

Is the relationship between innovation and growth sustainable?

THE **SANDBOX** BLOG

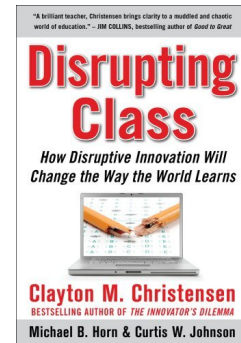
Innovation Cultivation: A Conversation with Clayton Christensen

2/2/13 - I spent the best part of my afternoon yesterday in [Clayton Christensen's](#) office at the Harvard Business School discussing innovation one-on-one with the great master of disruptive innovation theory. Such a generous and brilliant man! I plan to publish a more detailed summary of the conversation, but for now I will say that we shared ideas about how innovation *can/should/must* respond to two seismic shifts impacting today's context:

- 1) Market changes that provide access to cheaper capital ([Capitalist Dilemma](#))
- 2) Social "ecosystem" changes (due to innovation) that impact how "generative innovation" skills are cultivated in children and adults ("[Innovation Paradox](#)" and [Disrupting Class](#)).

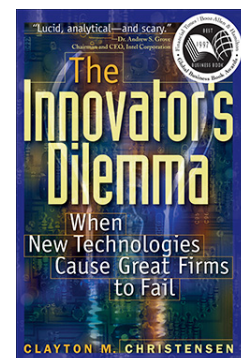
In response to both of these changes, innovation must be applied to a longer term view, as opposed to the short term rewards/ROI that innovation is usually associated with. How do businesses, governments and institutions generally, reward innovation that works towards innovation capabilities in an unknown future?

Stay tuned for more notes from this great conversation coming soon in *The Sandbox*.



Christensen's latest on disruptive innovation in education.

In my opinion the book puts a little too much faith in digital technology and absolves innovation of the more difficult work of culture-building.



Christensen's seminal work on disruptive innovation shows why focusing on current customer needs will get you killed in the long run.