**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 3: ACTIVITY 6 (link to LO2 Activity 7)**

Failed innovations

Using the examples of failed innovations in LO2 Activity 7, state what would you have done to prevent failure with the knowledge you now have.

|  |  |  |
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| **Failed innovation** | **Reason** | **How would you act differently?** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |