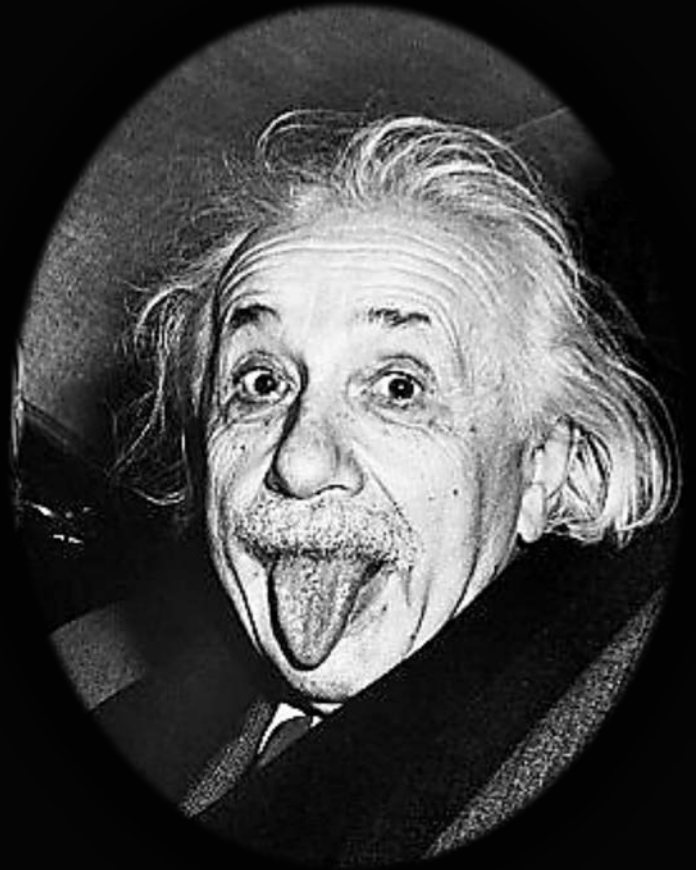


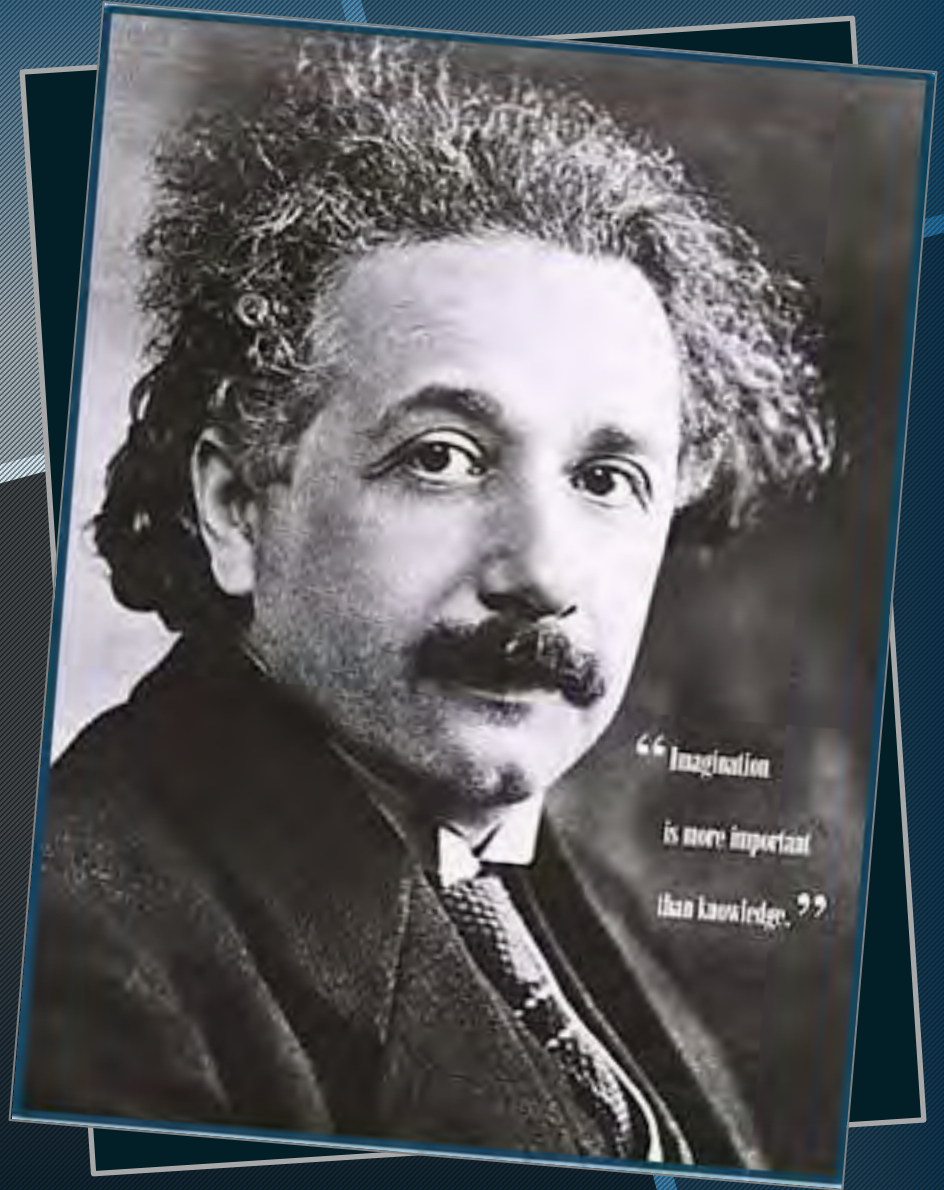
gogoinnovate.com

“Imagination
is more important
than knowledge”

-Albert Einstein



Albert Einstein



$$E=mc^2$$

$$I_1 = (I_2 P)^x$$

$I_1 = \text{INNOVATION}$

$I_2 = \text{IMAGINATION}$

$P = \text{PEOPLE}$

IMAGINATION:

**The ability to see what
is already there!**

“Imagination is more important than knowledge” *Albert Einstein*

Imagine yourself on the tip of an arrow going faster than the speed of light; Einstein did and came up with the theory of relativity.

Pretend you are the Customer.
Pretend you are the “Product.”

