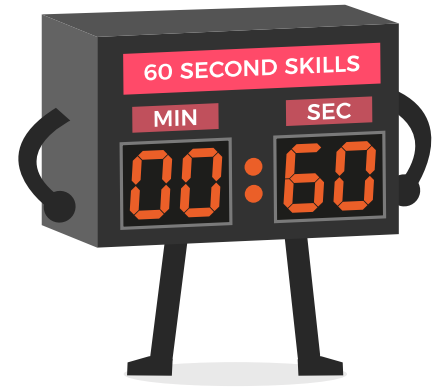


INNOVATION & CULTURE



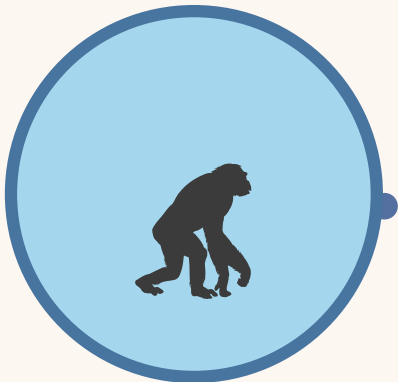
'If I'd asked people what they wanted, they'd have said faster horses.'

Even if Henry Ford never said that, it still says a lot about innovation, and people's expectations. By always operating in the same way, you can stifle progress.



People don't like to take risks in case they fail. They avoid this by copying what others have done.

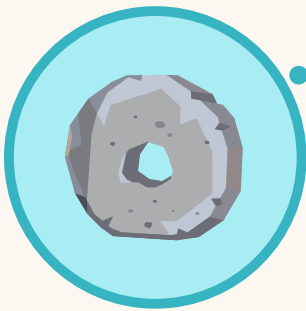
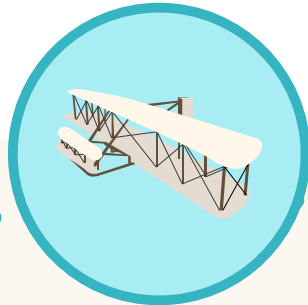
The danger is becoming another "me too". What sets you apart from your competitors if you're doing the same as them?



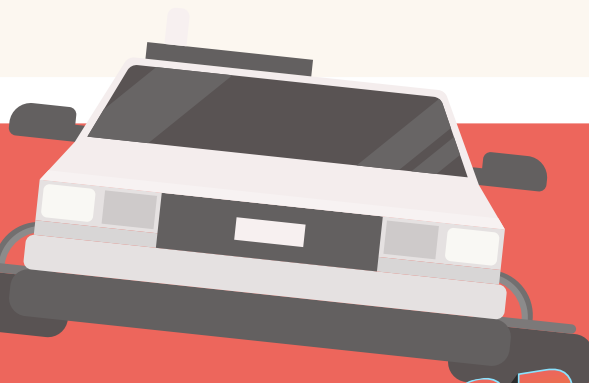
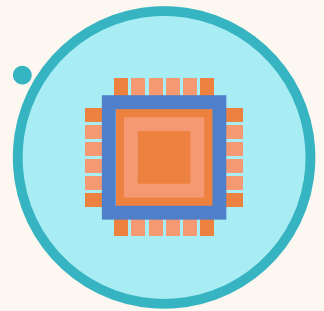
We're evolutionarily hard-wired to accept the norm because it keeps us from having to think too hard, and we're all naturally lazy.



To innovate, you've got to think hard. Brainstorm without judgement, re-frame the problem, get everyone involved - whatever it takes to think, as they say, outside the box.



Create a culture of innovation. What that means is solving your problems creatively. Everyone's creative in some way. If nothing else, it'll increase your pool of ideas.



NEVER STOP INNOVATING



Industries, the environment, the world is always changing. You need to adapt - to innovate - to survive.