



Innovation is Much More than Creativity

These days, innovation is all the rage. And the concept of 'creativity' is often used interchangeably with 'innovation.' But are the two really the same thing? What is their relationship?

First let's define innovation: It is the process of developing or modifying a product, service, or business model that achieves results in market.

The Eight Innovation Skills That Lead to Results in Market

Swarm Vision studied serial, successful innovators, both entrepreneurs and intrapreneurs. In large-scale international correlation studies, eight innovation skills emerged that:

1

Differentiate innovators from the general population at 99.9 percent confidence, and;

2

Correlate with real-world business results.

What Swarm Vision Measures



DRIVE

Ambition, Initiative,
Intensity, Persistence



DISRUPT

Boundary-breaking,
Thriving in uncertainty
Self-confidence



CREATE

Novelty-seeking,
Problem solving,
Uncommon connections,
Growth mindset



CONNECT

Relating,
Persuading,
Team-building,
Social intelligence



CONTROL

360-degree
involvement,
Competitiveness,
Financial orientation



THINK

Information Capacity,
Rapid Pattern
Recognition, Reflection



DELIVER

Contextual Goal-
orientation, Making the
world



GIVE

Benefitting others,
Making the world
better

Creativity is one of the eight innovation skills

As you can see, Create is only one of the eight innovation skills; Drive, Disrupt, Connect, Control, Think, Deliver and Give are just as important.

1

If you are selecting employees for innovation initiatives based on their apparent creativity, you may be overlooking other innovators with the other seven critical innovation skills to contribute

What does this revelation suggest, in practical terms?

Your innovation teams may lack the other seven skills that are essential for innovation business results. Initiatives may be stalled out due to a lack of skills beyond the initial "a-ha" moment.

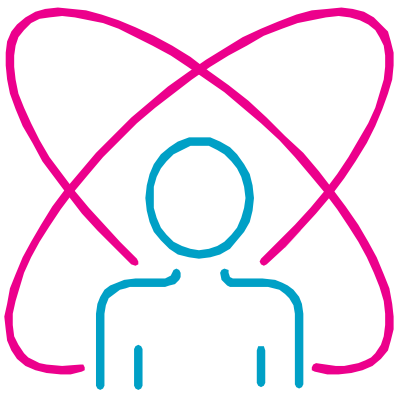
2

3

Creativity is essential for generating ideas. But just as important are identifying and framing market needs, team-building, advocating for resources, developing a profitable business model, and delivering concrete results.



Creativity – while essential – is not enough for a successful innovation program. Swarm Vision identifies all of the innovation talent in your workforce, so you can leverage it to drive growth.



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About Swarm Vision

Swarm Vision is a Silicon Valley-based predictive analytics company focused on corporate innovation.

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