

Bridgeway to Success™

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**DISSATISFACTION,
INQUISITIVENESS,
PERSEVERANCE.**

The Ingredients of Innovation

On a biting cold night in 1957 Momofuku Ando was walking home from the salt-making factory in Osaka. He saw clouds of steam in the street around which a crowd of people were huddled. They were waiting, a long time as it turned out, for noodles to be cooked in vats of boiling water. Why should they wait so long? he thought.

After a year of trial-and-error in his backyard shed, Ando discovered the secret of revitalizing pre-cooked noodles that were flavorful. “Instant noodles” were born. In 1958 he sold 13 million bags of his three-minute noodles. In 2005, 86 *billion* servings were eaten around the world. The Japanese voted instant noodles their second most important invention of the 20th-century (after the Sony Walkman).

Innovation, like improvement, often results from three traits. A *dissatisfaction* with how things are, the *inquisitiveness* to ponder: What if?, and the *perseverance* to test and transform the “what if” into a viable reality.

To create a culture of innovation hire people who possess these traits and have a track record of driving change. Rethink the organizational policies and procedures that squash the innovative spirit. Promote, measure, recognize and reward innovations that benefit the customer or the company.

Never look at a pack of instant noodles the same way again.

Michael Canic