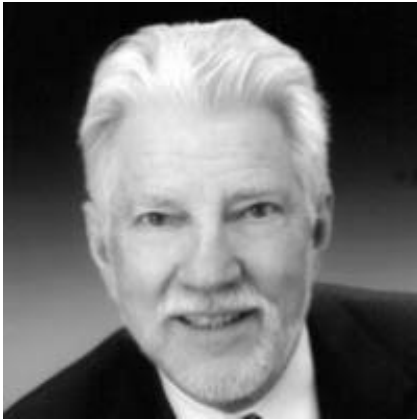
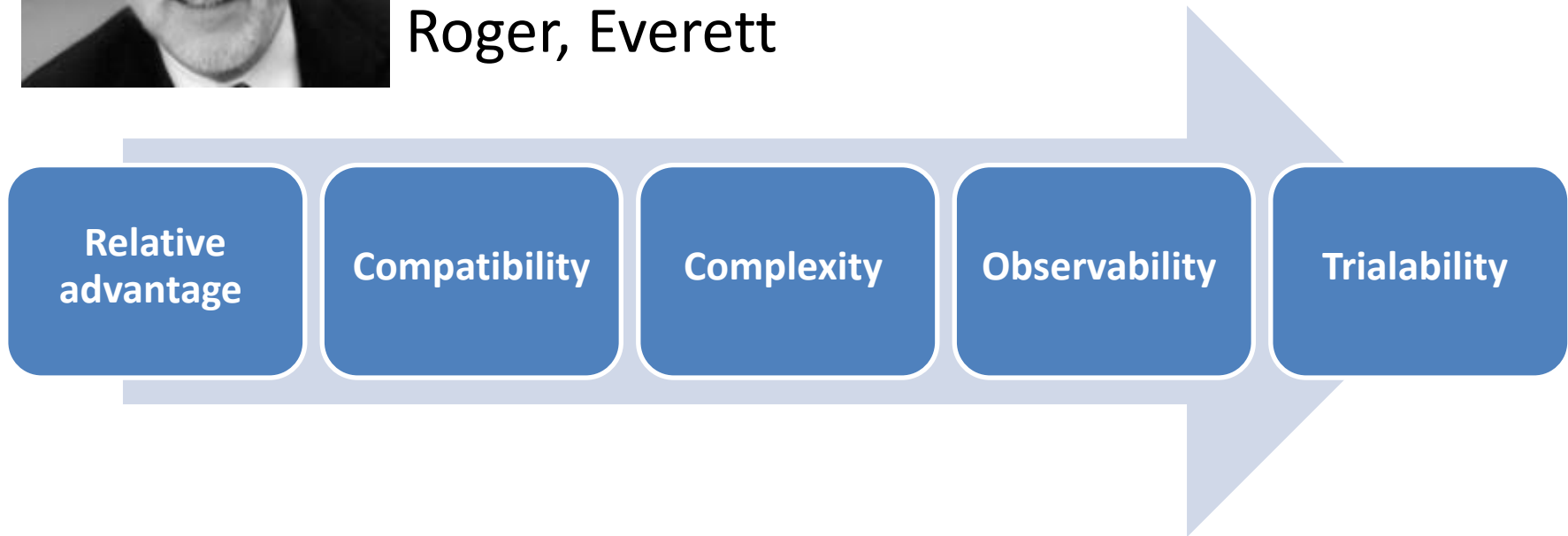


