

LEADER'S DIGEST

*"If you don't give **innovation** power, it will stay in the basement and die."*

Alex Osterwalder



TWO KEYS TO INNOVATION

A couple of weeks ago we hosted an online event, where Carla Harris emphasized the importance of innovation. *"Every one of us is competing around innovation. It is the dominant competitive parameter across all industries."* During her talk, she raised two important points related to innovation:

1. In order to innovate, you need to teach people how to innovate. But how? *"You must teach them how to fail. If people are deady afraid of failing, they will never reach far enough to truly innovate."* Therefore, be very careful about how you react when someone takes a risk and it doesn't work out. According to Harris, you need to encourage people to take risks and turn their possible mistakes into valuable learnings.

2. Innovation is born from ideas. Ideas are born from perspectives. Perspectives are born from experiences. And experiences are born from people. *"So, you must start with a lot of different people in the room in order to get to that one innovative idea that will allow you to uptain and retain a leadership position."*

If you want to read what else Harris said, [you can download the executive summary of the online event here](#).

READ THE SUMMARY

INNOVATION AS A SRINGBOARD TO SUCCESS



Costas Markides, the professor of Strategy and Entrepreneurship at London Business School stepped on our stage last year to talk about innovation. He explained what it is, what are the benefits, and also highlighted why and how companies must identify the kind of innovation it needs before implementing it.

[Dive deeper into the topic by watching his speech here](#). It will be available until 12 November. Enjoy!

WATCH THE SPEECH

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