**Innovation and Enterprise**

You need to explore innovation and enterprise and how it aids business to being successful.

In order to do that you need to be able to identify and describe the different types of innovation using business examples.

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| **Type of innovation** | **Example Business – how they used it and how it help them be successful** |
| Creative process |  |
| Product/service development |  |
| Business efficiency |  |
| Gap in the market |  |
| Adding value |  |
| Product/business differentiation |  |

**Enterprise**

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| **Type of enterprise** | **Example Business – how they used it and how it help them be successful** |
| Creative thinking |  |
| Lateral thinking | Identify the Six thinking hats and the different perspectives. |
| Blue sky thinking |  |
| Chance/Serendipity |  |
| Intuition |  |