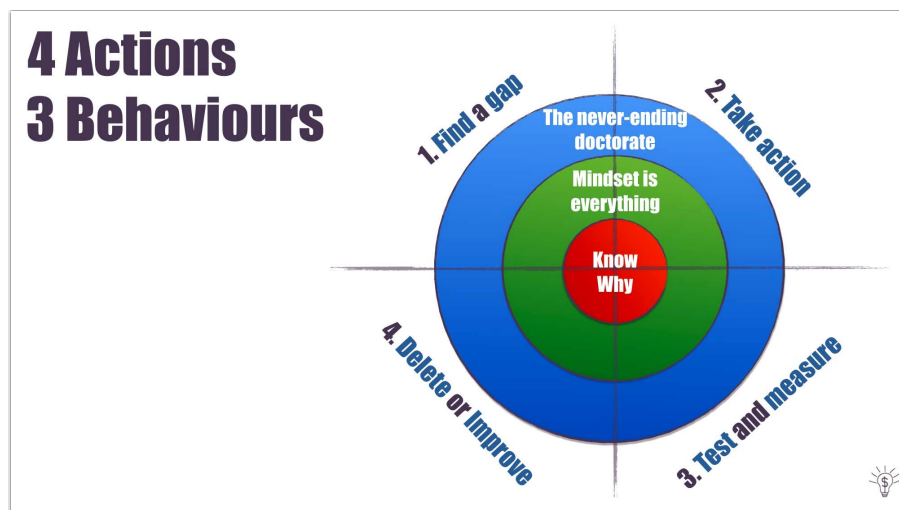


# Game of Inches<sup>TM</sup>

Nigel Collin

## Effective Innovation

Business success is a game of inches and not a one off event. 99% of successes come from many small, practical steps rather than the single 'Eureka' idea. Effective innovation is an everyday process. It's not you who are that counts but what you do.



### 4 Actions 3 Behaviours

#### 1. Find a gap

Gaps appear in two places. External and internal

1. What it is your customers really want?
2. What improvements can be made within your business?

#### 2. Take Action

Nothing happens until you do something.  
Ask what would Denis do?

#### 3. Test and measure

How will you know if you are on track  
What is your measurement of success?

#### 4. Delete or improve

Is the idea working and hitting the measurement?  
If not, delete it.  
If it is improve it.

#### Know Why

Knowing why drives you and keeps driving you?  
Revisit your 'why'.

#### Mindset is everything

In relation to Carol Dweck's work on mindset  
1. Ask are you in a 'Growth Mindset'?  
2. Ask what can you learn from your mistakes?

#### The never-ending doctorate

The learning never stops.  
What can you learn today?



**It ain't about inventing the next iPhone**

**It's about consistently improving everything you do**

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