

# Overview of Innovation and Scepticism

## 创新与质疑精神介绍

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# Innovation and competitive advantage

# Testing for innovation

(from McKinsey analysis)

To be sure, there's no proven formula for success, particularly when it comes to innovation.

	Do you really innovate?
Aspire	Do you regard innovation-led growth as critical, and do you have cascaded targets that reflect this?
Choose	Do you invest in coherent, time- and risk-balance portfolio of initiatives with sufficient resources to win?
Discover	Do you have differentiated business, market, and technology insights that translate into winning value propositions?
Evolve	Do you create new business models that provide defensible and scalable profit sources?
Accelerate	Do you beat the competition by developing and launching innovations quickly and effectively?
Scale	Do you launch innovations at the right scale in the relevant markets and segments?'
Extend	Do you win by creating and capitalizing on external networks?
Mobilize	Are you people motivated, rewarded, and organized to innovate repeatedly?

A photograph of two women in a modern office environment. The woman on the left, with long dark hair, is wearing a light-colored knit sweater and holding a blue pen. The woman on the right, with blonde hair, is wearing a dark grey top and is pointing at a document. They are both looking intently at a laptop screen. The background shows a bright window and a blue water bottle on a desk.

# Creativity in the workplace

# Momentum v.s. inertia

When you faced with innovation in the workplace:

## Momentum

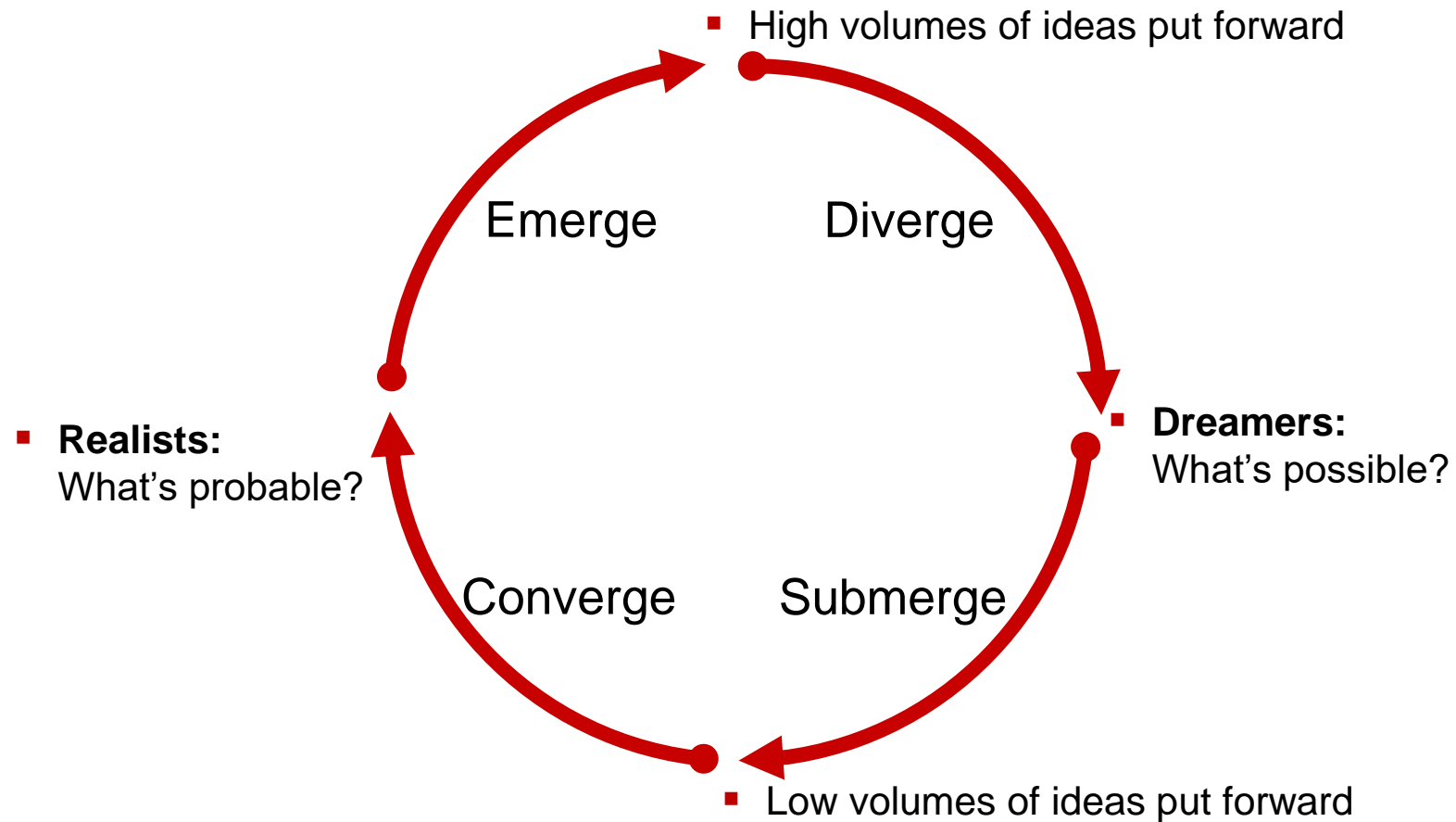
- Bigger picture
- Add value
- Opportunities
- Relish the challenges

## Inertia

- Threaten the comfort zone
- Affect everyday routines
- Diminish the quality of working life
- Fear factor

# Creativity is part of innovation

How will you show up in the challenge?



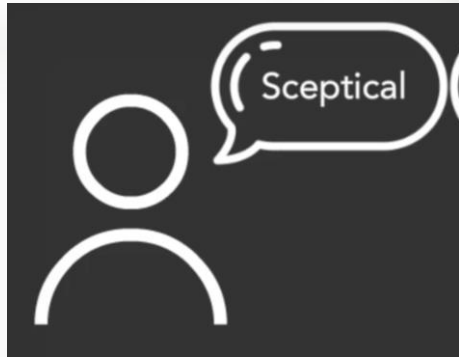


# Importance of scepticism

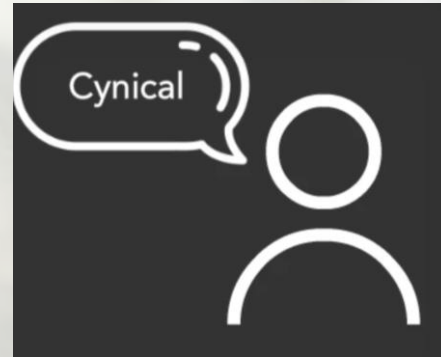


# Sceptical v.s. Cynical

(From Cambridge Dictionary)



- Doubting that something is true or useful.



- Believing that people are only interested in themselves and are not sincere.



A person is seen from behind, standing on a dark mountain peak. They are looking out over a vast landscape of white, fluffy clouds that stretch to the horizon. The sky above is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is serene and expansive.

**Please study Unit 3 Innovation and  
Scepticism for more details**