

Example of innovation essay

[Business](#), [Company](#)



Introduction

Innovation refers to the application of improved solutions, which meet the new requirements, existing marketing needs, or inarticulate wants. This is essentially accomplished by processes, services, products, ideas, or technologies that are more effective, and which are readily available to society, governments, and markets. In organizational context, the concept of innovation may be linked to the positive changes in productivity, market share, efficiency, competitiveness, quality, and others.

One of the reasons why managers cannot practice or implement innovation in their organizations is the existence of external factors to the organization that are outside their influence of control. The other reason is the presence of internal factors in the organization. These include poor participation in the teams, poor definition of goals, poor alignment of the actions to goals, poor communication as well as access to information, and poor monitoring of the results. The qualities that contribute to be an innovative leader or employee in an organization include being a motivator, knowledgeable, action oriented, confident, risk tolerant, and possess the management skills (Hasler 36).

One of the advantages of an innovative company is creativity. These companies generally employ many creative as well as competent persons who not only introduce new products, but also see them through to completion. The other advantage is that the creativity exhibited by these companies always put them in leadership positions within their relevant industries. Innovative companies similarly have the benefit of experience on their side. Since these companies are leaders within their particular industries, they normally do not require doing a lot of branding and

advertising since they are already recognized.

The examples of innovative companies include Apple, Google, Microsoft, Amazon, and Samsung. Apple and Google Companies frequently redefine their technologies and this is how they have been successful when it comes to innovation. They have introduced a variety of new products in the market. Microsoft often makes the news for their latest wide ranging innovations and this has led to their success. Amazon from time to time opens distribution centers and warehouses hence this help it to be at the forefront when it comes to product and service provision. Samsung has embarked on various operations ranging from small to heavy industries hence this has led it to make huge profits from these operations.

Generally, the areas where innovations can be applied in a company/product include the production area, in the market, human resource area, technology, and in service provision area. The innovation that has taken place in Apple Company is in the production area. The company has redefined its technologies. The problem that this company has faced in implementing this innovation is the stiff competition by the other companies. The benefits of this innovation include greater efficiency and extra output. This has made the company become more profitable.

In Google Company, innovation has been applied in the market area. The company management has introduced new marketing strategies that cater for the needs of its customers. The problem associated with implementing this innovation includes inadequate management. The benefits achieved after implementing this innovation are additional sales and improved customer relationship.

In Microsoft Company, innovation has been applied in the production area. The company works with P97 to develop “ The Microsoft Retail Retail Fuels and Marketing Reference Architecture” The problem has been the stiff competition that the company has faced from the competitors. The company has benefited from this innovation since its profits have increased. In Amazon Company, innovation has been applied in the service provision area; the company has improved its IT services. The problem faced includes competition. Therefore, the company has improved the quality of its IT services.

In Samsung Company, innovation has been applied in the production area. The company has become a global leader in batteries, screen technology, chip design, and in Televisions. The problem that the company has faced in implementing the innovation is criticism. The benefits of their innovation include additional profits and greater market share.

Analytical intelligence refers to a person ability to complete the academic tasks as well as solve problems. It also refers to the ability to process info effectively. The characteristics of analytical intelligence include creativity, being informed, ability to critique, and being logical. One of the characteristics of the emotional intelligence is self-awareness. Individuals who possess high emotional intelligence are normally very self- aware (Hasler 69). These individuals understand their emotions hence they do not allow their feelings to rule them. They are actually confident. The other characteristic of emotional intelligence is motivation. Individuals possessing a high degree of the emotional intelligence are normally motivated. They are highly industrious, very effective in the things they do, and love a challenge.

Self-regulation is the other characteristic of emotional intelligence. The individuals who self-regulate usually do not allow themselves become too jealous or angry and avoid making careless, impulsive decisions. They think before acting. The other characteristic of emotional intelligence is empathy. Individuals with empathy are better at recognizing feeling of others, even when these feelings are not obvious. Finally yet importantly, social skills form the other characteristic of emotional intelligence. People with strong social skills are typically team players.

Innovation is essentially a crucial source of competitive advantage. One of the characteristics of innovative intelligence is ability to solve the complex problems. For instance, a basic way to close innovation gap is actually to enhance leaders' ability to resolve the complex problems as well as make their teams become more innovative. Accountability is the other important characteristic. Innovative individuals possess executive accountability that helps to create and sustain innovative thinking in the organizations.

Innovative intelligence is also characterized by creative and critical thinking (Hasler 76).

The success of any organization depends on all the three types of intelligence. Organizations that are under the leadership of CEOs/managers who possess the three types of intelligence have a high chance of succeeding in all the dimensions. For that reason, CEOs/managers need all the three types of intelligence to make knowledgeable decisions in their organizations. These well-informed decisions are the ones that greatly contribute to the success of their organizations hence it is vital for them to possess the three types of intelligence.

The use of intelligence in every work place is necessary. I have personally used the three types of intelligence to solve various sorts of problems in my work place. An example wherein I used emotional intelligence in my work place was when I made a mistake by feeding the computer with wrong data and my boss was angry with me. Instead of arguing with him, I applied emotional intelligence by confidently correcting the mistake I had made. I took that as a challenge and thereafter worked industriously and the mistake never occurred again.

I applied innovative intelligence in my work place by applying creative and critical thinking to solve a complex accounting problem that had occurred in my department. The department had presented wrong financial information and after realizing this problem, I took the responsibility of creating and sustaining innovative thinking in the entire department hence my fellow work mates and I worked together to correct the problem. We finally presented the correct financial information.

Last but not least, I used analytical intelligence when I was a tutor to solve a complex mathematical problem that my fellow tutors were unable to solve. The students were desperate after it emerged that some instructors could not show them how to solve that mathematical problem. I was creative enough and after thinking critically for some time, I came up with a better method to solve the problem hence they used it and got the answer.

Works Cited

Hasler, Susan. Intelligence. New York: Thomas Dunne Books-St. Martin's Press, 2010.