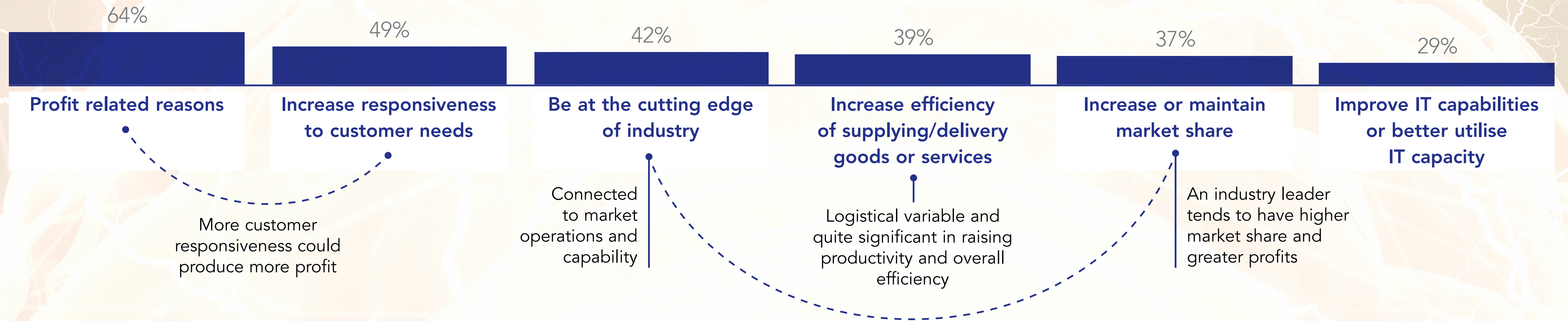


# The Top 6 Innovation Drivers



The proportion of businesses that had active innovation programs increased with the size of the business. Large businesses with 200 or more persons employed were more involved with innovation (73%) than that of micro-businesses with 0-4 persons employed (37%).

**The three areas which were actively managed in terms of innovation were:**

- Operational processes
- Marketing methods
- Managerial processes

Innovation is not one thing, it is a variety of actions which can be implemented. Organisations need to look widely outside their industrial category and expand their ideas on ways and means to lift innovation