

Ideas that are weird!

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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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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership, Strive for significance – lead on purpose!'**, **'Speaking for Success'** and **'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.