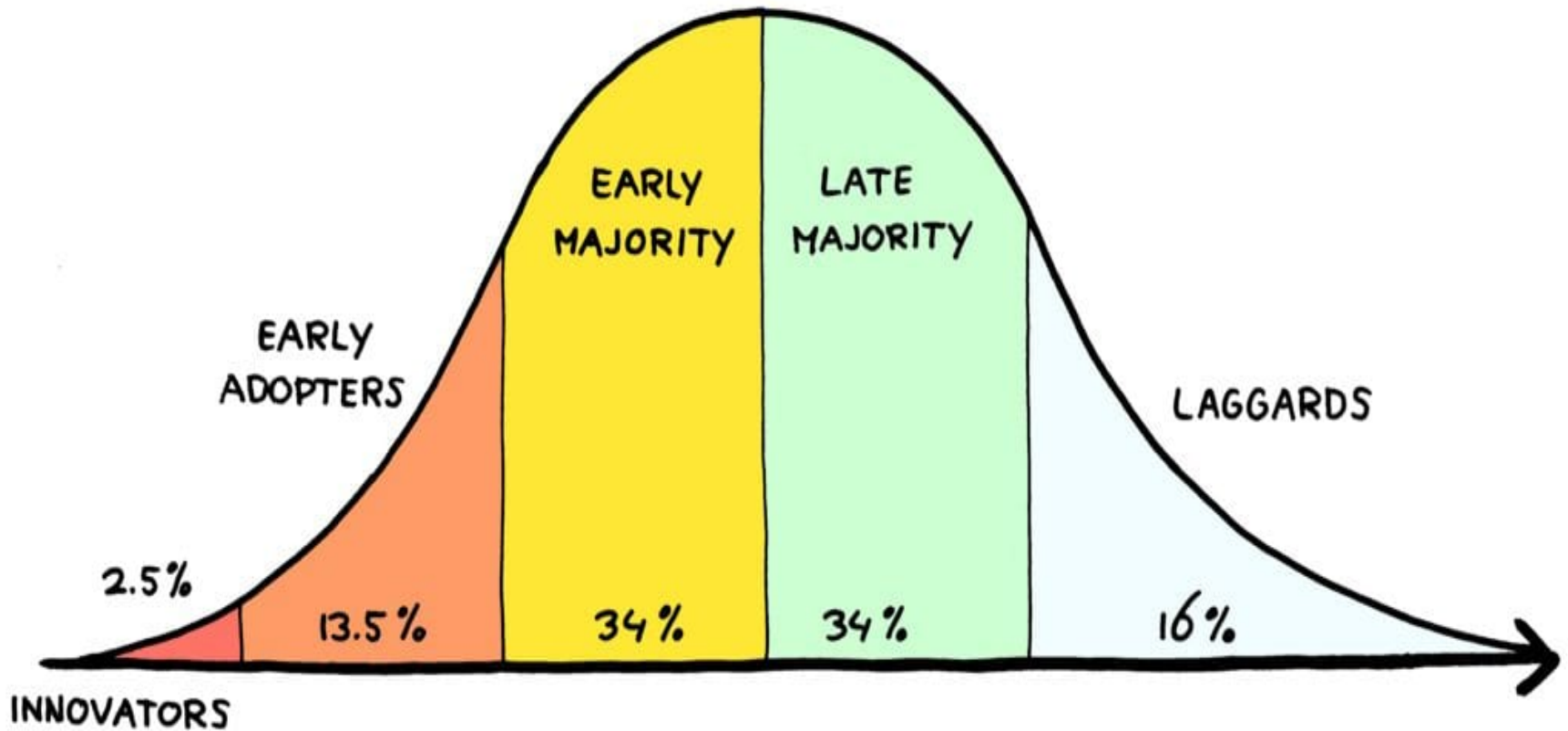
# Innovation characteristics on consumer adoption of an innovation



Roger, Everett



# The Innovation adoption curve Roger (1958)



# What is innovation?

- Innovation ...” a new or improve product or process (or combination there of) that differs significantly from the unit’s previous product or process and that has been made available to potential users (product) or brought them into use by the unit (process)

(OSLO Manual, 2018)

# Definitions from few Innovators

Innovation is:

*"Turning an idea into a solution  
that adds value  
from a customer's perspective"*

**Nick Skillicorn**

@improvides

 idea to value.com




# Innovation is:

"a feasible relevant offering such as a product, service, process or experience with a viable business model that is perceived as new and is adopted by customers"

Gijs Van Wulfen

@gijsvanwulfen

 [idea to value.com](http://idea.to.value.com)

Innovation can come from either “invention” (something totally new) or iteration (a change of something that already exists), but if it does not meet the idea of new and better” It is not innovation.



