



One possible example is to encourage creative thinking amongst your people by way of creating think tank sessions on a Friday afternoon. Other possibilities include empowering your people through investment in their development, being assertive towards investing in new ideas, new services and simple improvements and creating a focus group to evaluate the value proposition*3 of the offer.

An Innovation specialist at the University of Brighton regards innovation as a fairly simple process to adopt, if your ambition is for your business to grow and make money.

Ideas + Action + Impact = Innovation

Also be prepared to invest in your business. Look out for innovation grants or speak to one of the Growth Hub Business Advisers.

These videos below will also inspire opportunities through creativity & Innovation!

[Where good Ideas come from](#) Steven Johnson

[Trend Hunting - Spark Innovation, Discover Ideas'](#) Jeremy Gutsche

Appendices:*1 & *2 Research study - Strategic Innovation

*3 <https://strategyzer.com/canvas/value-proposition-canvas>

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