


An Extremely Short Guide to Innovation and How to Cultivate It as Part of Company's Culture

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A black and white photograph of two hands, one from the left and one from the right, reaching towards each other and holding each other's fingers. The hands are positioned in the lower half of the frame, with the fingers interlaced. The background is solid black, making the light-colored skin of the hands stand out. The lighting is soft, highlighting the texture of the skin and the contours of the hands.

1 Innovation starts as a thought, as an idea that describes something new and useful. Innovation does not exclude production and vice versa. In fact, they perfectly compliment each other.

2

Innovation heavily relies on various types of motivation that come from within or outside. Innovation cannot be forced and it is not mandatory, but it should be encouraged and rewarded.



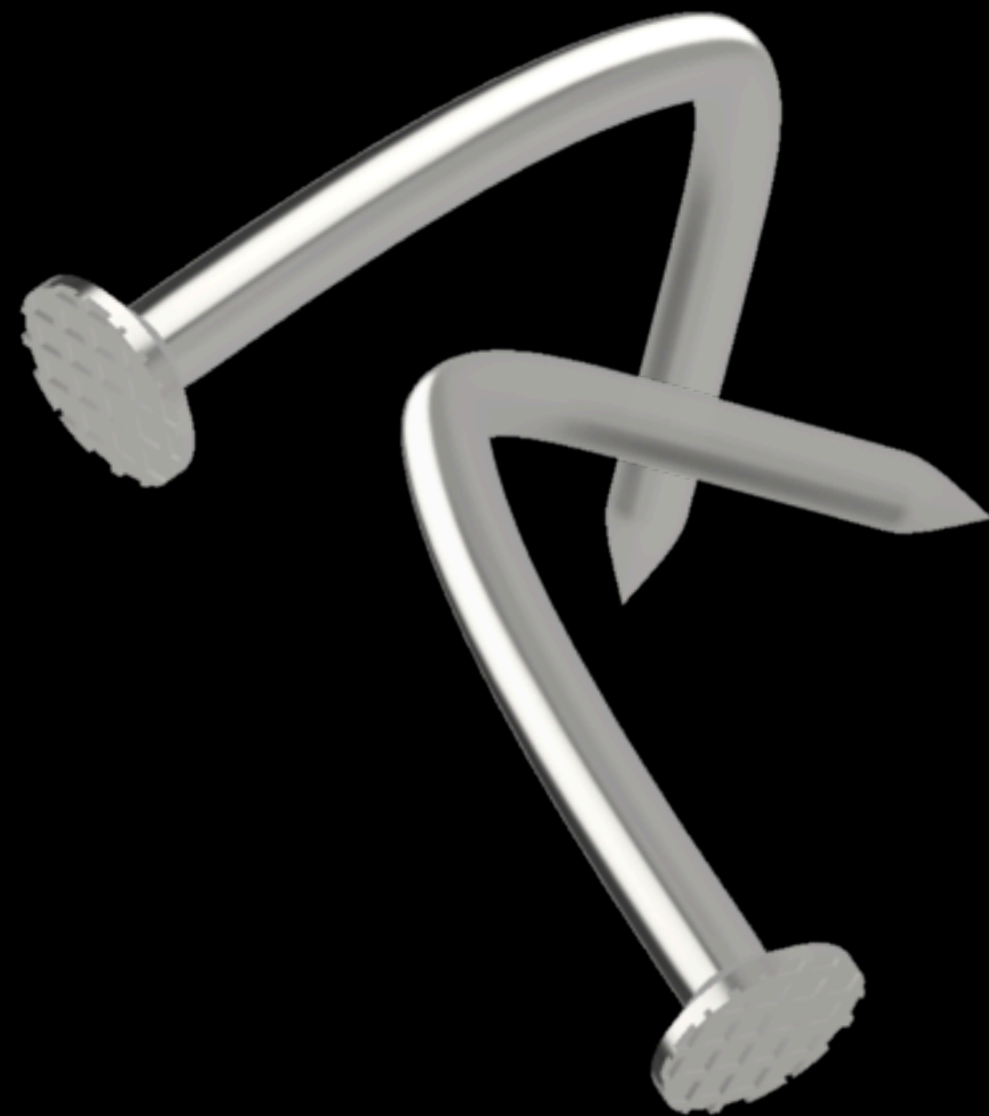


3

Low pressure approach. Think of innovating as an afternoon tea with friends. Some people love it and do it daily, and some don't care for it and that's just fine. It does not define you.

4 Innovation doesn't have to be perfect. Half baked ideas can lead to something great down the road. Also, it shouldn't be viewed as an exclusive club of getting big ideas right. Everyone can innovate on their level no matter how small it may seem.





5

It's ok to make mistakes. Don't be afraid of it. People who make mistakes while trying to innovate are a lot braver than the ones that do not try. In fact, failures and mistakes are a natural part of the process. If you don't fail, you are probably not trying hard enough. If someone says "that's dumb", you could be onto something.



