



Seeking knowledge, examining problems from different points of view and synthesizing content and context to create new, often unique possibilities requires an openness that the process view of innovation fails to provide.

**A knowledge-driven view of innovation starts with permission: permission to be creative, permission to fail, permission to explore. Knowledge and innovation need each other.**

Lead with permission not incentives.

Develop business expertise.

Plan for discontinuity.

Recognize risk.

Defend against scope creep.

Realize even if you don't ask for permission, you will need to ask for it eventually.

Be willing to fail.

Persevere

Value learning

Ignore signals and keep going.

Identify stress

Collaborate

Find air cover.

Anticipate the innovation bubble's collapse

Be prepared to be judged.

Identify chances for success.

Mine the past and the present.

Bet everything.

Build a talented team.

Manage disruption and change.

Let go of...ideas, assertions and assumptions.

**Read the post:**

**Knowledge and Innovation: 21 Innovation Principles that Benefit from Knowledge Management**



<https://seriousinsights.net>