Skilled innovators on the other hand will differ in their ability and speed to narrow the focus to the core of the problem and to generate many bold and non-trivial ideas to resolve the problem.

Scientists call this as overcoming Psychological Inertia and this is one of the core traits of successful innovators.

**Overcoming Psychological Inertia**

- Psychological inertia prevents the human mind from reaching the full potential of its thinking and creative abilities

- The skill development in this area is independent of the technical capabilities of the person. Scientists as well as writers have to overcome the Psychological Inertia hurdles before they can achieve success in their chosen profession.

- There are 16 identified psychological inertia skill areas.

- To be a skilled innovator one has to develop each of these skills through carefully graded assignments under the watchful eye of a facilitator.

- To allow each employee’s mind to evolve at their pre-determined pace the learning happens in a blended environment (i.e. elearning coupled with classroom).

- At the end of the learning the organisation can have a creativity portrait of the employee. This can be used by HR managers to decide the roles the employee is most suited for. The figure shows a typical creativity portrait of an employee before and at the end of the journey.

This is the preparatory stage in establishing the innovation culture. It is safe to budget a 6-12 months timeframe for moulding the minds. At the end of this stage, the organisation is finally ready to take up innovation projects with the right set of people.

Establishing the innovation culture will involve helping employees train their minds to overcome the 16 types of psychological inertia.

Only then can management expect employees to successfully apply their technical knowledge to innovate at the workplace.

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