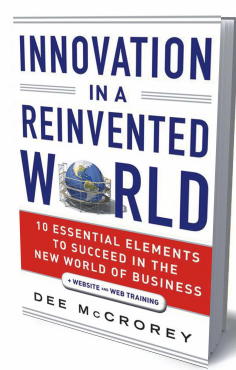


Getting Our Innovation Mojo Back



10 Essential Elements



1. VISION & VALUES

Visionary leaders rethink and reinvent strategic vision for the new world of business; reshaping their company's core values to model consistent messaging, measurements, and accountability that set the tone of trust for their organizations.



2. ENTREPRENEURSHIP

The entrepreneurial spirit has no walls and no boundaries; it sparks innovative thinking that creates new growth opportunities and sustains the business while evolving the culture.



3. NAVIGATION

Companies that design and build entrepreneurial capabilities into their workforce culture extend the reach of their influence beyond their own organization to a wider ecosystem of customers, partners, suppliers, and community supporters.



4. RESPONSIBLE RISK TAKING

Responsible risktaking is a cultural value that weaves itself throughout the company and becomes part of the organization's DNA.



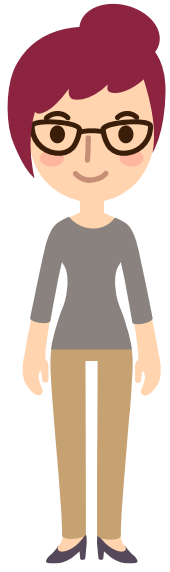
5. DISRUPTION & DISCONTINUITY

In a reinvented world the complexity of global problems and the speed at which beginnings and endings occur require different types of leaders and thought professionals—knowledge workers and institutional wisdom keepers.



6. EXPERIMENTAL & EXPLORATION

Research and development, when tied to a company's innovation engine, is an integral part of the new world of business—keeping innovators agile, flexible and driven by results.



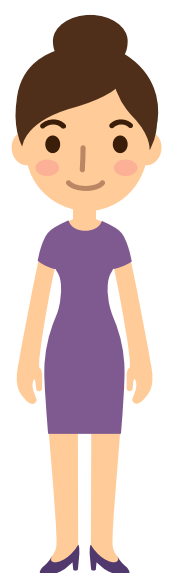
7. INNOVATION & INVENTION

Companies that consider research and development as an investment strategy versus something to eliminate at the first whiff of economic distress—will differentiate themselves in the new world of business.



8. TRANSITION & TRAINING

Companies that disregard the need to make training and higher learning investments in their workers will pay a steep price in a reinvented world.



9. NETWORKING & COLLABORATION

Leaders capable of building and sustaining relationship ecosystems that extend their company's influential reach will differentiate themselves in the new world of business.



10. EXECUTION

Getting the job done responsibly and credibly in the new world of business means showing up like you mean it—engaged in bold decisions using new business models—creating disciplined disruptions via ripples or waves that positively change your company, your organization, your communities, the country and the world for the better.



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