

# The **5** most common mistakes when developing innovative ideas.

March 12<sup>th</sup> 2016

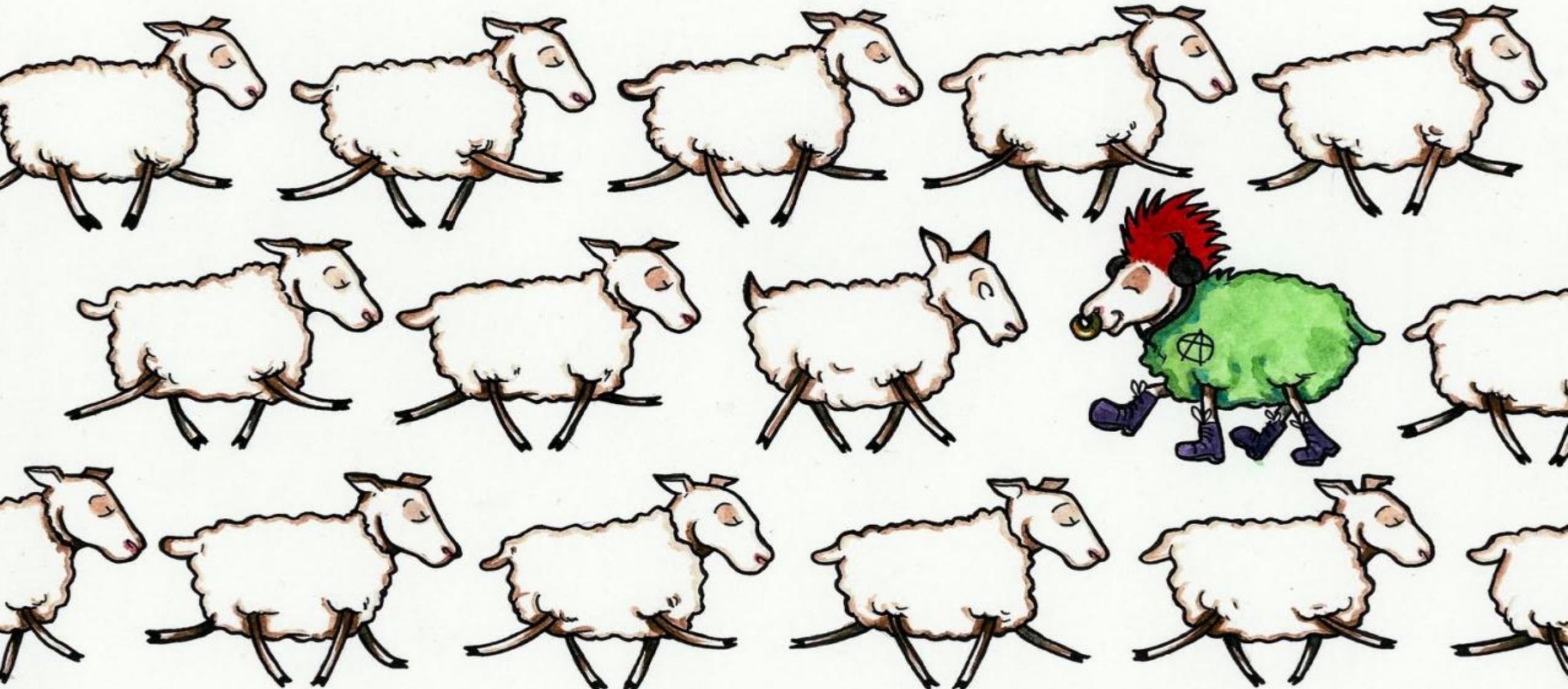
*“A day not learned, is a day not lived”.*

Facilitator: *Trevor Holmes*

1. The idea **must** be totally new!



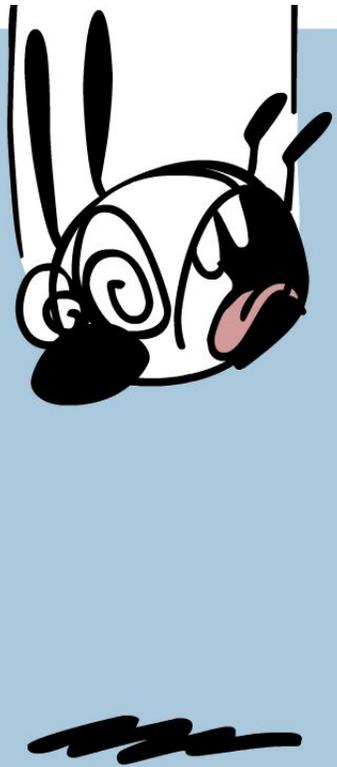
2. If I love it, **everyone** will love it!



# 3. Being **too** happy & optimistic!



# 4. The **wrong** time!



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# 5. Not sharing **your** idea!





**DIAMONDS IN THE DUST**



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# Why some ideas live and others die!

*Everett M. Rogers "Diffusion of innovations" 1962*

1. Relative advantage
2. Compatible
3. Not Complex
4. Trial possible
5. Observable



INNOVATION  
UKRAINE

Thank you



Trevor Holmes