George Couros



# What are the common characteristics of Innovation?

# Why Innovation is important.

- Create Growth
- Make Organization Stand Out
- Meet the need/expectation of Customers/Clients

# Your services and customers reactions

Below  
standard



Complaint

Meet  
standard



Not mention

Meet  
Need



Satisfaction

Meet  
Expectation



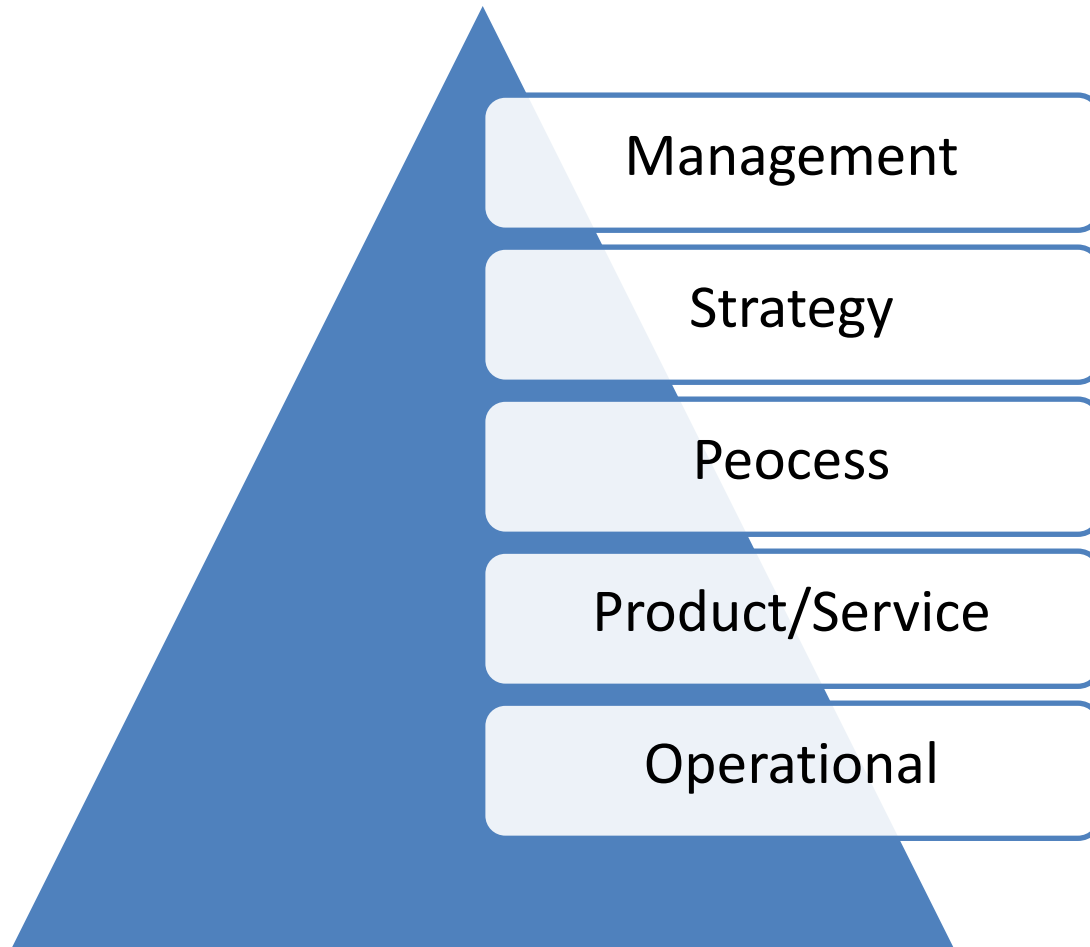
Delight



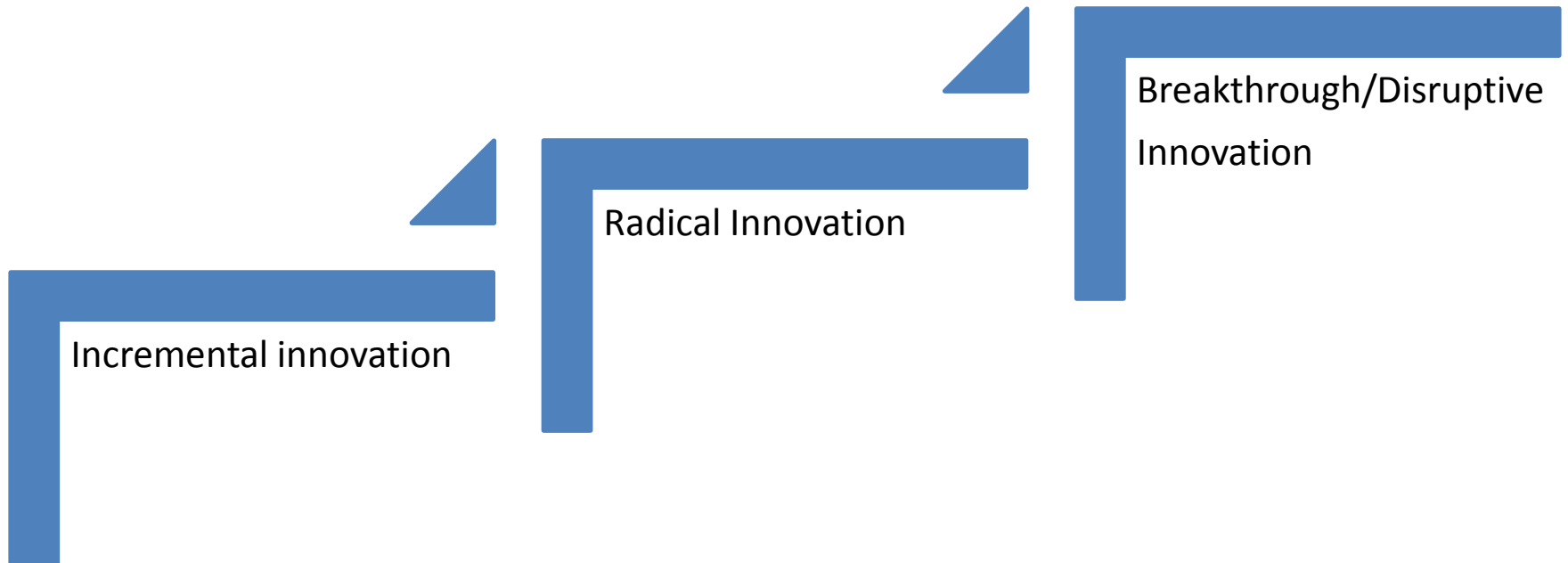
Beyond Expectation  
Customer Loyalty

