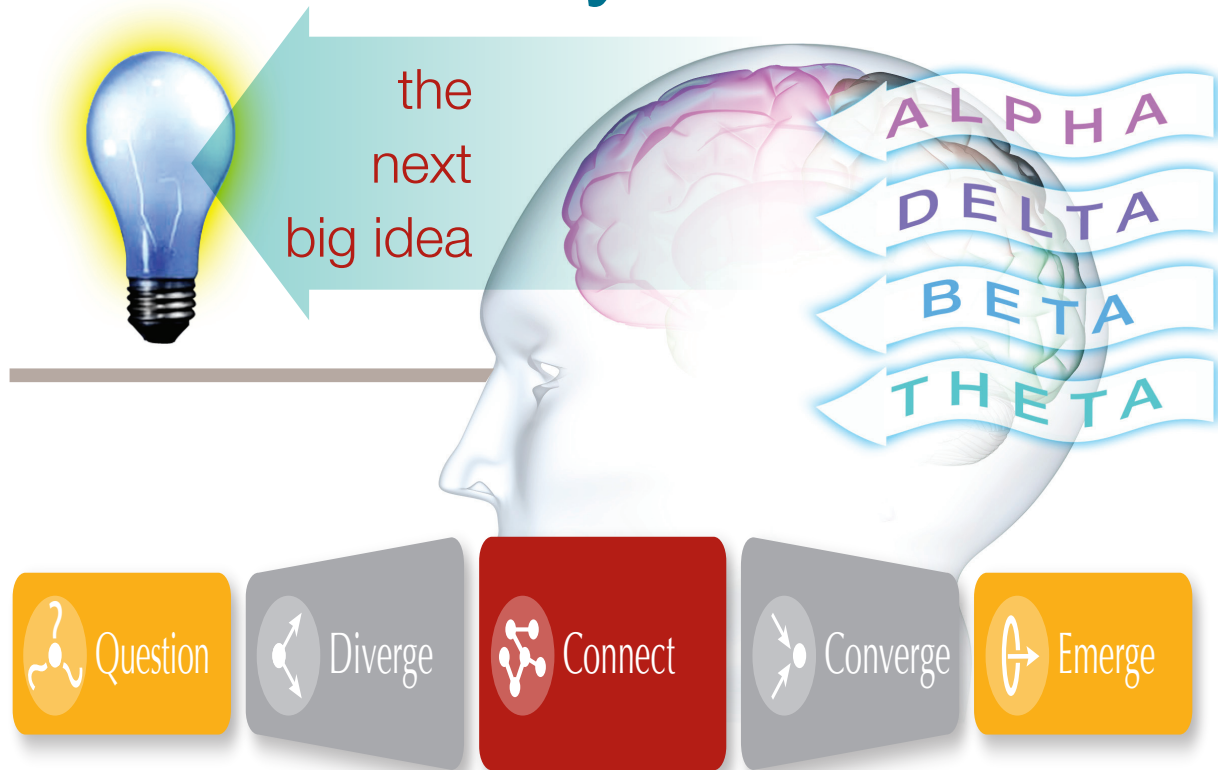


# IGNITE BRILLIANCE

in your **creativity & innovation**



fresh thinking

# 4

## Critical Questions

1. How might we create a culture that generates more than our fair share of smart ideas?
2. How might we create systems that encourage collaboration for more innovative behaviors?
3. How will we decide which ideas are the right ideas in which to invest and bring to market?
4. How will we move ideas through our organization that are both creative and fast to market?

# Capitalizing on Shifts

## Systemic:

Technology  
Societal Shifts and Economics  
Customer Experience  
Workplace  
Global Forces / Marketplace

## Your Company:

Industry                      Leadership  
Economic/Legislative      Talent and Culture  
Product and Service        Trends  
Hardware/Software/Cloud/  
SAAS Solutions



## My Brilliant Ideas:



fresh thinking