

Connecting to the Innovation Ecosystem: Networks of Co-Creation

Innovation requires a different approach or a different way of thinking. Most people constrain their thinking because they have become used to a unitary approach through training or past experience.

This is where co-creation as an approach can be of incredible benefit. Working with people from other walks of life with different experiences can allow for breakthroughs in innovation and problem solving.

Often researching solutions in other fields of social or environmental can give insight to issues you are looking to solve and working with those solution providers can assist you. Our experience has often been that social entrepreneurs working in developing countries with few resources and little infrastructure create great innovations which can readily be adapted to situations in developed countries.

We have also experienced major breakthroughs in having social entrepreneurs working with systems design students as well as arts students – they are trained to look at simplifying customer journeys and easing the customer experience and their knowledge and expertise can easily be transferred to improving if not radically changing social and environmental problems.

It is worth casting the net wide to get the best input to difficult problems. Within the UK the leading Children’s Hospital were struggling to improve team co-ordination in time sensitive surgery. They worked with an F1 racing team’s pit mechanics who have perfected methods to work collectively and very fast. Their input led to a radical improvement in the hospital’s team performance.

It is also worth considering harnessing the power of the crowd. Increasingly companies are turning of crowd sourcing to solve problems. This can equally be used by social entrepreneurs to tap into the wisdom of the crowd to bring about innovation.

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