CONVENTIONAL

WISDOM

USUALLY

IS

NOT



**Creativity always dies
a quick death in rooms
that house conference
tables.**



Number One Creativity Killer: “You can’t do that.”

Number One Creativity Catalyst and Motivator: “Being told you can’t do that.”
Wanna bet? Get out of the way.

WE ARE MOST CREATIVE WHEN WE ARE MOST CONSTRAINED.





“There is a way...Find it”

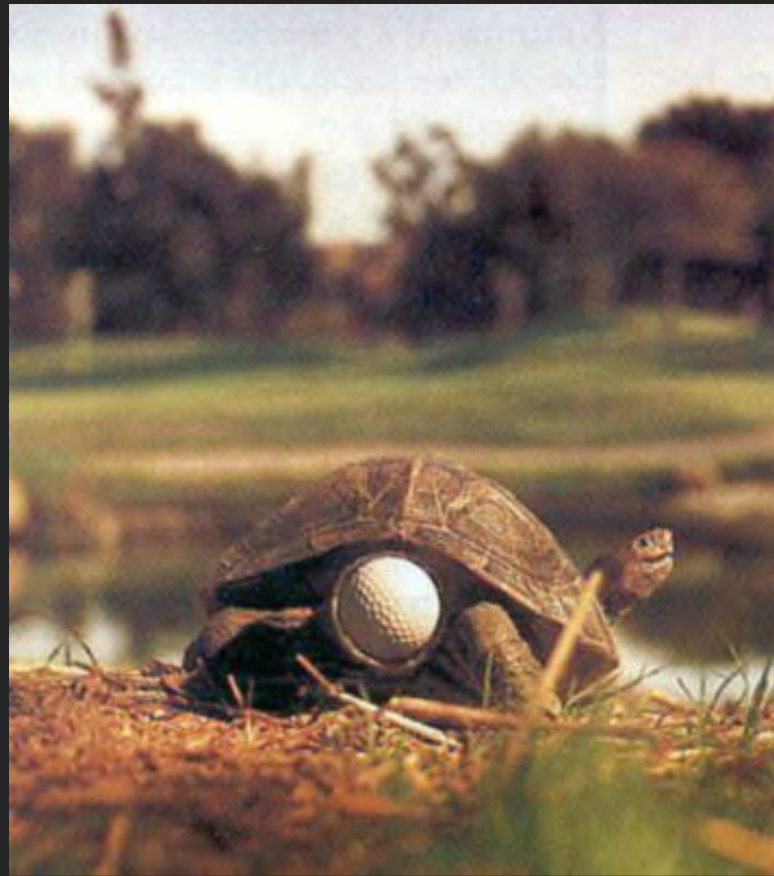
Thomas Edison

Find the Customer's PAIN

Ask Questions and Really Listen

**The Pain May Not Be Obvious,
Search For It**

**Do What No One Else Wants To
Do**





Tracking Results?

**IF YOU ONLY
FOCUS ON THE PROBLEM**



**YOU MIGHT
MISS THE EASY SOLUTION**





Marketing
Genius

666247



GRAND VIN DE BORDEAUX

3333333333

Vignobles de France

WINECEROUS

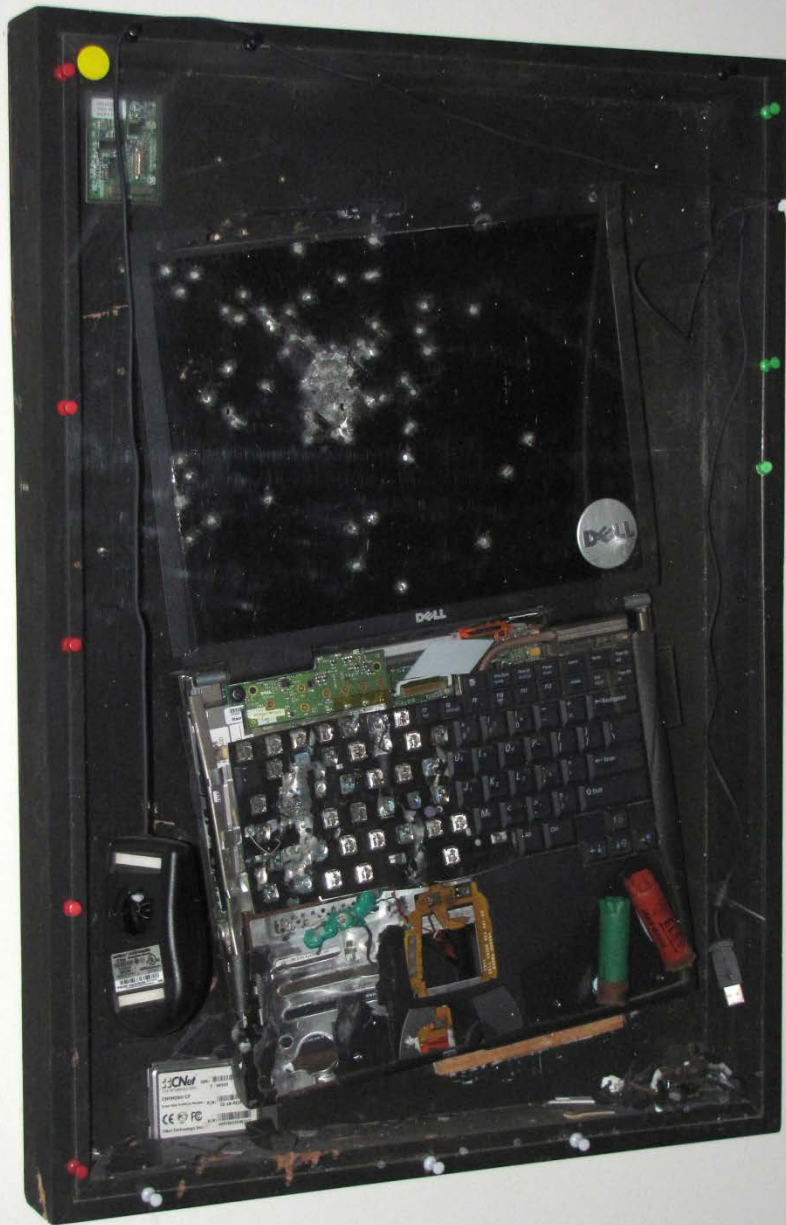
DIAGEO CHATELAIN & ASSOC
220, FIFTH AVENUE
NEW YORK, N.Y. 10001
USA

Santa Rita
CHILE

GRAVES
2003

LITL

Rita



LAYERS OF COMPLEXITY

Breaking Through the Layers of Complexity

Managing Complexity

Imagining Complexity

When you are green, you are
growing.....

When you are not you rot.

If it is working keep doing it.
If it's not working stop doing it.

Literally...Put on a Different Hat

The 2 x 4 Between the Eyes

Upside Down, Sideways,
Backwards and Reversed

Same Word – Different Meaning
Same Picture – Different Meaning

Does form follow function?

If so, why?

Why can't function follow form?

What do you want your product or service to look like?

Define then build?

CONVENTIONAL WISDOM USUALLY ISN'T!

