INNOVATION ANTI-PATTERNS

1 THE IDEAS BOX

INNOVATIONS AND IDEAS NEED DIRECT LINKS TO THE EXECUTIVE TEAM.

2 THE TOO BUSY FOR SUCCESS

GIVE STAFF SPACE, TIME AND INCENTIVES IF YOU WANT CHANGE.

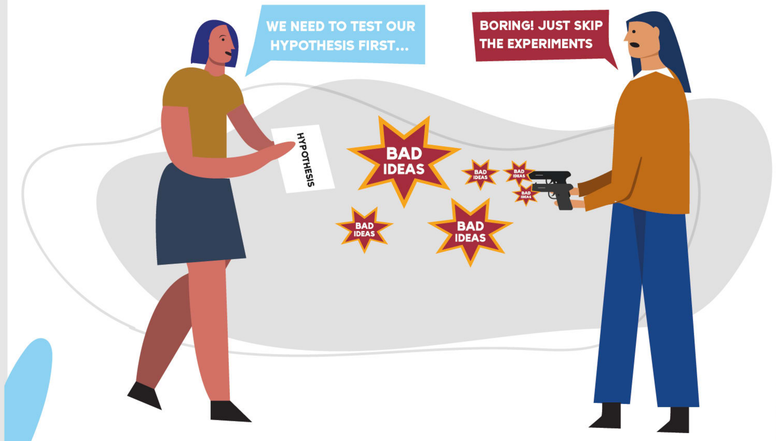
3 THE HURRY UP AND WAIT

SUCCESS STARTS NOW, DON'T PUSH GOOD IDEAS LONG INTO THE FUTURE.

4 THE MINDSET VERSUS METHOD

START SMALL THINK BIG. AGILE AND INNOVATION ARE A MINDSET, PRACTICE AND AN ATTITUDE BEFORE THEY ARE AN EXPENSIVE METHODOLOGY.

5 THE HIP SHOOTER



YOU MUST RUN EXPERIMENTS REGULARLY TO GENERATE DATA, EXPERIMENTS SHOULD INFORM INVESTMENT DECISIONS.

6 THE DISRUPTOR MOMENT

BE HONEST ABOUT CHANGES ON THE HORIZON. DISRUPT YOURSELVES BEFORE THEY DISRUPT YOU.

7 THE BAD BUDGET

INNOVATION DOESN'T HAVE TO COST THE EARTH. BUDGET A PERCENTAGE OF REVENUE AND REMAIN FLEXIBLE.

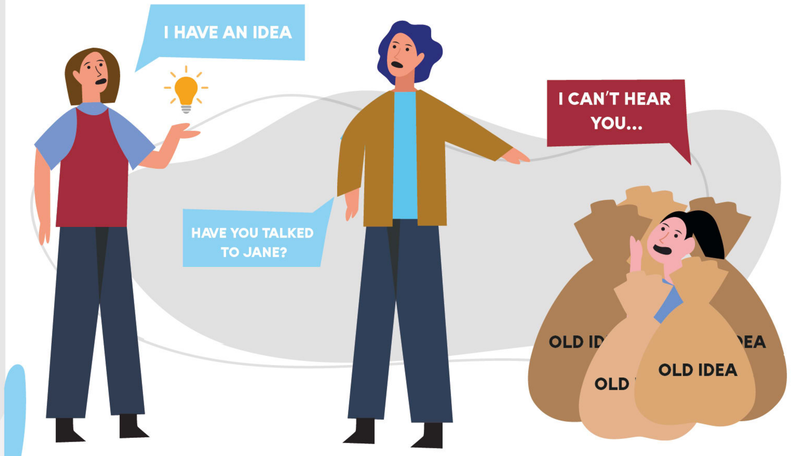
8 THE NEW SHINY

BEWARE THE ALLURE OF "NEW SHINY". TECHNOLOGY IS A CATALYST FOR CHANGE BUT CAN ALSO DISTRACT FROM THE REAL PROBLEMS.

9 THE ECHO CHAMBER

IDEAS CAN COME FROM ANYWHERE, BE OPEN MINDED AND LISTEN TO YOUR PEOPLE.

10 THE INNOVATION CORNER



ENABLE INNOVATION EVERYWHERE, DON'T RELEGATE IT TO A DUSTY CORNER.

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