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Innovation & Entrepreneurs

Are Company Founders Underpaid?

by Sarah Jane Gilbert
No one says the life of the entrepreneur is glamorous, at least in the start-up phase. Financing pressures. Bad diet. Family—what family? [more>>](#)

Expand Your Innovation Horizons

by Richard Watson
Too many companies emphasize low-risk innovations... [more>>](#)

NPD & Process Improvement

The Product Managers Dilemma

As anyone who has bought a cell phone over the last couple of years can tell you, manufacturers love to cram as many capabilities into a product as possible. [more>>](#)

Web Links

Associations and Assistance

Economic Development Association of New Zealand (EDANZ)
www.edanz.org.nz

Ministry of Economic Development
www.med.govt.nz

New Zealand Software Association
www.nzsa.org.nz

New Zealand Trade & Enterprise
www.nzte.govt.nz

New Zealand Venture Capital Association www.nzvca.co.nz

Foundation for Research Science and Technology www.frst.govt.nz

The Hi Growth Project
www.higrowth.co.nz

Partners

John Robertson and Associates
www.johnrobertson.co.nz

Export New Zealand
www.exportnewzealand.org.nz

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Innovation News

May 2006

Welcome to the WINTER Edition.

Yes...sorry there is no denying it now, it is winter. Recently I was involved in a workshop, the topic; 'a more innovative Auckland'. To my surprise I found I was surrounded by government organisations.

It wasn't so much that they were government based, as that they were hell bent on discussing innovation in business without the voice of business. I clearly, found this a little alarming at first, but as the conversation developed I soon realised that the focus of discussion was on how government and local body organisations could support business in a better way.

Throughout the workshop process, to my delight, some of the workshop participants suggested that we try and help New Zealand's larger business become more innovative. Assisting them to launch new and improved products and services and find new market opportunities. This was a commendable cause and as many of you will know aligns well with the Ideas Accelerator philosophy of assisting larger existing organisations not just start-ups and SME's.

So what is the appropriate type of assistance to give to medium and large businesses? The propensity for government interference in private business is on the rise. The recent Telecom unbundling has unleashed a monster and set a precedent for many regulated industries.

What goes unrecognised is that medium to large businesses in New Zealand have the skills, the motivation and the resources to make quite significant changes to the economy in a short period of time...unlike their smaller rival SME's. Large organisations can make a larger and faster contribution if encouraged by developing and monitoring their own innovation performance.

Maybe it is part of our national psyche to back the smaller underdog, but will this really help our economic environment to prosper? I'll leave it to you to ponder that question.

I hope you enjoy this month's newsletter!

Kind Regards,

Louise Webster – Managing Director, Ideas Accelerator

Do you Measure Up!

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- identify areas where you can improve your innovation performance
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- identify and measure innovation outputs and outcomes
- benchmark your results against a measure of best practice innovation performance
- provide you with information that will assist you in building great environments that embrace innovation practices
- form a plan / strategy for improving innovation performance

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Contact Ideas Accelerator on 09 636 8269 or email us at; louise@ideasaccelerator.com