



FIGURES 3-2 PICTURE OF CORPORATE AGENDA WITHOUT AND WITH INNOVATION ON IT.

### RULES FOR SUCCESSFULLY AGENDIZING INNOVATION

*Innovation comes from places you least expect.* When was the last time you cleaned out your desk? Maybe there is some innovation way back in the corner . . . you know . . . where that candy bar melted last July and that you keep pretending will just go away. Maybe innovation is right behind you and if you turn around fast enough, you'll see it. Whoops. Too slow. Innovation is fleet of foot.

### INNOVATION REQUIRES RECOGNITION

It is all too easy to overlook the role of recognizing the innovators in the company. People have an innate desire to be recognized. That's why they wear badges with their names on them. You cannot ignore a person and expect them to innovate. If they did, who would know? Not you, that's for sure. Work on your people skills.