



home innovation[®]
consulting network

Innovations and networks

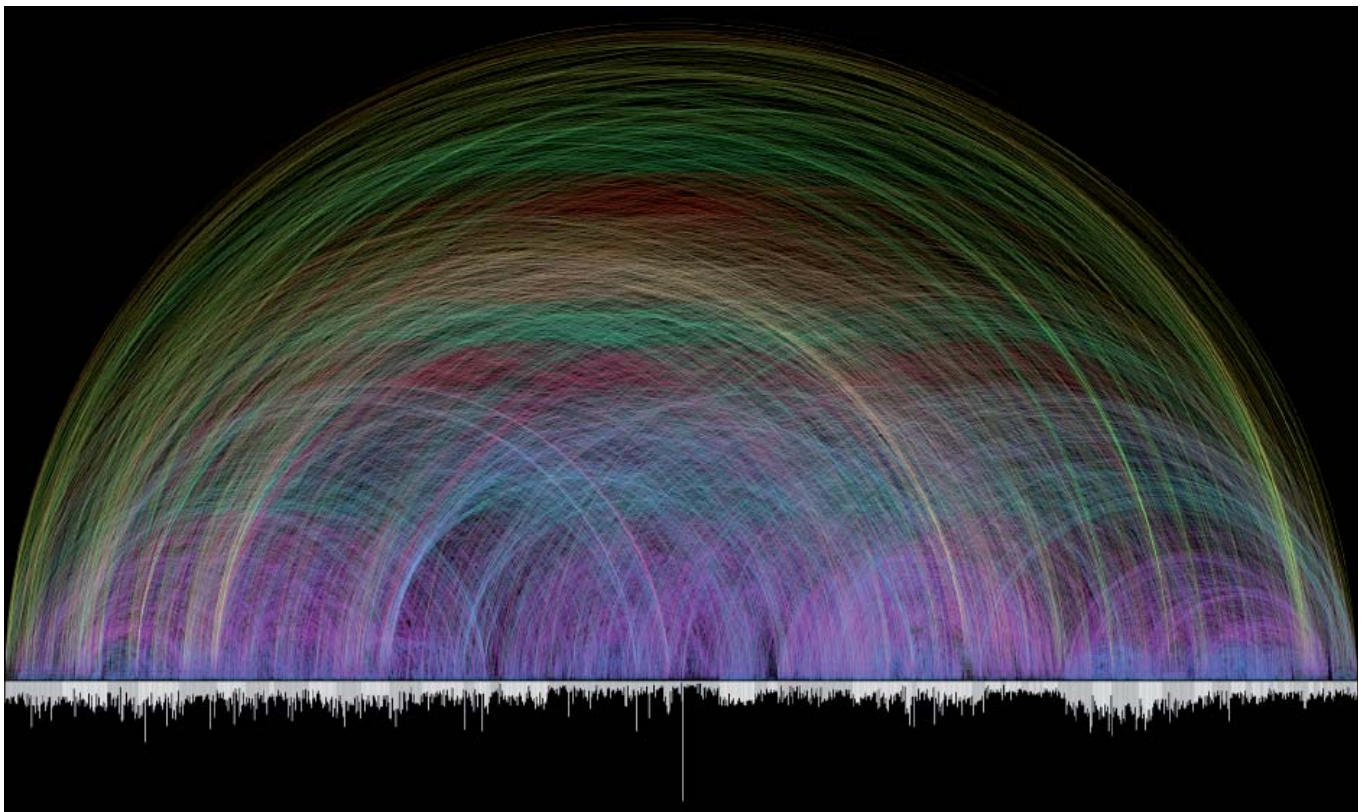


Photo: Chris Harrison

Networks are more than Internet-based platforms for social or business contacts. They are relationships in the real world that support each other in order to create benefits. However, this means that they need to be open with each other and not focused solely on their own interests. It is only when one leaves one's supposed comfort zone that opportunities which may be enriching come to light. Above all, this requires intellectual freedom and the will to create scope for development.

The complexities of new business models, services, processes or products are increasing due to ongoing development and the introduction of new methods for creating innovative benefit bundles, meaning that cooperation with external agents is often required to achieve results. Additionally, management often gets bogged down in time-consuming consultation processes when urgent matters are under discussion. However, it is one's interest to have sufficient time. Merely expressing your desire for innovations does not suffice. One needs to have time for contacts that may assist in the development of new ideas or help remove technical and economic barriers. Innovations need networks and their input in order to formulate new approaches to problem-solving. Even considering new material combinations from other fields can provide the inspiration for the development of new innovations for which in-house resources are lacking. Thus, for example, home innovation is also in contact with material connexion in Cologne. In the end, trust in new partners creates new networks for innovations and an inexhaustible pool of creative ideas.

Dietmar Menze, home innovation, Nassau, March 2010