

Innovation Workshop: Creating a Culture of Innovation in Community Development Organizations

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The purpose of innovation is to create business value. Businesses and organizations that want to survive and to grow in this rapidly changing market, must innovate effectively.

Summary

- Social economic value: Creativity is when we use ideas to create resources. Resources are used to create innovation.
- Innovation involves risk and risk entails failing. Requiring 100 percent success means you are being non-adaptive.
- Ideation – creativity is connecting risks.
- Insight: simplicity. Apple takes complex technology and makes it comprehensible for the average consumer.
- The fundamental dysfunction in funding community development is that it does not allow for failure. The inability of funders and nonprofits to allow failure is an inherent flaw in the nonprofit sector.

Memorable Quote

“People don’t know what they want until you show it to them.” Steve Jobs, Apple founder

“If I had asked people what they needed in 1905, they would have said a faster horse.” Henry Ford

Conclusion/Remaining Questions

- Are you doing things that can logically serve as a platform for others?
- What networks do you belong to that can create businesses that generate dividends?
- U.G.C. = User Generated Content, i.e. video uploaded on YouTube
- What is your experimentation brand?