

HOW TO USE INNOVATION

THE LANGUAGE OF CREATIVITY

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