbitrary or unrealistic standards.

IS IT BLOCKING YOU?

You might be getting blocked by a static mindset if you find yourself not launching new things because they aren't perfect yet. Maybe you are blowing your R&D budget on adding features before launch or simply delaying getting your work in front of potential customers.

Launch today. Start learning. Start growing.

INNOVATION BLOCKER #2 STUCK IN THE BUILDING

WHAT IS IT?

A central tenet of the Lean Startup Method is that there are no facts in the building. Organizations spend so much time thinking about themselves and their objectives they forget about their customers but this is where the crucial information for innovation lives.

IS IT BLOCKING YOU?

You might be stuck in the building if you aren't in regular, thoughtful contact with your user, customer, or beneficiary.

Talk to people who don't work for you!

INNOVATION BLOCKER # 3 STUCK ON A SOLUTION

WHAT IS IT?

The Lean Startup Method challenge us to focus on solutions our customers want based on evidence gathered from our customers not on what we think the solution should be. Getting stuck on a solution occurs when we believe in our solution without or in spite of evidence from our customers.

IS IT BLOCKING YOU?

You might be stuck on a solution if you find yourself lamenting the fact that people just don't understand your solution but would become customers if they just got it. You also might be stuck on a solution if people keep *saying* your solution is a good one but are not *paying* for your solution. Paying is better than saying.

Let go of your bright idea. Listen to your customer's bright ideas.

INNOVATION BLOCKER # 4 REWARDING RESISTORS

WHAT IS IT?

As leaders we get what we reward. We sometimes inadvertently incentivise resistance to innovation.

IS IT BLOCKING YOU?

Look at compensation, promotion and praise. Are you rewarding based on short-term, bottom line metrics? Does your compensation account for experimentation or only results? Do you have processes to measure learning? Are you promoting preservers or adventurers?

Pay, praise, and promote the disciplined disruptors.

INNOVATION BLOCKER

#5

ALL MADNESS NO METHOD

WHAT IS IT?

30 years ago Peter Drucker made the case that innovation is not the result of a moment of inspiration. Innovation is a discipline; a set of practices. Sometimes when we are trying to innovate we initiate lots of activity without a framework to evaluate that activity.

IS IT BLOCKING YOU?

You might be suffering from this blocker if you are running lots of experiments but they are not providing directional information or increasing your customer traction. Experiments that don't have go/no go metrics or a timeframe are all madness and no method.

Define Success. Set a date. Accept the result.



**GOT
BLOCKERS?**

**LET'S MOVE
THEM!**

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