

## Why is Innovation so hard in today's 'new reality'?

### Nov 2021: The WHYz DUDEz



Why does it seem so hard to apply Creativity in our current "Different Kind of World"?

Well, actually - it doesn't have to be. Yes, we'll admit it, there are barriers: Challenges of virtual work, abundant digital distractions, limited understanding of basic innovation tools and having an overall structure or process to follow. Many, many businesses (both big and small) face these challenges...and more every day. In our humble DUDEz opinion (IOHDO) some of these barriers can be made into enablers, with a little knowledge, a little skill and a little practice. To boost your innovation efforts, we offer you 5 simple things you can do RIGHT NOW to apply creativity in our new world:

**1. Shift the Mindset** - how does your organization currently approach creativity? A quick mindset shift isn't hard and can make a habit out of creativity. To start - focus on possibilities NOT just challenges, barriers or obstacles. Consider how many businesses made a hard pivot into something that 6 months prior wasn't prevalent or even thought possible. Think tele-health visits, mobile orders and paperless restaurant menus via QR codes. Explore what's possible NOW...not what was possible 2, 3 or 5 years ago. Think about 'How Might' this be possible first...not how might this fail. There will be plenty of time after you identify what's possible to identify the challenges.

**2. Develop a common language** - innovation and creativity are usually these CRYPTIC things - AND they don't have to be. Decide on common terms and work to align them across your company or organization. That way whenever you get together, everyone knows what it means to be DIVERGENT or CONVERGENT (just two examples). Need more examples? Check out this quick innovation glossary that covers 100 common terms - from Agile to Wireframes: [Innovation Glossary](#)

**3. Good Ideas come from ANYWHERE (and at any time)** - what kind of structure do you have in place to ensure anyone in the organization can put ideas forward? Do you have a separate thread on your Teams, Slack or WhatsApp? Don't let great ideas get stuck or bogged down. Think of ways to quickly enable team members to post, comment and build on each other's ideas for any given project or product. It's a great way to encourage collaboration in this different world.

**4. Change Your Perspective:** Take a small excursion (virtual or in person) - get outside of your office, your home, your shop or Zoom room. Take time to look at things from an entirely new perspective. Go shop in a new store, listen to a new music genre, stream a new movie, sit in a new location or cook something entirely foreign. Are you aware that recent research shows the simple act of doing something new creates entirely new neural pathways...and these connect to existing memories? By doing something new you can find new connections, new ideas or even new solutions to your challenges.

**5. Test Fast, Fail Fast** - once you create something new (an idea, service, even a new work process), find a way - anyway - to test it fast. The faster you test, the faster you'll know if your idea works or needs serious changes. Leverage friends, neighbors, social media...even the back of a napkin or a flip chart to make your idea a reality. Sketch it, build-it, duck-tape it together then rapidly test your favorite new 'thing', allowing you insight to validate (or challenges) your assumptions.

We hope these tips can spark your innovation and hope you can join us at **ACRE 2026** where we will offer even more tips and tools to enable you creativity skills. Find more here: [ACRE 2026](#)

**About the Authors** (aka Who are the Dudez?): The **Dudez** are Lee Kitchen, Wayne Childers & Mark Dodsworth, 3 innovation agents with nearly a century of combined experience. They facilitate creativity around the globe, inspire teams and empower awesomeness. Need to crank up your creativity? Dial up Innovation skillz? The DUDEz are here to help (click to learn more):

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