



Innovating Wisely Blog Post

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# Turning your silver lining into GOLD!

The power of the innovation knowledge nexus



by [Lee Foster](#) on June 2020

It came to me late one night as ideas often do. The power of InnoWise(TM) is in harnessing the power of Knowledge. It is through understanding the innovation - knowledge nexus that will drive your business to the next level.

You have this great idea that has been embedded into the business - great - but what's next? How do you harness the knowledge that was created through that process? How do you harness the knowledge that will be created through the next innovation process? How do you make that knowledge scalable and replicable?

That is where the true gold lies - not in the next iphone, the next uber, as these are once offs (and maybe that's enough). It is the knowledge behind it that will continue to power future innovations and from that your business growth.

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