



# why innovation fails in Localization industry?



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@yolocalizo

**Low-Quality  
Innovation**

**The perception of  
value is low**

**They don't know you  
(Personal Branding)**

**There is no time**

Low quality innovation is difficult to place on the market. Quality is the best guarantee of profitability, defense of competition and customer loyalty. For example there are dozens and dozens of TMS, if we decide to innovate in this field we must be clear that the quality of our solution must be very high, if not, there will be no innovation

When we are innovating in a solution for our industry We must know how to communicate in a clear way our value proposition. Remember that in most cases, people do not have the time or energy to know the benefits of the products/services we offer. If you need a suggestion to learn how to communicate one suggestion might be to sign up Toastmasters!

Nobody can buy what he does not know. What is not known simply does not exist. Therefore, being invisible is a losing strategy. we must take advantage of all 1.0 and 2.0 channels to be present in people minds. We have to reach the maximum number of possible people (without being a pain in the ass; without overwhelming them)

Answering daily client demands and sustaining excellence in operations demands time and resources. This is what it's bringing cash to the company! There's a conflict between maintain status quo and the cash flow at the expense of innovation. True innovation demands constant attention to market trends. True innovation demands dedicated innovation teams.

**Be courageous.  
Develop Resilience**

We tend to reject new things because we are inherently afraid of change. The problem with appraising new ideas is that they conflict with our desire to be relaxed. So to overcome this fear of change, Localization innovators need to first be prepared to be rejected, developing mental resilience is key. We are a conservative species. Conformity is deep in our biology. While talking about creativity is very popular, actually being creative puts your social status at risk.