

entrepreneurship

A capacity for risk management
not
reckless speculation.



mindset

Entrepreneurship is a process of **becoming**,
it is ***not*** a state of being.



Mindset

The **only** constant is change.



do this

- CEO's do not lead innovation they drive it involved at key points, creation, launch and conclusion.
- Big picture goals are the drivers, not specific targets in innovation.
- Innovation is not a separate strategy, it must be linked to the corporate goals.



do this

- A project champion is vital. YOU!
- A learning culture is essential.
- Multiple sources of information is vital for innovation. No silos.



1

- Plan & implement a strategy of innovation.
- Establish strategic purposes for mission, goals & objectives ~ push to the “limits”.
- Everyone is involved



2

- Establish innovation objectives & measure.
- Innovative “products” to have performance hurdles, be ruthless!
- Speed up “Ideas to Market” process.



3

- All individuals, teams and products to have innovation performance milestones, evaluate constantly.
- Encourage by example, new ideas & the taking of measured risks.



4

- Place a high value on change & make it part of the organisations culture.
- Allow cross-functional teams to flourish.
- Develop an effective tool/process for evaluating ideas.



5

- Develop an innovation management system that rewards and measures.
- Celebration for creativity & innovation.



6

- Develop an attitude (across the organisation) that with innovation some mistakes are acceptable - ***Not too many!***



7

- Train all in creativity and problem solving.
- Provide time & environment for creativity & reflection.



8

Lead by example