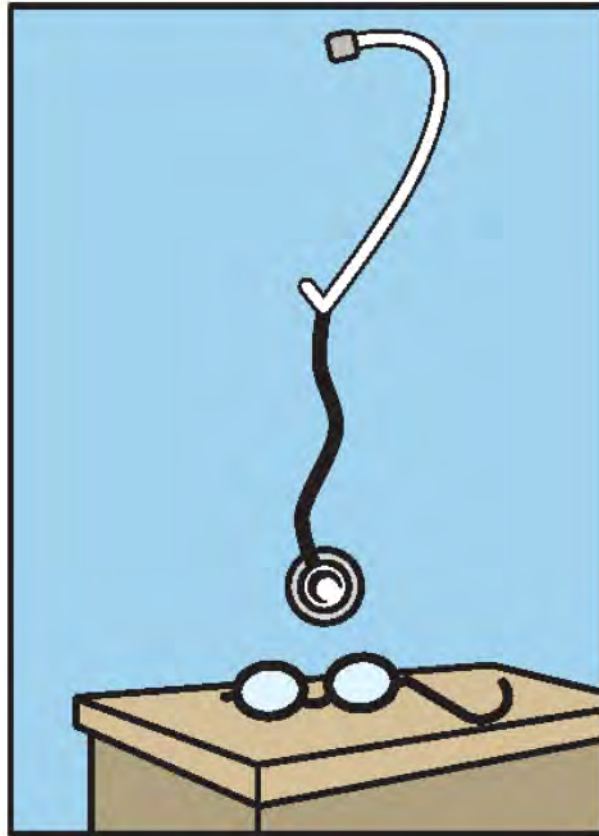




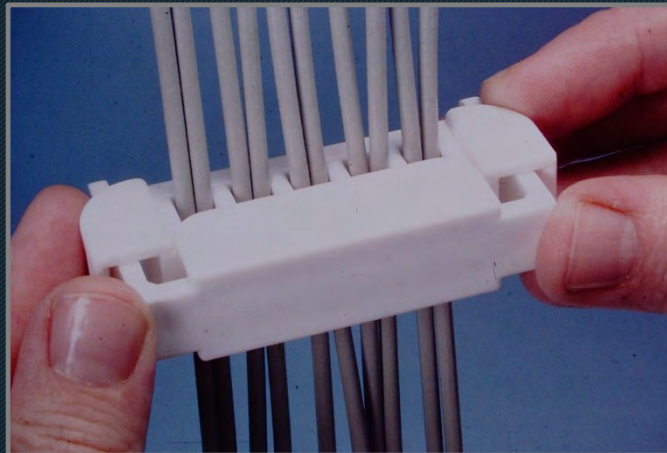
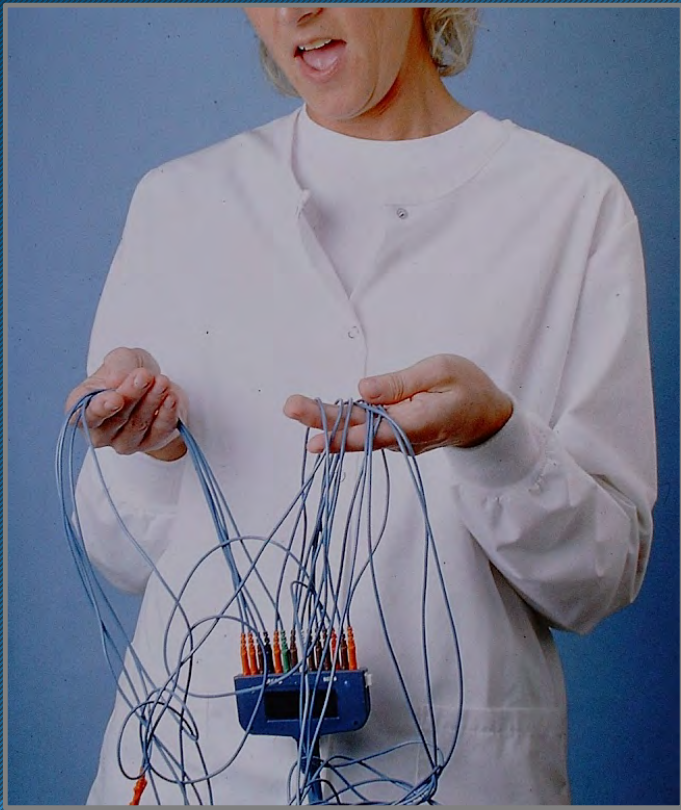


