



## Stanford eCorner

### Learning the Practice of Innovation

Josh Makower, *ExploraMed*

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Video URL: <http://ecorner.stanford.edu/videos/2469/Learning-the-Practice-of-Innovation>

True innovations are not about a mad scientist in a laboratory. Rather, says Josh Makower, CEO of ExploraMed, innovation is a learned skill, and we can all be taught to be creative and productive. By learning the discipline that propels innovation, people can acquire the knowledge to develop their skills and become well-versed in the practice.



#### Transcript

If I say, "What's the first thing that comes to your mind when you think of an innovator?", you will probably think of somebody with crazy hair, locked away in a basement or a garage, working and tinkering on something, probably not very good at social skills and somewhat removed from society. And then all of a sudden a brilliant vision comes to them. They build it and before you know it they have some amazing new invention. And unfortunately that's what we've been led to believe. Our society has brought us down this path. But it couldn't be further from the truth in terms of what it's all about. And so the real concept is that we are all innovators. And we all have the potential to innovate. And some of you are actually going to be really good at it. And maybe you don't know it yet because you haven't had the opportunity to train to be one.

And so if you can identify that, obviously some will be more skilled than others. There's obviously some natural talent, like with any kind of sports or whatever. I'm not the best basketball player even though I know how to throw one. But the concept is if you can develop it in people, you can teach them. They can get better. They can learn that discipline and with that discipline just become really excellent at it. And we've demonstrated this for multiple years. And people have come in who had no patents before but really had the desire and basic fundamental education to do it, come out and become real innovators and start companies and do great things. And they do it better than they might have if they were not being trained.