

# Innovation Perspectives

## Innovation is...

Surfing the wave of change  
 Creating the future  
 Creative destruction  
 Finding a needle in a haystack of mundane ideas  
 Looking at the world as if it were new  
 Applied-structured-imagination  
 PEOPLE implementing new ideas that create value  
 A win-win, value creating process and frame of mind  
 Moving forward in a positive direction  
 A team sport  
 The result of freedom or a reaction to oppression  
 Method and magic... science and art

## Innovation requires...

New information  
 A clear, simple customer-centered vision  
 TIME...to think, tinker and talk about possibilities  
 Vision, passion, courage and persistence  
 The energy that comes from commitment  
 Diversity of thinking, experience and expertise  
 Integrity, trust, honesty and openness  
 Structure and discipline... plus room to play!

## Innovation feeds on...

Big challenges  
 Curiosity and fun  
 Shared information  
 Collaboration  
 Support from above  
 Freedom to explore

## Innovation is like...

An endless flow of ideas  
 Voltage without current, without follow through it goes nowhere  
 Gambling, the big payoff is always coming and the thrill is in the risk  
 Physical fitness -- talking about it does not make it happen  
 Columbus risking everything to find India and, instead, finding America

## Innovation

transforms a spark into a sustainable fire that forges something new and valuable in the world.

**No risk; no innovation.**

Management by quarterly financials murders innovation.

Expect change and innovate!  
 It's never too late to INNOVATE.  
 Why wait? Don't berate. JUST DO IT!



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