

## Innovation in Business

*Innovation distinguishes between a leader and a follower.* - Steve Jobs



### Warm up

- Do you agree with Steve Jobs's quote? Why or why not?
- What does innovation mean to you, and why is it important in business?
- Name an innovative product or company. Why is it innovative, and how has it changed its industry or society?
- Who do you consider to be an innovative leader or entrepreneur, and why?
- What strategies do you think businesses can use to cultivate a culture of innovation within their organizations?
- What are your thoughts on the importance of innovation in today's rapidly changing business landscape?



### 1. Convert the nouns into adjectives, and discuss their connotations as positive, negative or neutral.

innovation	<i>innovative (adjective): positive connotation, suggests creativity and progress.</i>
1. creativity	.....
2. mediocrity	.....
3. ingenuity	.....
4. vision	.....
5. adaptability	.....
6. inventiveness	.....
7. resourcefulness	.....
8. stagnation	.....
9. tradition	.....
10. resistance	.....
11. conservatism	.....
12. progress	.....
13. obsolescence	.....



2. Use the adjectives from Exercise 1 to discuss the industries below.

education	public transport	legal services	banking
hospitality	retail	entertainment	food and beverage

- How have or haven't these industries evolved in recent years?
- Can you name an innovative product or service in these industries?
- Are there areas where industries are stagnant or resistant to change?
- How do you see this industry changing in the next decade?

Expressing cause and effect

Using "Due to" and "Because of":

Due to [noun], [result].

Due to high demand, the product sold out quickly."

Because of [noun], [result].

"Because of their innovation, the company grew rapidly."

Using "Because":

Structure: "Because [cause], [effect]."

"Because they invested in research, they developed new technologies."

[Effect] because [cause].

"They developed new technologies because they invested in research."



3. Using the structures and the information from Exercise 2, create your own cause and effect sentences about the industries discussed.

1. Due to ....., .....
2. Because of ....., .....
3. Because ....., .....
4. .... because .....



4. Discuss these companies and what made them innovative.



Airbnb



Uber



Netflix



Beyond Meat



SAP



Tinder



WeWork



Dyson

- What specific innovations are these companies known for, and how did these innovations contribute to their success?
- Give examples of recent innovations from these companies.
- How has competition affected their innovative edge?
- Have you ever used the products or services of this company? Did you like them? Why or why not?



## 5. Guess the company.

<p><b>Software innovation (1985):</b></p> <p>Developed the Windows operating system, revolutionizing personal computing.</p> <p>Transformed the software industry and enabled widespread PC adoption.</p> <p>Clue: Synonymous with personal computing.</p>	<p><b>Ethical beauty revolution (1976):</b></p> <p>Pioneered ethical beauty products, promoting sustainability and animal rights.</p> <p>Raised awareness about conscious consumerism in the beauty industry.</p> <p>Clue: Symbol of ethical beauty and sustainability.</p>
<p><b>E-commerce disruptor (1994):</b></p> <p>Established the largest online marketplace, revolutionizing retail.</p> <p>Transformed e-commerce with a vast product selection and convenient services.</p> <p>Clue: Global leader in online retail.</p>	<p><b>Assembly line pioneer (1913):</b></p> <p>Pioneered assembly line production, transforming mass production.</p> <p>Revolutionized the automotive industry and accelerated urbanization.</p> <p>Clue: Synonymous with mass production and accessibility.</p>
<p><b>Direct-to-consumer tech provider (1984):</b></p> <p>Introduced direct-to-consumer sales, democratizing access to technology.</p> <p>Disrupted the PC industry with customizable products and competitive pricing.</p> <p>Clue: Leading provider of customizable PCs.</p>	<p><b>Internet search innovator (1998):</b></p> <p>Developed a dominant search engine, revolutionizing internet browsing.</p> <p>Enhanced productivity and diversified into various tech sectors.</p> <p>Clue: Synonymous with internet search and innovation.</p>
<p><b>Healthcare innovator (1849):</b></p> <p>Developed breakthrough drugs and vaccines, saving millions of lives.</p> <p>Revolutionized healthcare and disease prevention.</p> <p>Clue: Known for life-saving medications and healthcare advancements.</p>	<p><b>Sustainable mobility pioneer (2003):</b></p> <p>Pioneered electric vehicles with sustainable energy solutions.</p> <p>Accelerated EV adoption and disrupted the automotive industry.</p> <p>Clue: Leading the shift to sustainable transportation.</p>



**6. In small groups, think of wild and imaginative ideas for the following scenarios. Consider products, services, processes, or business models. There are no limits—your ideas can be as crazy and unrealistic as you want.**

For example: *McDonald's flavour fusion lab: Create your own custom burger by combining unexpected ingredients like candy floss bacon and sriracha ice cream between rainbow-coloured buns.*

- Mc Donalds
- The smartphone
- The hotel industry
- The transport industry



**7. Select one innovative idea from your group brainstorm and prepare a brief pitch to present to the class. Your pitch should include the following elements:**

- Description of the innovative idea
- Potential benefits or impact
- Target audience or market
- Feasibility