



**Ritu Punhani**

Amity University, Noida,  
National Capital Region, India

**DON'T KILL INNOVATION**  
**CHANGING EDUCATION PARADIGM**  
**ORGANIZATIONS KILLING INNOVATION**

# 1 WAYS AN ORGANIZATION KILLS INNOVATION

Every organization or a company is searching for innovative ideas to increase company's profits, impact and customers. Innovation is the essence of organizational significance, relevance and growth. Every organization spend billions of bucks and try to find out the next big innovation which will fascinate their customers and give more life to the company.

The challenge is not a scarcity of big innovation, rather it is what happens to those inventions - when and where they KILL. Few points are listed below that an organization unintentionally kill the innovation:

1. **Implement your innovation without a solid business need:** Organization doesn't want to interrupt its normal routine.
2. **Identify one front-runner of innovation.** It's like appointing one person to search new innovation within an organization. This is like varying perspectives which creates new innovative ideas that are worth implementing in an organization.
3. **Believe that only one idea is feasible.** Bring new idea to an organization is a process that requires many attempts before finding the right fit (time, economy, market needs).

4. **Inattention to customers in the innovation process.** An organization's existence depends upon customers so negligence of customer in this process will kill the new idea.
5. **Ignoring brainstorming:** It is easier to tenor down the innovation but the brainstorming sessions will provide a negativity-free environment to people and encourage them to throw the innovation without any anxiety of toned down.
6. **Feasibility trap:** Innovation seems feasible but led to decrease in customers.

We live in an eon of innovations and if any organization stand still, this will led to downfall. Every organization is looking for the new idea that will give enhancement to their company in terms of more business and more customers.

In organizations all the persons have the capability to innovate but not all have to get out of the way to prove themselves and lead innovation rather than accidentally squelching it.

