

US2U CONSULTING x JUGAAD INNOVATION

At US2U Consulting we encourage our clients to be different and to adopt new practices that will improve their business performance. We'd like to introduce a concept we've recently come across and see value in pursuing: Jugaad Innovation.

As discussed in the groundbreaking book Jugaad Innovation, written by Navi Radjou, Jaideep Prabhu and Simone Ahuja, this concept is a form of frugal innovation - Jugaad is a Hindi word roughly translating as innovative fix or resourceful, improvised solution.

Originating in the developing contexts of the global East, it is an intuitive approach to problem solving and challenges that is gaining traction among companies in the West - more traditionally accustomed to resource-intensive, 'big business' activities - particularly in light of the increasing resource-scarcity and economic pressures of recent times.

With the book's strapline of 'think frugal and be flexible to generate breakthrough growth' there are countless lessons that we can all learn and apply in our professional and everyday lives. Below is a summary of the 6 principles of Jugaad innovation, as seen from an US2U Consulting point of view...

Seek opportunity in adversity

Instead of allowing adversity to erode business performance or organisational competitiveness, companies should look to embrace their predicament and use this adversity as a driver of innovation.

Do more with less

The 'economics of scarcity' is becoming more fundamental to many organisations - in these times of austerity it is wise to look for ways to reduce wastage and maximise resources. The notions of the 'sharing' and 'circular' economies reflect this trend, as we all look for ways to minimise unnecessary expenditure.

Think and act flexibly

The world is changing at a faster pace than ever before. Companies should look to remain or become agile and flexible so they are best-placed to adapt to quickly-changing circumstances and are able to act on sudden opportunities that arise. Becoming "asset-light" can be an effective way to stay nimble.

THINK FRUGAL, BE FLEXIBLE AND GENERATE BREAKTHROUGH GROWTH!

Follow your heart

Structured consumer research processes and formal focus groups may have been effective in the past, but there is new-found scepticism about the value of the insights they continue to provide. Instead, jugaad encourages individuals to follow their heart and intuition, and trust in their knowledge of a subject area.

Keep it simple

Companies and consumers have traditionally aspired to products overloaded with the latest features. However, changing attitudes in recent years have seen value placed on simplified products and user experiences. Companies are also benefitting from focussing on meeting only basic consumer needs. Consider a frugal, streamlined product offering as a differentiator...

Include the margin

Explore offering your existing goods or services to traditionally marginalised consumer segments. In fact, increasing affluence and consumer aspirations among a certain age group or in an emerging market may mean your company is failing to capitalise on unseen opportunities - perhaps even providing a valuable service to those in need in the process!

Contact US2U Consulting or visit our website to find out how we can make a positive difference to your organisation.

We recommend **Jugaad Innovation** by Navi Radjou, Jaideep Prabhu and Simone Ahuja for more information on this topic!

