

The Seven Sins

"We are not punished for our sins, but by them."

Elbert Hubbard (1906)

The seven sins of innovation represent the major obstacles to innovation success. The sins derive from the seven key aspects of individual psychology, and their counterparts in organizational psychology. They happen when specific psyche centers are blocked, preventing entrepreneurial flow and innovation success.

Again, it is worth noting that blockages have a multiplicative effect. Consider a hypothetical example with two centers 90% blocked:

$$100\% \times 100\% \times 100\% \times 100\% \times 100\% \times 10\% \times 10\% = 1\%$$

The psyche centers interact and resonate together in ways described in this part of the book. When they're out of alignment, flow can't happen. When one center is unhealthy, it affects the other centers and the overall psychological function of individuals and organizations. The centers and their characteristics, associated drivers, motivations, and emotions interact, producing the seven sins of innovation.

It might help to list the sins, showing their relation to the entrepreneurial virtues, as illustrated in Figure II.1.

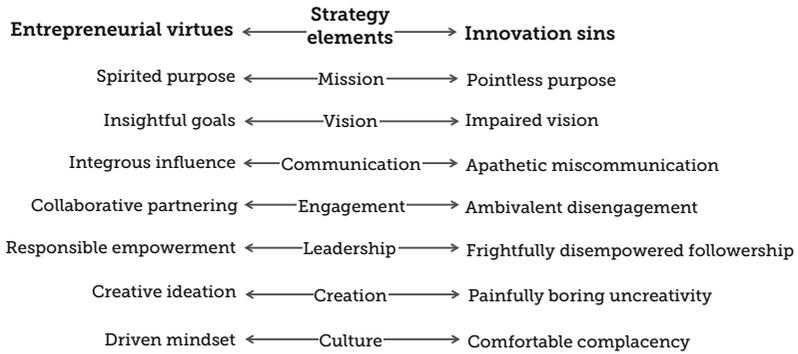


FIGURE II.1 Innovation sins, entrepreneurial virtues, and strategy

It's also worth reminding ourselves of the entrepreneurial blockers, the opposite of the virtues, as these underlie the innovation sins, as shown in Figure II.2.

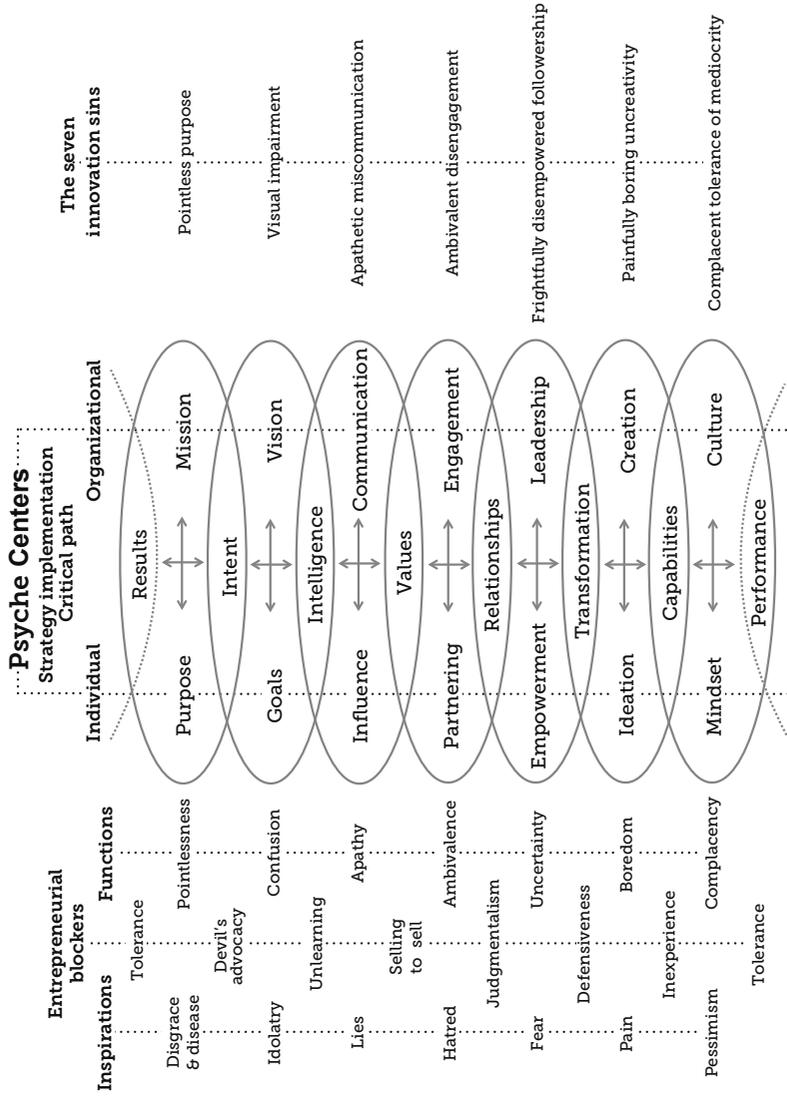


FIGURE II.2 Entrepreneurial blockers leading to innovation sins