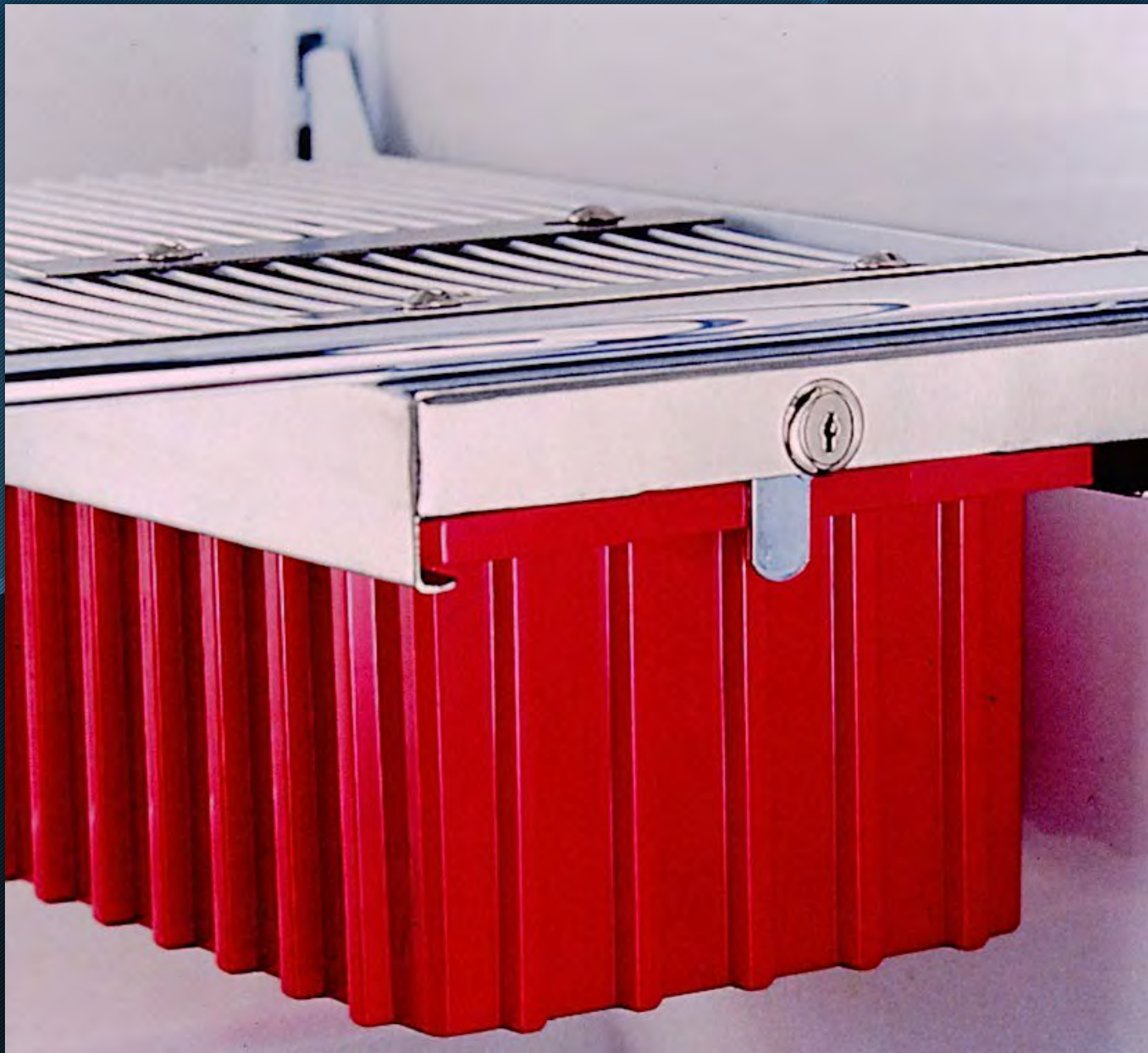


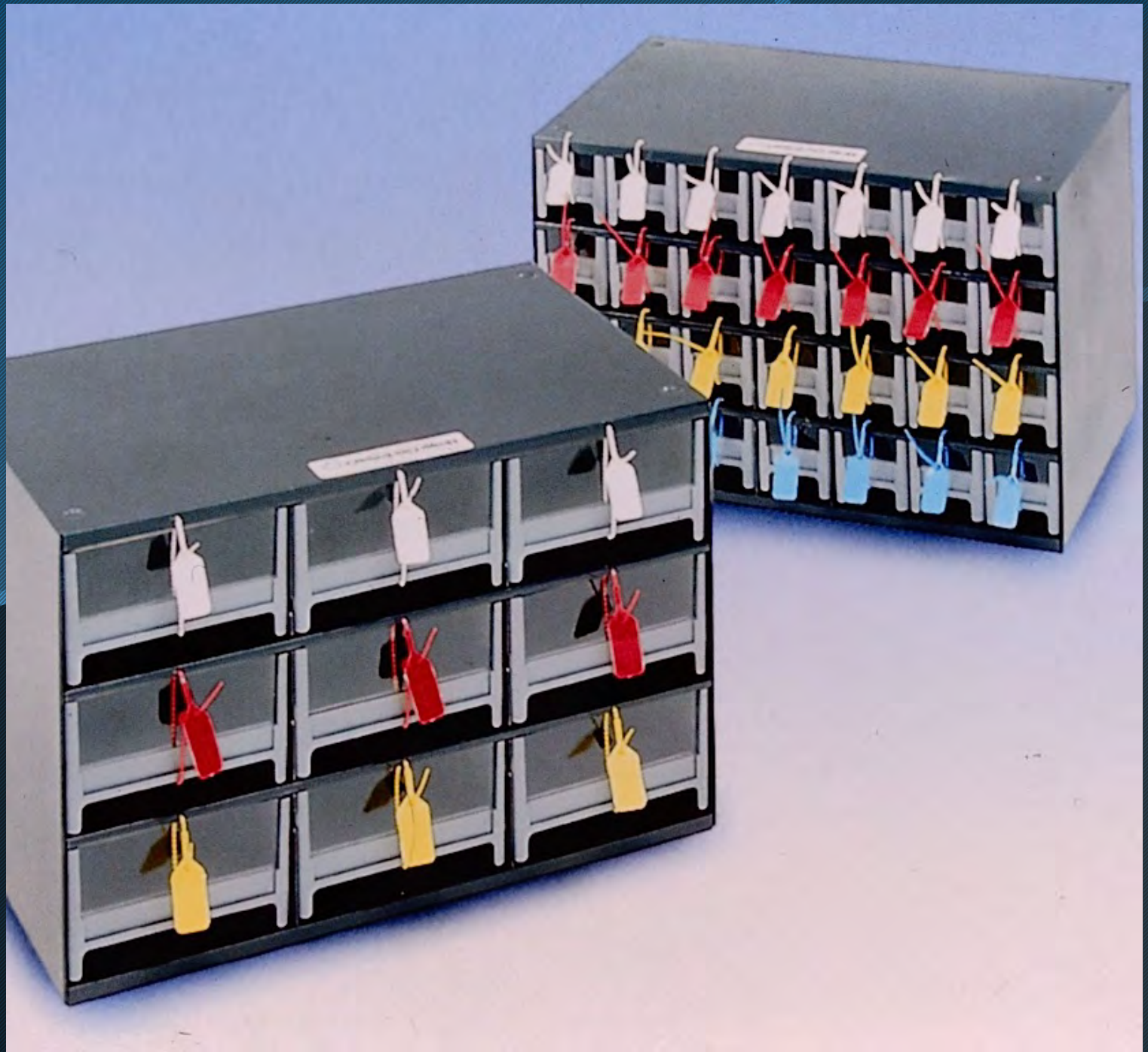


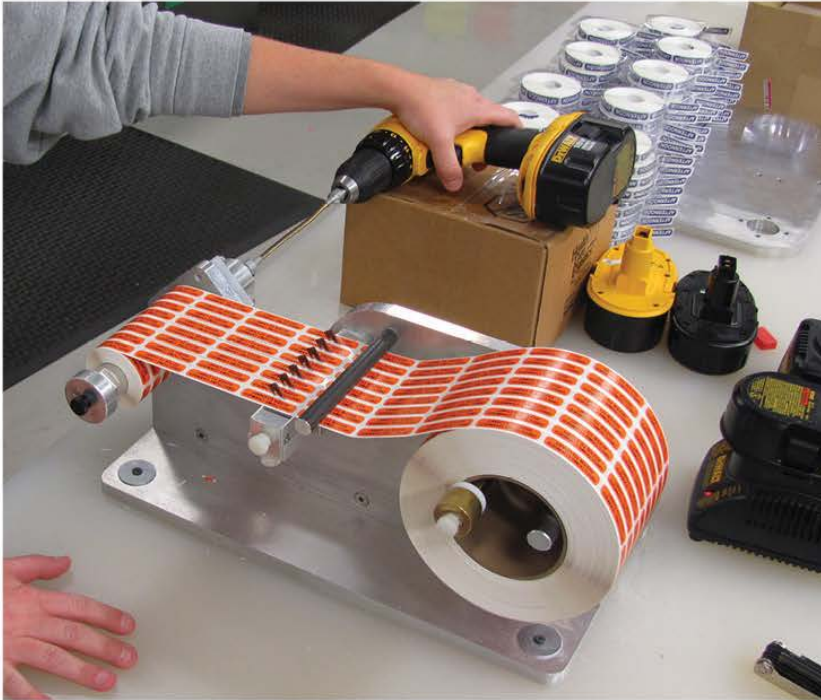


Van Gogh's Stethoscope









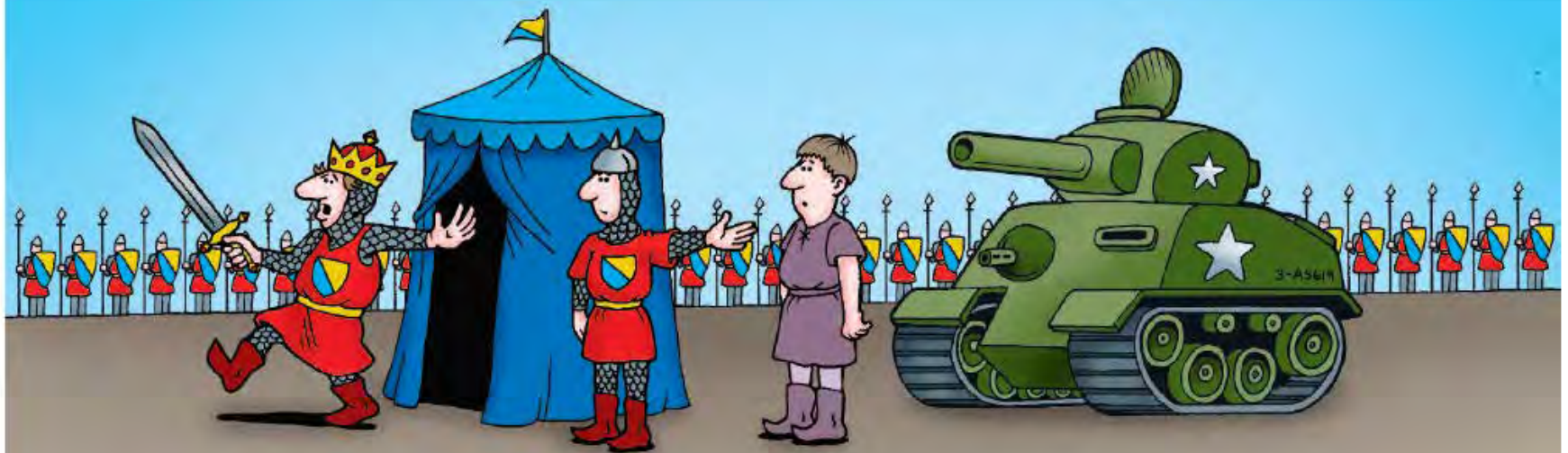
- Fail Fast, Fail Cheap.
- Failure is always an option, don't be afraid, TRY!
- The year Babe Ruth set the home run record, he also set the strike out record.
- You have to swing at the ball to hit it.



Tranquillité



Disposable Supply Cabinet



"I don't have time to see any crazy salesman;
