



Traditional Approaches vs. Strategic Innovation

Here is a summary of the differences between traditional approaches to strategy and Strategic Innovation:⁴⁴ [*emphasis mine*]

| *A Typical Traditional Approach | The Strategic Innovation Approach |
|--|---|
| Adopts a “present to future” orientation using today as the starting point | “Starts with the end in mind” by identifying long-term opportunities and then bridges back to the present |
| Assumes a rule-maker/taker (defensive/follower) posture | Assumes a rule-breaker (revolutionary) posture |
| Accepts established business boundaries/product categories | Seeks to create new competitive space/playing fields |
| Focuses on incremental innovation | Seeks breakthrough, disruptive innovation while continuing to build the core |
| Follows traditional, linear business planning models | Marries process discipline with creative inspiration |
| Seeks input from obvious, traditional sources | Seeks inspiration from unconventional sources |
| Seeks articulated consumer needs | Seeks unarticulated consumer needs |
| Is technology-driven (seeks consumer satisfaction) | Is consumer-inspired (seeks consumer delight) |
| May have a “one-size-fits-all” organizational model | May experiment with entrepreneurial “new venture” or other organizational structures |

- ▶ Take another look at the preceding table.
 - Put an “X” next to the statements that describe your department right now, and
 - Circle the statements that describe your department of tomorrow.

Source: Soren Kaplan and Derrick Palmer, “A Framework for Strategic Innovation”, (2007), Innovation Point, <http://www.innovation-point.com/Strategic%20Innovation%20White%20Paper.pdf>