

How to criticize when innovating

Walt Disney and positive criticism.

To learn more how to use the below questions, please watch this video:

<https://path2innovate.com/how-to-criticize-when-innovating/>

You will learn how to address critical response from your colleagues/management and how to reply and invite them to creation of the solution.

1. We tried it few years ago and it did not work. I do not think it's going to work.
 - How can we make it work this time?
 - How can we succeed this time?
 - What do we need to do so it works?
 - What did we miss last time and what do we need to do now?

2. This idea does not make any sense to me...
 - Who would benefit from this idea?
 - To whom would it make sense?
 - What else could this idea mean?

3. Nobody has done this product from e.g. bamboo, because it does not last.
 - How can we make sure that material will last?
 - How can we improve durability of the material?
 - What other material we could use?

4. This will be too expensive
 - How can we make it affordable?
 - Where can we get needed money?
 - What can we do to decrease the production costs?

5. We don't have the technology/ knowledge /resources
 - Where can we get the needed ...
 - What can we do to get the needed ...
 - Whom could we ask for help?

6. It's going to take too long to develop/ implement
 - How can we shorten the development process?
 - What can we do to be faster?
 - Is there anything we can do differently?

7. It has already been done by others (our competitor e.g.)
 - How do we make sure we don't make the same product?
 - What can we do differently?
 - Can we have different target group or geography?
 - Are they serving our clients/our audience?

8. This material will not last for e.g outdoor/or extreme ...
 - What can we do to make it more durable?
 - Where we find another material?
 - What material would last the ...conditions?
 - Is there something we can do to improve the durability of the material?

9. This idea is too big/too far-fetched/ too futuristic/ unrealistic.
 - How can we do it to make it more realistic/more concrete?
 - Who could help us to develop it?
 - What can we do to make it more real?
 - What needs to be done to make it happen?