I have a battle to fight."

The future is not what it use to be.

Seize the opportunities of time,
space and matter and you will create
the new economy....

If you don't keep up, you'll never
catch up.

Stan Davis from his book Future Perfect

“If you think that you can or cannot do something, you are right” *Henry Ford*

Find the “weird” part of your brain and develop it.

“Never, never, never, never, never, never give up” ... this was an entire speech by Winston Churchill.

Kick Starting the Imagination & Finding Connections for Inspiration & Creativity



Magazines



Trade Journals



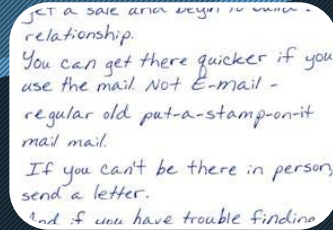
Travel



Museums



Scotch



Unstructured Thinking and Hand Written Notes



Arts and Crafts Shows



Walking Through Retail Stores & "Observing"



Bull Sessions



Sketching



Cigars

Also, all kinds of information and ideas are hidden in books

This is intentionally a blank piece of paper

ABC?

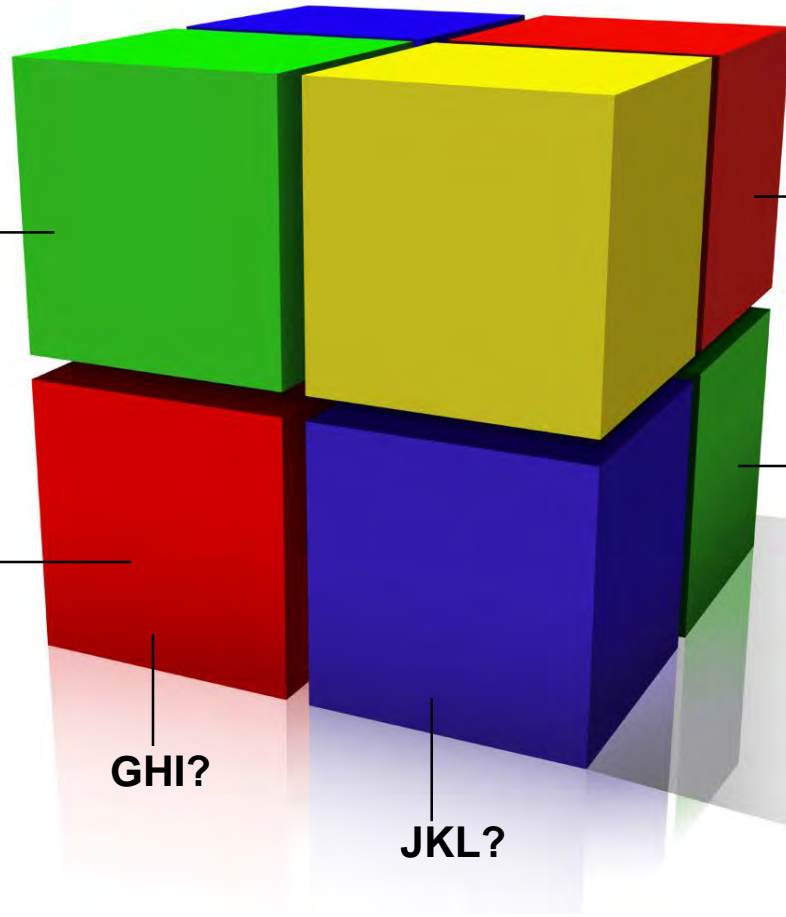
DEF?

