

# THE 4 LENSES OF INNOVATION

## A Power Tool For Creative Thinking

**ROWAN GIBSON**

**ROWAN GIBSON** is a public speaker and an expert in business innovation. He is the author of three books on business strategy and innovation including *Rethinking the Future* (1996) and *Innovation to the Core* (2008). He has consulted with international companies teaching them how to seize new growth opportunities for more than twenty years now. Mr. Gibson has given keynote speeches and innovation seminars in 61 countries and his client list includes Coca-Cola, Accenture, British Telecom, Credit Suisse and others.

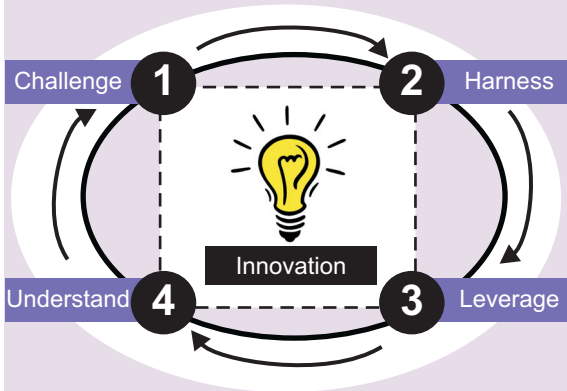
The Web site for this book is at [www.RowanGibson.com](http://www.RowanGibson.com).

ISBN 978-1-77544-858-7

**MAIN IDEA**

When you analyze how successful business innovation has happened through the decades, you'll find most breakthroughs don't come from a moment of individual brilliance. More often than not, innovation is the result of looking at the world with a fresh perspective. In other words, it comes from seeing things differently.

With that in mind, there are four "lenses" which innovators use to look at the familiar and spot what is unseen:



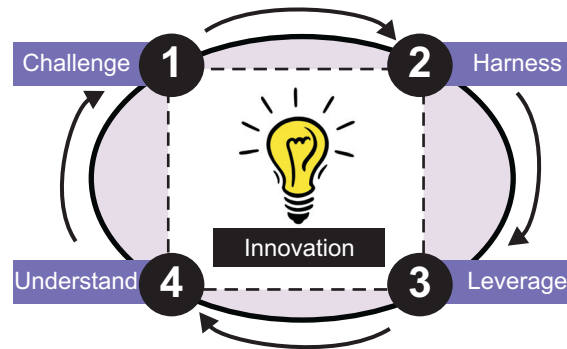
1. *Innovators challenge orthodoxies* – they question and often end up overturning commonly held assumptions.

2. *Innovators harness trends* – they spot patterns which are changing the game and ride these waves to success.

3. *Innovators leverage resources* – they find ways to repurpose, redeploy and sometimes recombine resources which are already there to be used.

4. *Innovators understand customer needs* – they live in their customer's skins, empathize with them and then work to identify their unmet needs.

If you aspire to come up with original and fresh ideas which end up creating new growth opportunities, learn from history's most successful innovators. Use these four lenses to think like an innovator. They are catalysts for breakthrough innovations.



**Lens #1 – Challenge orthodoxies** . . . . . Pages 2 - 3

Most innovators are contrarians through and through. They openly challenge deeply entrenched beliefs and facts which have long been taken for granted. Sometimes the best way to come up with a genuinely creative idea is to think of alternatives to what everyone else just naturally assumes has to be true.

**Lens #2 – Harness trends** . . . . . Pages 3 - 4

Innovators understand and welcome change. They pick up on the trends which are just starting to gather momentum and factor them into their ideas. Innovators use those emerging trends to their own advantage whereas incumbents tend to underestimate the impact of trends or ignore them altogether.

**Lens #3 – Leverage resources** . . . . . Pages 5 - 6

Innovators view the world as a collection of skills and assets which can be recombined or stretched into new opportunities. They take what they have (and also the resources others around them have) and develop them, synthesize them and combine them in new and often better ways.

**Lens #4 – Understand needs** . . . . . Pages 7 - 8

Innovators tend to have insatiable levels of curiosity. They're interested in everything and anything, especially what customers and potential customers need. By intensely observing and learning, they spot unmet needs which are genuine innovation opportunities. They often focus on customer frustrations others simply ignore.

# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

