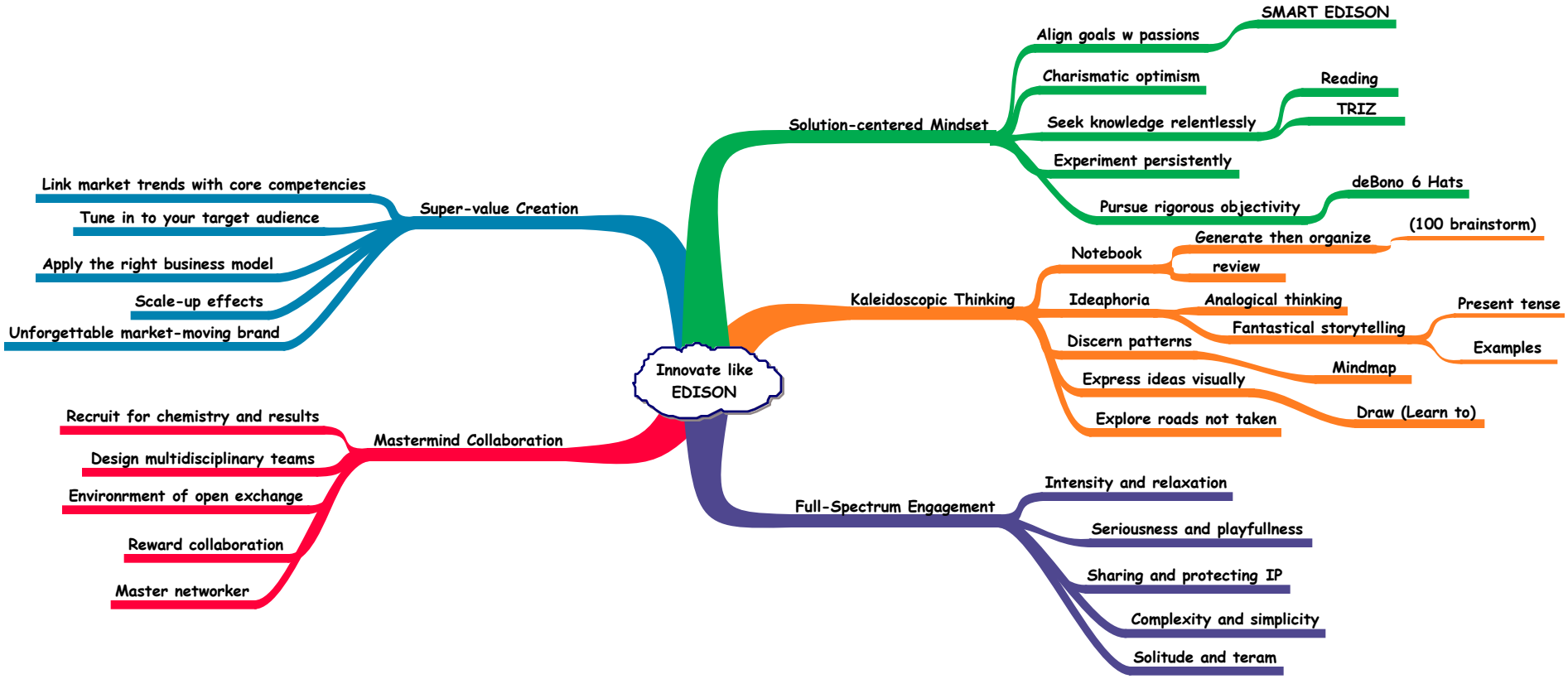
Innovate like EDISON
Super-value Creation
Link market trends with core competencies
Tune in to your target audience
Apply the right business model
Scale-up effects
Unforgettable market-moving brand
Mastermind Collaboration
Recruit for chemistry and results
Design multidisciplinary teams
Environrment of open exchange
Reward collaboration
Master networker
Solution-centered Mindset
Align goals w passions
SMART EDISON
Charismatic optimism
Seek knowledge relentlessly
Reading
TRIZ
Experiment persistently
Pursue rigorous objectivity
deBono 6 Hats
Kaleidoscopic Thinking
Notebook
Generate then organize
(100 brainstorm)
review
Ideaphoria
Analogical thinking
Fantastical storytelling
Present tense
Examples
Discern patterns
Mindmap
Express ideas visually
Draw (Learn to)
Explore roads not taken
Full-Spectrum Engagement
Intensity and relaxation
Seriousness and playfullness
Sharing and protecting IP
Complexity and simplicity
Solitude and teram