



## Why Creativity is Not the Same as Innovation Skill

These days, innovation is all the rage. And the concept of 'creativity' is often used inter-changeably with 'innovation.' But are the two really the same thing? What is their relationship?

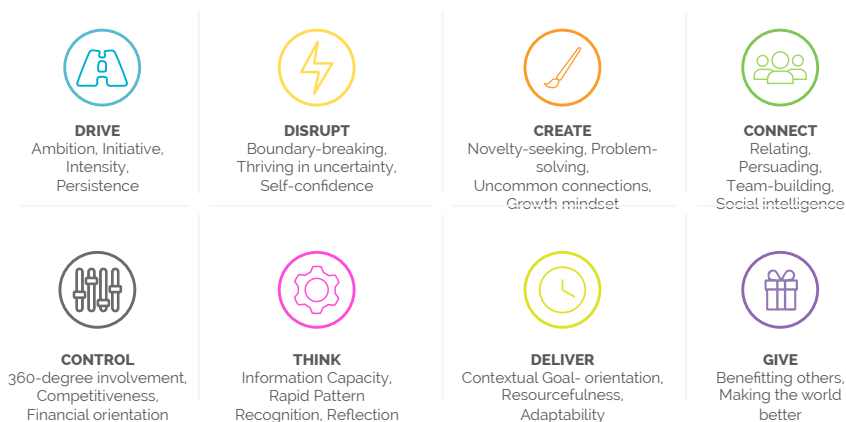
First let's define innovation. It is the process of developing a new product, service, or business model *that achieves results in market.*

### The Eight Innovation Skills That Lead to Results in Market

Over the past three years, Swarm Vision studied serial, successful innovators, both entrepreneurs AND intrapreneurs. In large-scale international correlation studies, eight innovation skills emerged that:

1. Differentiate innovators from the general population at 99.9 percent reliability, and;
2. Correlate with real-world business results.

## What the Profiler **Measures**



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**Creativity is just one of the eight innovation skills**

As you can see, Create is only one of the eight innovation skills, and it's not even the most important. Drive, Disrupt, Connect, Control, Think, Deliver and Give are just as important.

What does this revelation suggest, in practical terms?

1. Creativity alone is essential for generating ideas. But just as important are identifying and framing market needs, team-building, advocating for resources, developing a profitable business model, and delivering concrete results.
2. If you are selecting employees for innovation initiatives based on their apparent creativity, you may be overlooking innovators with the other seven critical innovation skills to contribute.
3. Your innovation teams may lack the other seven skills that are essential for innovation business results.

Creativity – while essential – is not enough for a successful innovation program. Swarm Vision identifies all of the innovation talent in your workforce, so you can leverage it to drive growth.

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***About Swarm Vision:***

Swarm Vision is a Silicon Valley-based predictive analytics company focused on corporate innovation.

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