



Today we're finding that innovation without emotion is uninteresting. Products without aesthetics. Brands without meaning are undesirable.

It's no longer enough to get better. We have to get different.

Agility is an emergent property that appears when an organization has the right mindset, the right skills, and the ability to multiply those skills through collaboration.

Anyone who tries to improve a situation is a designer. You just need to find a situation worth improving and then work through the creative process.

While logical thinking is good for grounding and proving ideas, intuitive thinking is good for seeing the whole picture.

Fear of failure, aversion to unpredictability, preoccupation with status-these are the prime assassins of innovation.

You need to employ both deciding and designing the way forward. Off-the-rack solutions are insufficient in an age of perpetual change.

Designful leaders are adrenalized by the ambiguity and uncertainty that come with constant change. They're driven to create wealth instead of merely unlocking it.

Rule-busting innovation requires a sense of play, a sense of delight, and a refusal to be corralled into a strict method.

Visionary leadership is the key to fostering a culture of innovation. If you want to innovate, you have to build a culture of innovation.

Bold moves will be difficult to execute unless the organizational structure is designed to facilitate them.

An idea is only an intention until it's been perfected, polished, and produced.

Energy, not time, is our most powerful resource. Individuals and organizations can expand their energy, but they can't expand their time. Therefore, a leader must become a steward of organizational energy.

Stories seem to rise uncontrollably from our desire to explain and share human experiences. Stories stick if they are simple, unexpected, concrete, credible, and emotional.

A common problem with collaboration is that otherwise smart, well-meaning people disrupt the creative flow by disagreeing.

If you truly want buy-in, give PowerPoint a rest. Substitute more engaging techniques such as stories, demonstrations, drawings, prototypes, and brainstorming exercises.

In an age of accelerating change, how you learn is vastly more important than what you learn.