

Wanda wonders about innovation.



# Environmental Messenger

1st-Innovation & leadership

## INNOVATION



Innovation is about making radical change. It is about making big changes to big things.

Innovation is about changing the rules of the game and leaving the competition behind.

It is about creating an entirely new way of doing things.

It is about seeing the possibilities before they become obvious.

Ted Levitt, Harvard Business School



It is about aiming high and setting goals that seem impossible, goals that challenge people to think outside the box.

Probably the most public goal of the last century was set by President Kennedy in his May 25, 1961 state of the union address when he set the goal to land a man on the moon and return him safely.

The goal was achieved through innovation and determination.

*I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth . . . it will not be one man going to the moon . . .*

*it will be an entire nation. For all of us must work to put him there. This gives promise of some day providing a means for even more exciting and ambitious exploration of space, perhaps beyond the moon, perhaps to the very end of the solar system itself.*



### Questions

What examples do you know of where innovation has been applied?

What innovation has been applied in your industry?

What impossible goals could you set that would change the rules of the game for your operations?

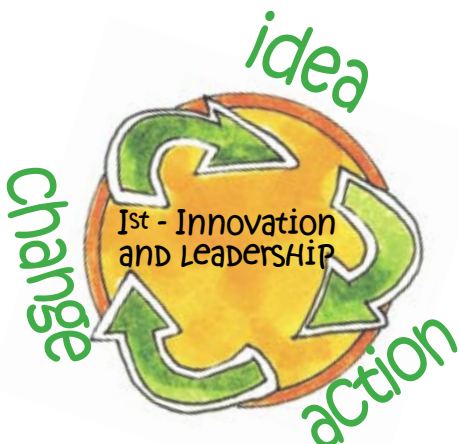
### To be innovative you need:

- strong leadership
- vision
- a team of people to make the vision a reality
- support from anyone who touches the project
- the resources to achieve the goal

Applying innovation to environmental performance will change our relationship with nature.

IMAGINE IF THE GOAL OF ALL SOCIETY WAS TO MAKE CHANGES THAT ONLY HAVE A POSITIVE EFFECT ON THE ENVIRONMENT.

*The future belongs to people who see possibilities before they become obvious.*  
Ted Levitt, Harvard Business School



commit ■ create ■ participate

