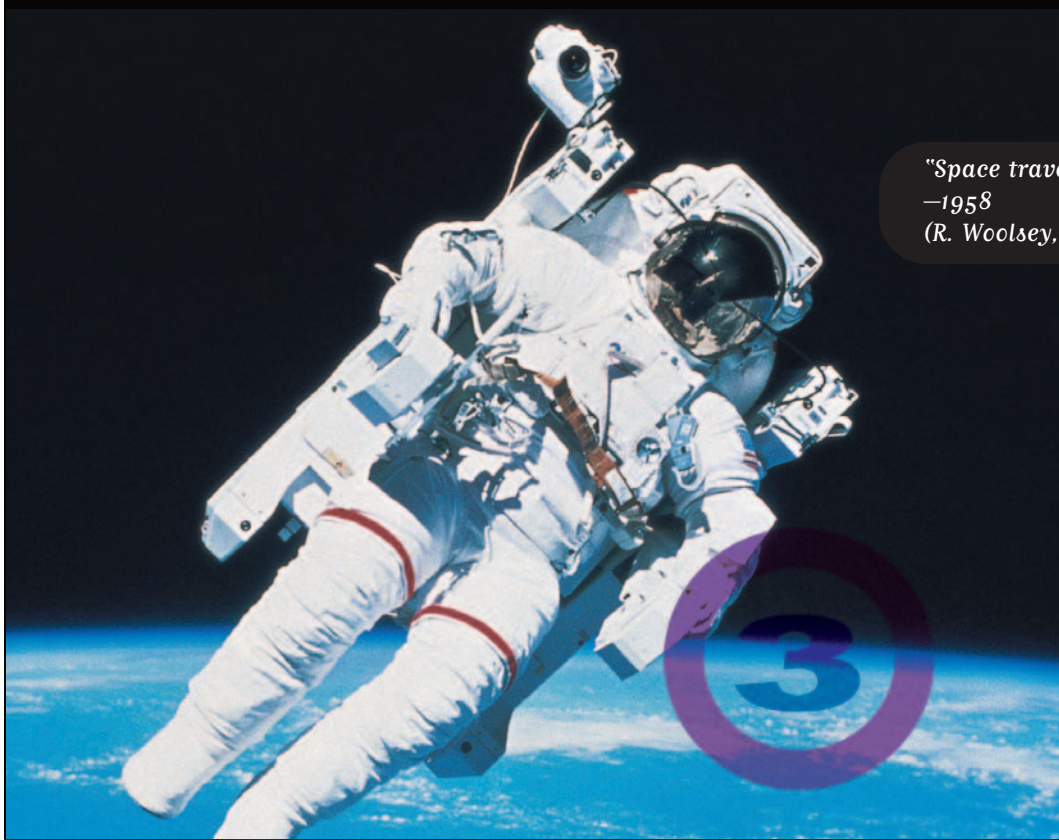


For innovation to happen, you must open your mind to new ideas!



"Space travel is utter bilge."
—1958
(R. Woolsey, Astronomer)

Albert Einstein, one of the most innovative brains, said, "If at first the idea is not absurd, then there is no hope for it." Yet our automatic response to a new idea is to judge it. Admit it. It's true! The trick is to develop the skill of being open-minded about new ideas rather than immediately killing them. This creates space for ideas to grow and multiply. It might invite silly, stupid, and absurd ideas, but that's okay. So says Einstein. Give the idea time to grow. Why? Research shows that when a group defers judgment, they'll generate twice as many good ideas. Even if the ideas do look a bit absurd at first!

After all, would you rather be remembered for a great idea that initially looked silly? Or a brainless statement showing your close-mindedness? You Decide.

Open Mind



Training people to innovate for growth
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Organizational development to foster innovation

"640K [of computer memory] ought to be enough for anybody."
—1981 Bill Gates, Microsoft Executive



Chicago Office 847.570.0725
East Coast 518.327.3554
www.newandimproved.com

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