



Or, as they say in New York City, **“If it ain’t broke, it’s unbreakable!”**
Also be prepared to run into these obstacles to innovation:

“You can’t argue with success.”

“Leave well enough alone.”

“If it’s still working okay, why change it?”

Defusing Strategy:

Break the impasse with one of the following strategies. Because if it ain’t broke today, it might be tomorrow.

Preventive maintenance. Before presenting your idea, identify its benefits, such as new products or a chance to acquire new market share. Then, work with the naysayer to brainstorm advantages of breaking “it”—before your competition does.

Streamline your thinking. How can you achieve it in half the time or at half the cost? What are the best and worst potential outcomes? How can you shift the odds of success in your favor?

Show and tell. Provide a quick history of new products improving things that weren’t broken. Reynolds Metals invented flip-top cans when most of us were satisfied with using can openers.