

## Innovative Idea Generation Techniques

*The most successful companies are ones that are consistently innovative in some or all aspects of their operations. While innovation can spring from many sources, employees are typically the most likely source for actionable ideas because they are so close to the production of the good or service, the delivery process, and the end-users. Some ways to encourage innovation are brainstorming (and brainwriting), unfocus groups, rapid prototyping, rapid ethnography, and visualization techniques. Managers should adapt idea generation techniques to their organization's particular culture, but always aim for a multi-disciplinary approach.*

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