

Fresh Start 2022 – weird ideas that work!

Innovation and idea generation are in their very basics about being curious and courageous...courageous about challenging the status quo and then making changes to make it better.

This is where those who lead excel. They are not afraid to go outside the confines of their narrow field and to borrow, beg and sometimes steal ideas from other fields and industries.

And it is a good management practice to occasionally look at your norms and ask yourself the contrarian or flip side of the equation questions...this is where innovation and the real creative spark exist.

That doesn't mean you always throw away what you are currently using...at times it is still very effective and may be the most productive use of your time, resources and energy. But what if there is a better way, a more productive way, a more cost-effective way...and your competitor finds it first? Hmmmmmm?

The secret to thriving in our competitive and by now everyone understands globally competitive market is in being constantly on the 'improve' and sometimes that means 'improv' to find the answers to the questions your existing and potential clients are asking.

So, keep questioning and keep on the quest...

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