HAVE YOU DISCOVERED YOUR INNOVATIVE POTENTIAL?

Innovating organisations are 61% more likely to grow their profits.

Australian organisations...
- 63% don't innovate
- 6% produce new to the industry or world innovations

Innovation is more than new products:
- 24% product/service
- 18% process
- 22% management
- 20% marketing

A snapshot of innovation barriers:
- 16% lack skilled personnel
- 32% lack funds
- 40% of innovators believe it can damage their career

In a typical organisation:
- 8% innovate for their employer
- 13% are starting their own business
- 79% don't innovate

65% work on ideas closely related to their employer.

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5) Customised data query, Global Entrepreneurship Monitor Australia (2011)