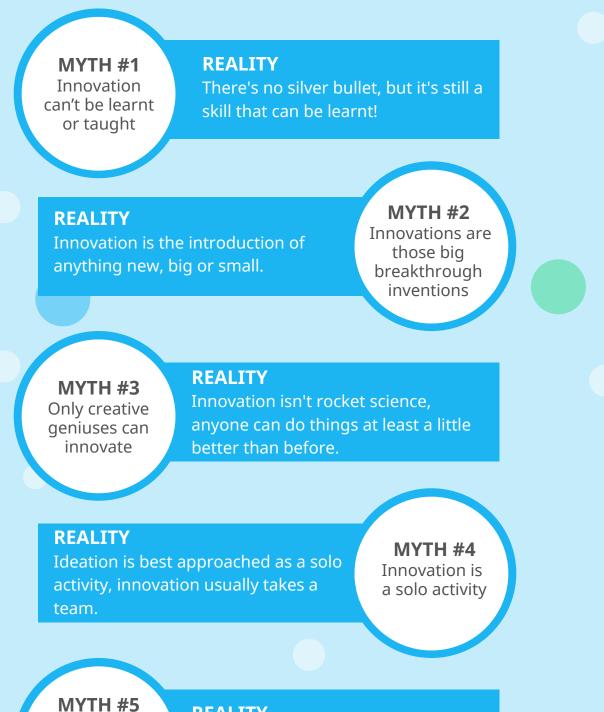


INNOVATION MYTHS DEBUNKED



MYTH #5 Should be centralized to R&D/innovation team

REALITY

Top innovators almost always decentralize innovation.

REALITY

To stay relevant, every company must do at least incremental innovation.

MYTH #6 Innovation is not for everyone

MYTH #7 Innovation happens top-down

REALITY

Innovation should be led from the top, but it still happens way outside the board room.

REALITY

First to scale is what matters (not to market) and that's where large organizations have a big advantage.

MYTH #8 Large organizations are too slow to innovate

MYTH #9 Innovation requires big bets

REALITY

Some do, but often it can be funded from existing budgets. Constraints also force creative solutions.

REALITY

Only 3% of people have their best ideas in regular work settings such as these. MYTH #10 The best ideas come from workshops, meetings and hackathons

For the full version with 20+ myths and misconceptions, see **viima.com/blog**