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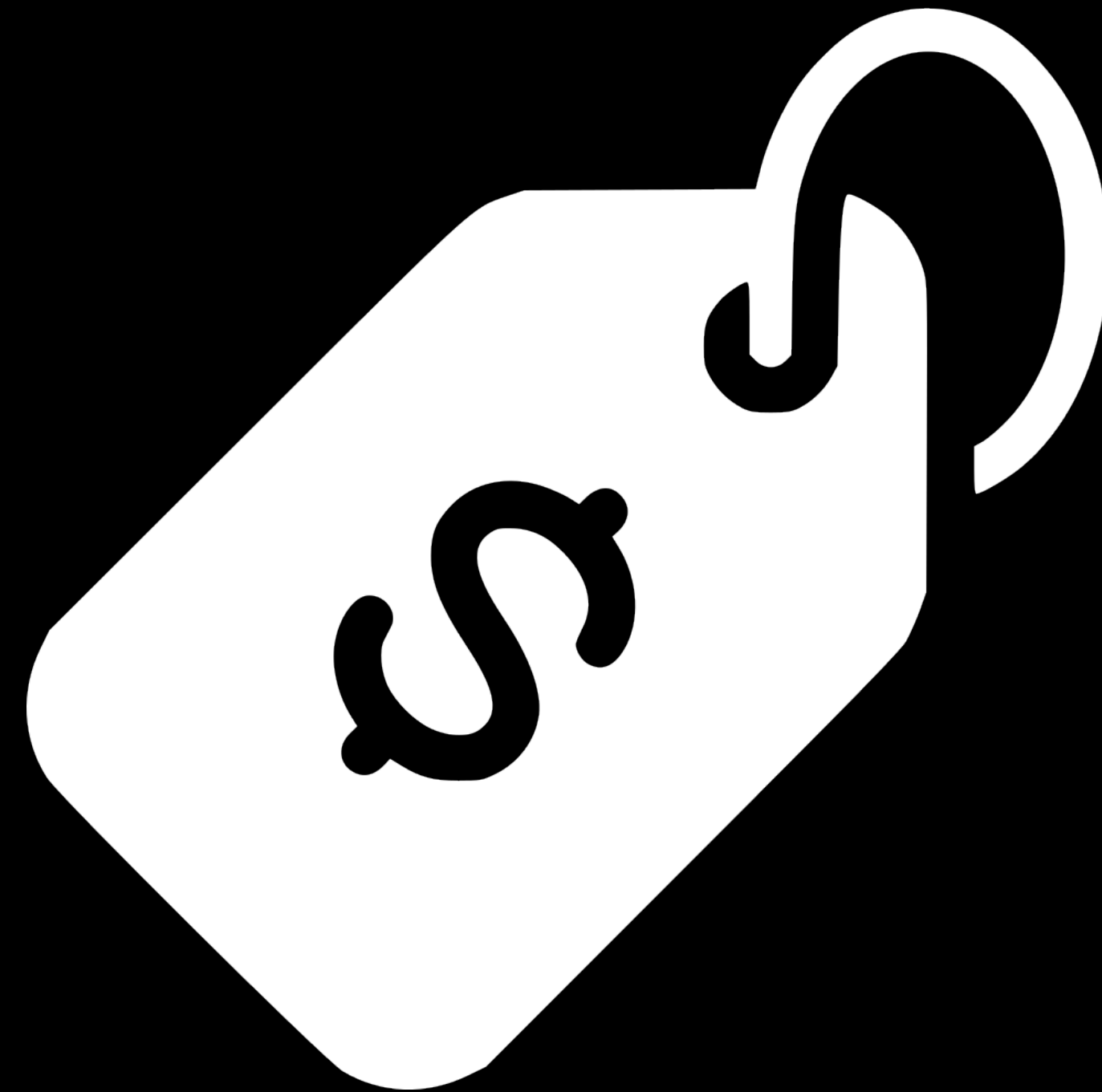
There are no rules on how to innovate. Anything goes. Epiphanies are as welcome as coming up with 53 dumb ideas before getting a really good one. Make your own path.

7 Implementation is what breathes life into any great idea. It exponentially increases the value of the original idea. Besides adding value, it also acts as a powerful catalyst that fuels motivation to come up with even more innovative ideas. If we want to believe in our own ideas, we have to implement at least some of them.



8

Idea's value does not automatically equal revenue. To generate revenue it needs to be sold and for that we rely on a properly functioning business chain. If the chain is tangled or broken, the business value of any innovative idea is greatly compromised.





9

Monetary value is not the only one that matters. Innovation is an irreplaceable part of being thought leaders. Also, freedom to innovate can lead to higher satisfaction at work, higher productivity and cultivating stronger creative culture in the whole company.

10

Achieving all of the above takes proper planning with clearly defined goals. Goals are not requirements, but a beacon of eventual success.



