Where do you get your best cross-industry ideas?

- Science Discovery Channel?
- NASA?
- Our Alumni Network?
- Science Fiction?
- History?
- My Competitors?
- Patent Databases?
- My Clients?
- Crowdfunding Sites?
- My Suppliers?
- New People at the Company?
- Trade Missions?
- Innovation Competitions in Other Sectors?
- Top 100 Innovative Companies?
- Nature or Biology?
- Company Visits?
- Crowd Sourcing?
- Hackathons?
- Nature or Biology?
- NASA?
- Trade Missions?
- Trend Reports from Outside My Industry?
- Visiting Other Cities?
- Hackathons?
- My Clients?
- Idea Competitions in Other Sectors?
- My Competitors?
- Science Fiction?
- Nasa?
- NASA?
- Our Alumni Network?
Your galaxy of knowledge

1. your knowledge
2. your team’s knowledge
3. your company’s knowledge
4. competitive industries knowledge
5. non-competitive industries knowledge
6. all known knowledge
7. the unknown
In this chapter we investigate how other companies tackle their business challenges and what you can learn from them. By no means can we be comprehensive, as we could easily write an entire book (in some cases multiple) per company on lessons to learn from them. We have chosen a few well-known companies and hope to offer a few, perhaps lesser known insights. Keep in mind that cross-industry innovation analogies can be drawn at various levels: from products to services, to processes, to strategies, to leadership styles, to business models. Now ask yourself: What Would x Do?
Going from best to next practices

Relevancy of ideas

best practices

craziness!

next practices

Time
<table>
<thead>
<tr>
<th></th>
<th>Yes, but…</th>
<th>Has been tried before</th>
<th>Our customers won’t accept it</th>
<th>We are too small for that</th>
<th>We are not Apple</th>
</tr>
</thead>
<tbody>
<tr>
<td>We left that business years ago</td>
<td>We can invent it ourselves</td>
<td>We are the market leader</td>
<td>That’s only a start-up</td>
<td>It already exists</td>
<td></td>
</tr>
<tr>
<td>Let’s develop it ourselves</td>
<td>The new guy doesn’t know the rules yet</td>
<td>We have our own R&amp;D department</td>
<td>This won’t survive in our sector</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It’s against the rules</td>
<td>Impossible to make money with that</td>
<td>We are not in that business</td>
<td>It is not designed for that</td>
<td>That’s too simple</td>
<td></td>
</tr>
<tr>
<td>The boss won’t like it</td>
<td>The market is not ready for this</td>
<td>Since when did you become an expert at…</td>
<td>Not for our department</td>
<td>Open innovation is a hype</td>
<td></td>
</tr>
</tbody>
</table>

[Link](https://crossindustryinnovation.com)
new industries
start with people
having fun

- Tim O'Reilly
cross-industry innovation

What can we learn from other sectors?

crossindustryinnovation.com
A great idea is not an invention, it’s a discovery.

Cross-industry innovation is the commitment we make to the process of asking questions, combining elements, finding patterns and testing concepts.
We can only connect the dots that we collect.

— Amanda Palmer
1 CREATE a cross-industry board for your company
2 PLAY with words
3 LOOK SIDEWAYS - ask more - beautiful questions
4 LISTEN TO NEW PEOPLE IN YOUR ORGANISATION
5 ALWAYS CARRY AN IDEA NOTEBOOK OR APP
6 VISIT COMPANIES (also on your vacation)
10 ORGANISE + COMBINE unusual things
11 VISIT CONTEMPORARY art museums
12 impossible things
13 DISCOVER THE SECRETS OF INNOVATIVE COMPANIES
14 COPY – ADAPT – PASTE
15 QUESTION THINGS (why? what? how?)
16 FIND your INSPIRATION curators
17 Question the ASSUMPTIONS of your industry
18 imagine 2050
19 FOLLOW blogs and read magazines out of your COMFORT ZONE
20 ORGANISE a job switch a day
21 travel more

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