

NEW IDEAS AND SOLUTIONS

INNOVATION



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

ARE YOU INNOVATION?

your creativity invents untraditional solutions.

WHO YOU ARE

CREATIVE • VISIONARY • ENTREPRENEURIAL

HOW TO USE INNOVATION

- Encourage others to break old habits
- Tweak conventional rules
- Choose the unexplored path

WHAT WILL HAPPEN

- By fascinating with innovation, you will disrupt the status quo
- You'll bring irreverence to straightforward messages
- You'll experiment to find better answers

COMBINE INNOVATION WITH

- **PASSION:** to spark passionate creativity
- **POWER:** to kindle an entrepreneurial spirit
- **PRESTIGE:** to tempt others to upgrade
- **TRUST:** to consistently offer new ideas
- **MYSTIQUE:** to keep your ideas close to the chest
- **ALERT:** to quicken new thinking

The Legal Stuff...

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