

# Delivering Innovation Projects

- the next place to be... but watch out for those rabbits!

## Professor Eddie Obeng

### EXTRACT

About a month and a half ago at 15:32h, I needed a break from thinking, so picked up my pile of 'someday-if-I-have-a-spare-moment-I'll-look-at-this' mail-shots. I browsed, looking for current trends and fashions, the unexpected, giggling at the same old world solutions that didn't work the first time round still being flogged. One caught my eye, a project management conference with all the usual project management blurb but a single session on innovation projects. If you know me and my work you'll know I've been banging on for ages about 'types of projects' and why innovation doesn't work. I even offered a free helicopter ride to any PMT reader who'd suggest a killer title for my latest book\*. There was a web address to which I immediately turned. I discovered to my surprise that all the sessions on the conference were completely booked up! All, that is, except the innovation project session which still had lots of space!

I hit F9 to refresh my screen not believing what I had seen. Still up came the same result!

I'd like to share a couple of things with you. First, my favourite statistics

~5,000,000, 32,500, 1:300,000. Do you like them? Are they convincing (that after all, is what statistics are used for - more as a crutch than for illumination)? Oh, I see, you want to know what they are. The first is the number of links you discover if you search the internet for consultant+innovation+change, the second the number of publications on amazon for innovation+creativity and the last one, the number of ideas recorded in organisations which made it into product and service offers still in the marketplace and profitably making money 2 years after launch!

If your conclusion is the same as mine - it makes as much sense to base your organisation's strategy on innovation as it does to base it on winning the lottery. It's not for a lack of documented approaches to innovation that we see so little, nor is it for a lack of consultants willing to help you (take your money). It must be something(s) else.

However, the current buzz seems to be on innovation. Does this mean we've all lost our minds? I think not...