

**WE LOVE INNOVATION!**

So long as it's nothing new

# “ALL TRUTH PASSES THROUGH THREE STAGES”

- First, it is ridiculed.
- Second, it is violently opposed.
- Third, it is accepted as being self-evident.

*Arthur Schopenhauer*



- Determine that a thing can and shall be done, and then we shall find the way.

*Abraham Lincoln*



# 15 TIME-TESTED IDEA KILLERS

- We've tried it before and it didn't work
- If it's innovative, why isn't everyone else doing it?
- Where did the idea come from?
- Innovation is not what it's cracked up to be
- The Illusion of Innovation
- The Illusion of Knowledge
- We've just finished our strategic planning



- Too often we enjoy the comfort of opinion without the discomfort of thought.

*President John F. Kennedy*



# 15 TIME-TESTED IDEA KILLERS

- It's not in our field of interest
- It's not in our budget
- Big Bad Wolf
- That idea didn't show up in focus panels
- Sometimes, you're just wrong
- We've already chosen a different path
- The Lithuanian Patent
- It can't be done



- People who dance are considered insane by those who can't hear the music.

*George Carlin*



# 7 SIMPLE METHODS TO KEEP INNOVATION ALIVE

- Remove “it can’t be done” from the corporate vocabulary
- Measure Innovation
- Be humble
- Push “bad” ideas to the top
- Teach ROI as a way of thinking
- Lean on your customers
- Fail quickly- and often

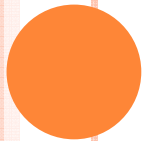
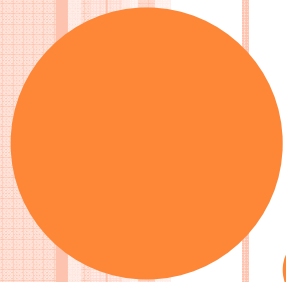




- Any smoothly functioning technology will have the appearance of magic.

*Clarke.*





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