GHI?

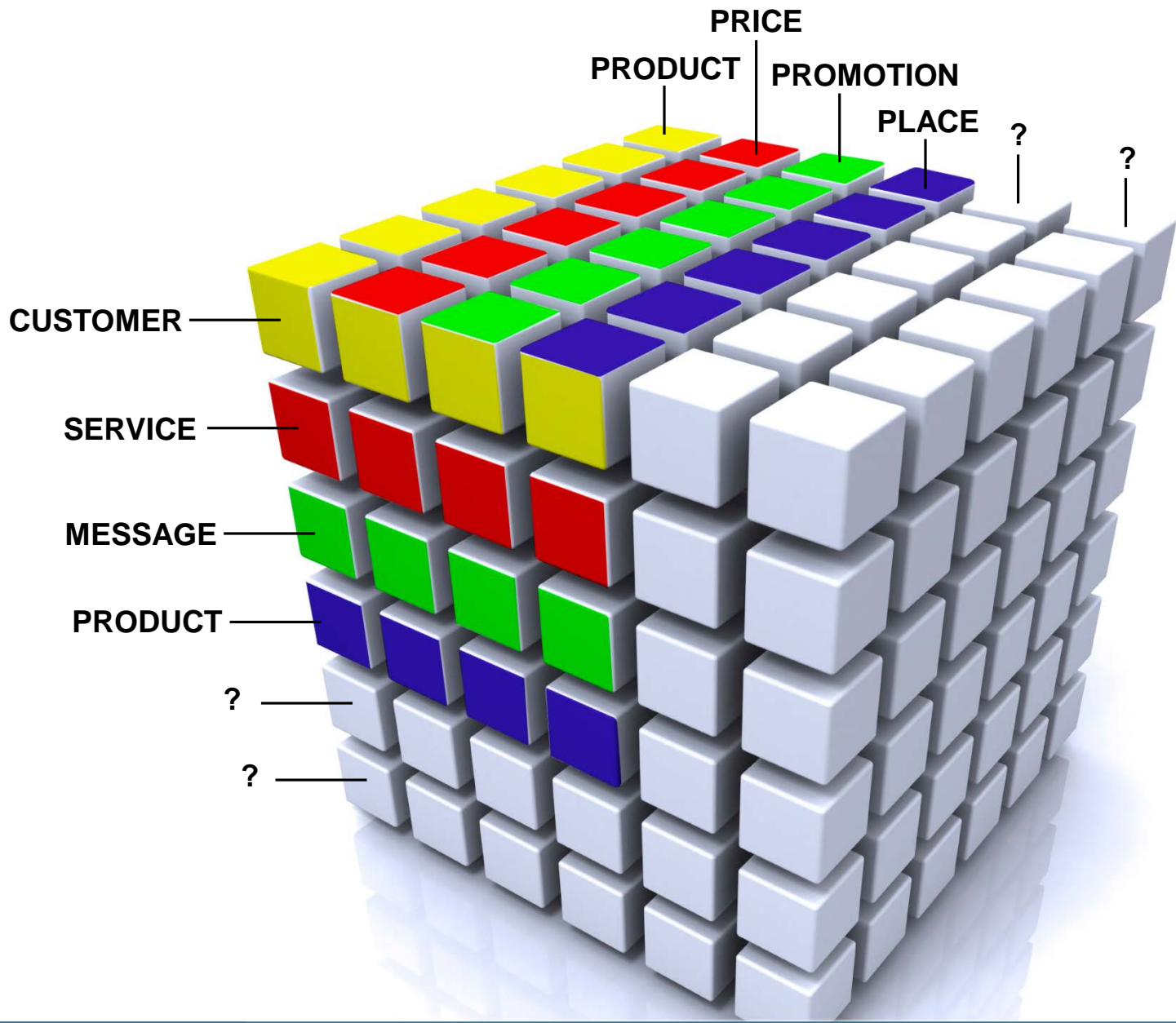
JKL?

PQR?

MNO?



- Sales and Marketing
- Finance and Administration
- Production and Logistics
- Invent, Innovate and Develop



PRICE

PRODUCT

PROMOTION

PLACE

?

?

CUSTOMER

SERVICE

MESSAGE

PRODUCT

?

?



**A Critical Aspect of
Management**

Understanding the Interface
of Human Beings
and the
Working Environment

By: Gary L. Sharpe

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Welcome To Our Innovation Foundry!

IT'S NICE TO MEET YOU

ARE YOU THINKING LUCKY TODAY?