

10 Steps to Becoming an Innovative Organization

1. Observe/Listen to Customers

- Identify Unmet Needs

2. Think Big

- Generate Diverse and Disruptive Ideas

3. Act Fast (and Small)

- Embrace a Sense of Urgency

4. Embrace Risk

- Fail Quickly and Learn from Mistakes

5. Be Nimble and Flexible

- Adapt to New Information

6. Be Accountable

- Do Not Wait for Permission

7. Share Ideas

- Collaborate and Seek Feedback

8. Convert Ideas into Opportunities

- Build Rapid Prototypes

9. Leverage Technology to Drive Change

- Compress Time and Distance

10. Reward Innovators

- Provide Recognition and Incentives

