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IRLS 564
Reading Reactions

Reading: **Solving Innovation Shortfall**

There are expectations that are demanded of a company from the investors. The expectations are not always met.

“This growth gap, as we call it, springs from the fact that companies are pouring money into their insular R&D labs, instead of working to understand what the customer wants and then using the understanding to drive innovation” – Larry Seldan & Ian C. MacMillan

With the previous statement in mind, Seldan and MacMillan created a three-step process to lessen the ‘growth gap’:

1. identify and develop “a deep understanding” of the core customers
2. enlarge the core business by satisfying the customers’ other needs
3. “stretch segments” – “find customers beyond the core who can be served by your expertise.

This process has different of layers of meaning for the CLIC. One layer is how the CLIC can research trends to support each step. Another layer is using the three-step process for the CLIC itself in terms of the parent organization being the ‘core customer’. Another layer is applying the process to different departments of the parent organization.

As a side, I absolutely love the following ‘oxymoron’: “For customer service, please hold.”

Brown, Paul B. (2006, April 30). Solving innovation shortfall [Electronic version]. *The New York Times*. p. 5.