

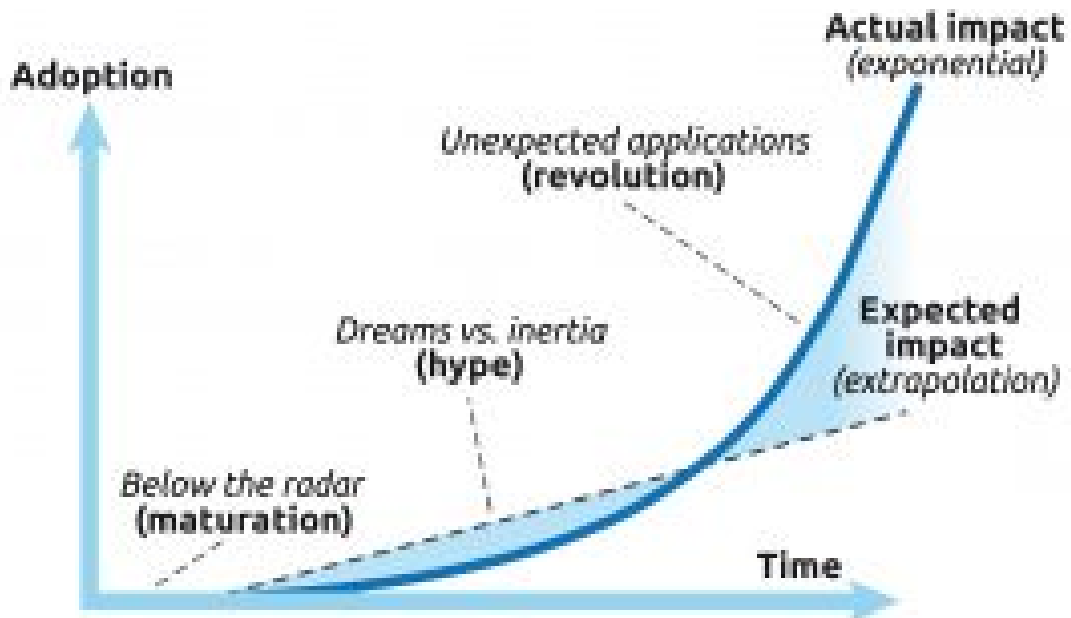
By Benoît Gailly, 17 January 2018

## Innovation as a process: beyond ideation

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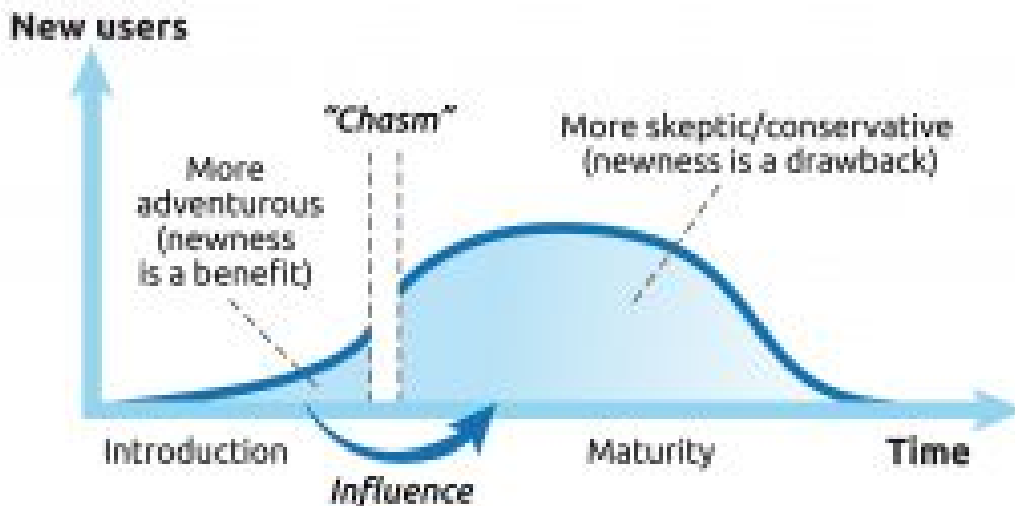


Most people **resist change**. As a consequence, the main job of an innovator will be to drive adoption, by convincing people and organizations to **disrupt their routines**.



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**Driving adoption** means demonstrating to key stakeholders that disrupting the status quo is **worth it** and that adopting the innovation will bring significant perceived benefits.



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**Driving adoption** also means convincing key stakeholders that adopting new routines will be neither too difficult nor too risky, and that they and others can **easily make it happen**.

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**Keywords:** *human fear, inertia, job destruction, organizational routines, precautionary principle, resistance to change, responsible innovation, routines, technology assessment*

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**Keywords:** adoption, bandwagon, crossing the chasm, diffusion, early adopters, emergence, marketing of innovation, perceived benefits, social contagion, technology foresight

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