Innovation, Emergence, and Communication

Innovation has become a top priority for the Navy and DOD. Many students want to organize their thesis research to lead to innovations. Unfortunately, the common approaches about innovation adoption are based on flawed theories and cannot produce the results they seem to promise. We will explore a new story about innovation and will de-mystify innovation, design, emergence, navigation, mobilization, and adoption. We will examine how we as a Navy can raise our innovation success rate above the prevailing 4 percent.

Innovations are new practices that emerge in response to concerns in communities. Innovators shape the response and guide its adoption. Innovators often encounter resistance among those most affected by the displacement. The ability to innovate depends critically on communicating requests, promises, offers, declarations, and assessments, as well as on listening, especially for concerns, emotions, and moods. We will examine the basics of effective communication for innovation.

Bring your own lunch.

Leaders:

Peter Denning is an NPS Distinguished Professor, Director of Cebrowski Institute, and co-author of The Innovator’s Way (MIT Press, 2010).

Nick Dew is an Associate Professor in GSBPP. He teaches strategy and researches innovation and entrepreneurship.

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