# Types of innovation

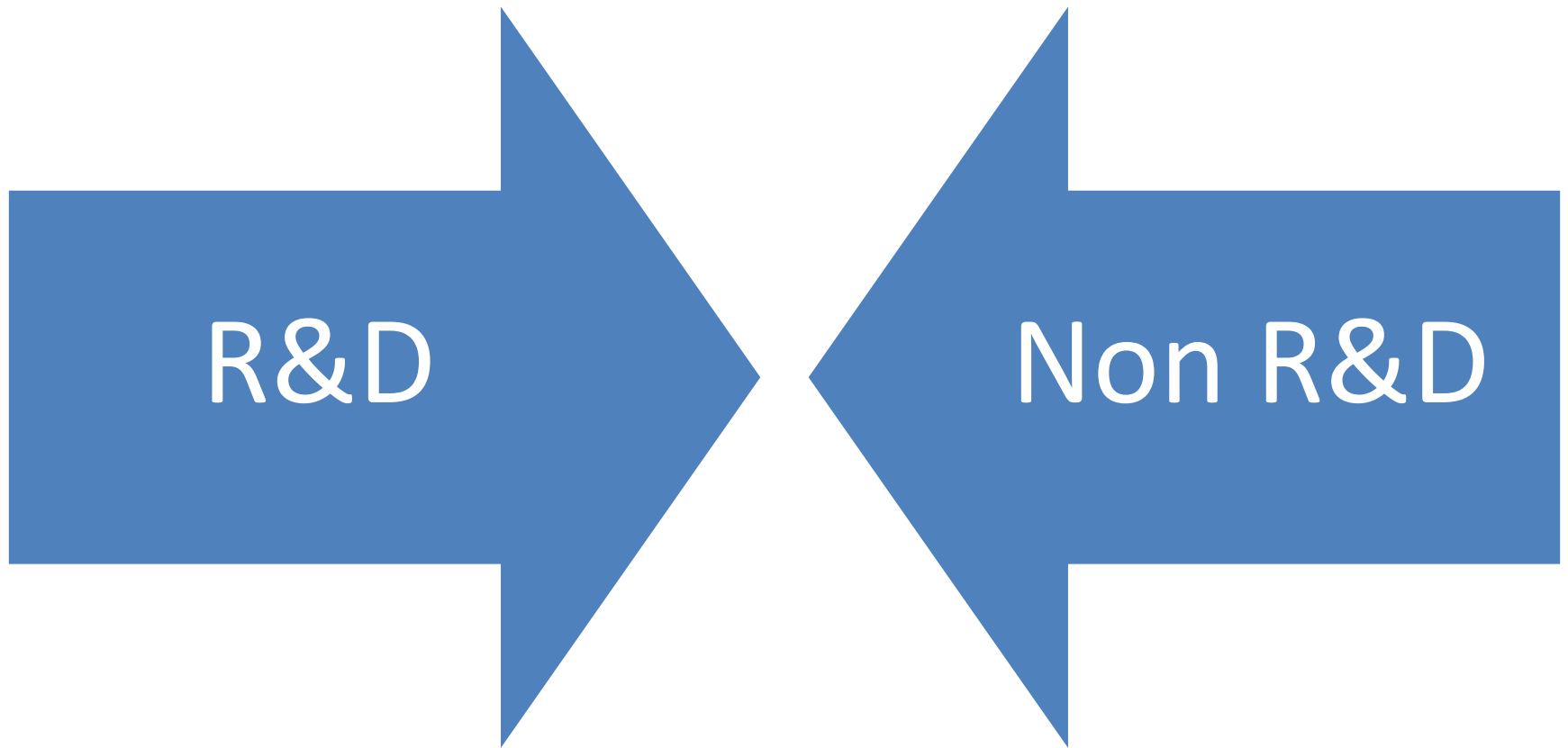
## By the Innovation Stack



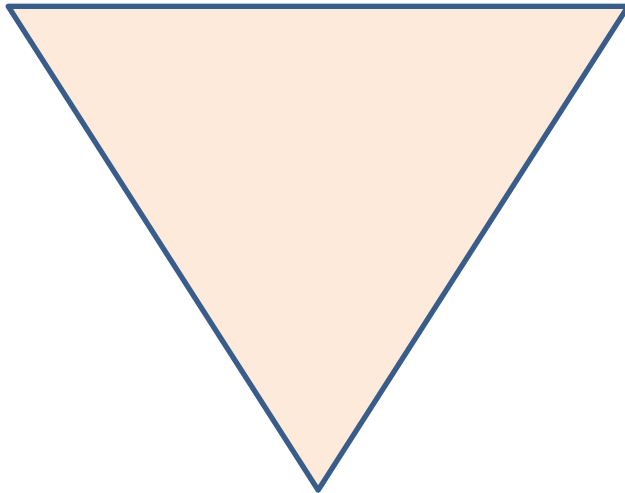
# By novelty of results



# By innovation source

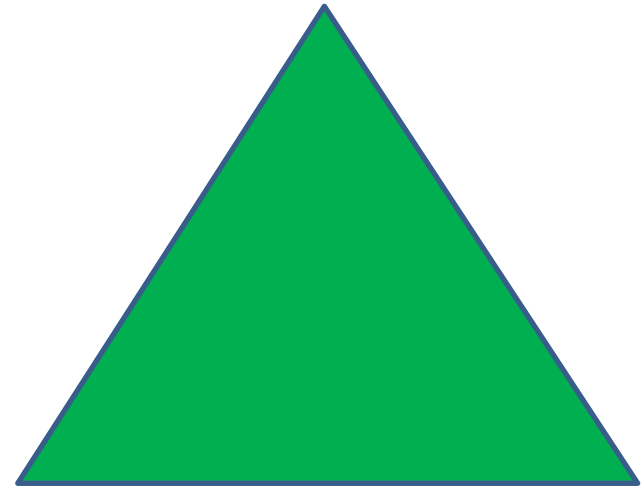


## Top down innovation



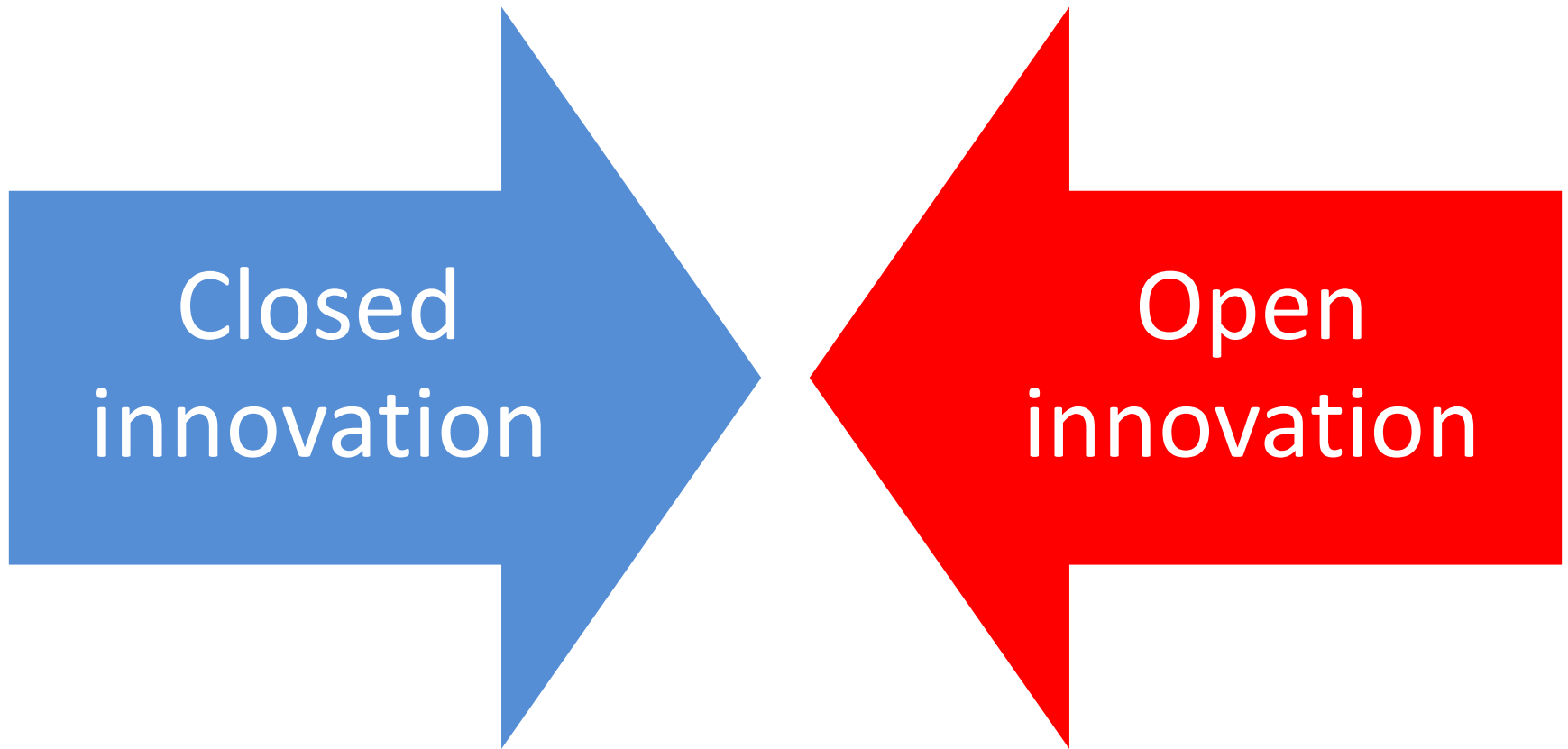
Driven by management groups and R&D Department

## Bottom up Innovation



Driven by front line insights and dialogue

# By Strategy





# Exercise

- ใช้เวลา 5 นาที ให้นักศึกษาคิดถึงนวัตกรรมในองค์กรของตน และแยกประเภทตามเกณฑ์ที่เรียนไป