An Innovation Manifesto

1. We will allow events to change us rather than fighting we will embrace change.
2. We realize that process is as important as outcome.
3. We will love experiments and learn from our mistakes.
4. We recognize the critical need for leadership and accept that everyone has the potential for leadership.
5. We will make our own tools when we need them and make extensive use of the tools of others.
6. We give ourselves permission to ask stupid questions.
7. We will work the metaphor - we see metaphors as useful vehicles for articulating complex ideas in a way that helps people organize thoughts to respond to challenges.
8. We will embrace the digital world - but we will rely on our thinking skills.
9. We will embrace change.
10. We will engage in global expeditions to learn from our past.
11. We will embrace the digital world.
12. We will make mistakes faster - this will push us to work on the edge and be closer to true innovation.
13. We will imitate - if we can find a good idea in one area we will seek to imitate that idea in another.
14. We will laugh and find joy in our explorations of what is possible.
15. We will listen very carefully.
16. We will break it, stretch it, bend it, crush it, fold it and cherish it - we will look at all possible uses for an idea or skill.
17. We will make mistakes faster.
18. We will remember and learn from our mistakes and failures as well as those of others.
19. We will create the language we need to promote what we see and do.
20. We will strive to apply a balance of thinking, doing and being skills.

We acknowledge the need to apply each of these major skill areas while maintaining some bias towards actions.