

Most leaders believe they should **innovate** – In fact most leaders are poor innovators, they should let the **employees** worry about innovation. Leaders should instead become **innovation architects**

- **Focus is better than freedom.** Focus on ideas which can impact your business.
- **Insight comes from outside.** Connect to the world around.
- **New ideas are never perfect.** Tweak and rephrase original ideas and thoughts.
- **Most ideas aren't worth pursuing.** Make people better at selecting the best ideas.
- **Stealth Storming works!** It can be a powerful tool.
- **Creativity is a choice.** Keep everybody motivated in the pursuit for new ideas.

