Innovation

* Finding a path to succeed
* Innovate or die
* Innovation culture
* Embrace failure
* Continual improvement
* Companies that constantly challenge what they do, challenge themselves to come up with new and different ways of doing things.
* Competition
* Everyone can be an innovator
* Out of the box thinking to bring more value
* “The successful exploitation of new ideas”

Why

* External drivers – competition, lower costs, new entrants, market drivers (demand, economic forces, social changes, demographics)
* Internal drivers – Improve profitability, ROI, cash flows, quality
* Improve quality, creation of new markets, adapt to change (business landscape is always evolving)