

Tom's Two Cents:



Self-Imposed Barriers

When I talk to companies about Innovation, initial protests (and some of the real concerns) often include:

1. We can't afford it. (“We've tried new things before and they didn't work as expected.”)
2. We don't need it. (“Things are fine. Why change what's not broken.”)
3. We can't do it. (“We're not smart enough to come up with any new ideas.”)

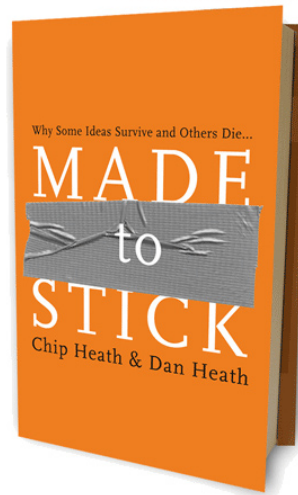
To which I respond:

1. You choose not to afford it because you don't recognize that solid Innovation will pay for itself a hundredfold and more. You need to consider “How can I afford it” – that is thinking of an engaged mind.
2. You absolutely do need it because one of your competitors is going to figure out a better mousetrap and put you out of business while you're thinking nothing is broken.
3. You can do it because you and your team are smart, but maybe you haven't had sufficient guidance in this particular area to unlock your creative potential
Or, maybe you just aren't sure where to start.

Once you have broken down the self-imposed barriers to Innovation, you begin to create the environment where creativity and Innovation can thrive.

About Strategic Planet

Our Mission is Simple: we create wealth for our customers. Strategic Planet helps you achieve sensational success through the power of compelling design and innovation consulting. We teach and provide compelling principles, methods and systems focused on continual innovation and simplification to maximize your success.



Book Review:

Made to Stick

by Chip Heath & Dan Heath

Review by Derek Walker, MBA

Ever wonder why we remember some things so vividly, and allow others to drift quietly out of memory? *Made to Stick* identifies some of the key elements that help route information away from the mind's garbage shoot and toward long term memory.

Have you ever attended a meeting or conference, and walked out racking your brain trying to remember what you've just listened to? Maybe you even had the initiative to take notes, but did those notes help make ideas become a vivid memory?

Now try to remember reading a story as a child with your mother, or watching your favorite movie for the first time. Even if those events took place twenty years ago, you can probably describe them accurately in amazing detail.

Made to Stick offers ideas that will help us communicate with others in ways that are more memorable and valuable. It's a guide to making communication more meaningful.

Cool Website of the Month

<http://www.dontclick.it>

Why it's cool:

Dontclick.it is an experimental website where you navigate through the site without ever clicking your mouse. The creators of this site took the time to wonder why we do the things we do and figure out if there is a remarkable way to do it different!

Right vs. Right

by Shane Hollingshead

Every day there are decisions that need to be made. It starts in the morning when the alarm clock goes off. Should you get right up or hit the snooze delaying the day to begin? Then throughout the day you will continue to make decisions. Some may have a huge impact on you, while other decisions not so much. For the most part the majority of decisions made don't have a huge impact on your life or an impact on other individuals lives. What decision will you make when problems arise that do affect other people's lives as well as your own?

Many dilemmas at work you face will affect others. Some decisions are easy, it involves doing what is right, against doing what is wrong such as "Should I take the office stapler home for myself or purchase my own for my house?" More complex issues may arise with decisions that involve two "rights."

Right versus right decisions are important and will show an individual's values and requires moral courage. There's an example of a manager who is sitting at home when one of his employees shows up at his door just to talk. The employee tells his manager about the house he's going to buy. The manager knows that the company is going to layoff some employees and this individual's name is on the list. The manager knows legally he's not to tell the employee about the layoff situation but does he let him make a purchase that he know will hurt him financially. What would you do?



Top 7 "L"-Words for Leaders

by Kevin Kearns

1. Liquid:

Be flexible and always look for the easy way. Water will always look for the easiest way to move. It does not try to prove anything by doing things the hard way. It also adjusts to a change in its environment. If the easy way becomes difficult, it will find the next easiest way to move.

2. Laugh:

Find the humorous side of challenges and especially your mistakes. It is only work - lighten up! As a driven leader, it is easy to get caught up in making things happen. For the sake of performance (and sanity) of you and your staff, take the time to laugh at mistakes - especially your own! Your team will appreciate that you are willing to look human!

3. Learn:

If your knowledge is not growing, it is dieing. There will always be something to learn. Our world changes at such an amazing rate. Learn from mistakes and successes. Learn from books and tapes. Learn from employees and customers. Take learning any and every way you can get it.

4. Listen:

Listen to others and yourself. Okay, you knew this one was coming. Listening has been a crucial part of leadership from level one. However, at level two it was already forgotten and de-valued. If you aren't listening - really listening, you are missing out. Just as important, listen to your gut about important decisions. When the rubber hits the road, there is no honor in doing something you knew in your gut was wrong.

5. Level-headed:

The sky is not falling, even if it is, freaking out won't help. Your team is constantly measuring their response to situations against how you respond. A leader must always remain calm during tough times. Be it an upset customer, a computer virus disabling your system, or bankruptcy, the leader must not melt-down, ever!

6. Long-term:

Look at where you are turning, not the turn itself. When you make a turn in a car, you are well-advised to look where you are going, not where you are. Same goes for leadership. What seems easy now may not be helpful in the long run. A leader is concerned about long-term impacts of today's actions.

7. Lead:

Leading does not mean doing it all. Do not rob your staff of growth opportunities by doing difficult tasks for them. Lead them through the learning curve, so they develop the ability to do it in the future. It may be easier to just do it yourself - but far less rewarding for all involved.

<http://top7business.com>