



POWER CHOICES©
July 2007



Power Choice #7– Innovation

Do you believe it is important to use **innovation** to overcome boundaries?

Do you see the value of thinking out-side-of-the-box to be a successful **innovator**?

Do you believe that **a growth and development mindset is essential achieving extraordinary, innovative results?**

If YOU do (and even if you do not)...
Please read on!

- Learn techniques to that can help **YOU** build stronger skills and capabilities through **innovation**!
- Learn to identify those **innovative** competencies where you may excel and take your life and your work to the next level!
- Learn the habits and behaviors that enhance your ability to be viewed as an extraordinary **innovator**!

We are interested in helping **YOU** build **YOUR** ability to enhance your capacity to have and use your **innovative** talents more consistently to improve **YOUR** life. If **YOU** desire to have extraordinary **innovative** abilities that will help you to live a life filled with purpose, balanced health, social responsiveness, enhanced ethical behaviors, mental growth, nurturing family relationships, amazing career performance and financial success, than contact Laura or Leanne to begin **YOUR** first steps in learning to rely on **YOUR** skills in **innovative** to help you achieve **YOUR** greatest dreams.



We invite you to our websites (see below) to subscribe to **Power Choices©** and we hope that you choose to discover how choosing to develop **YOUR innovative talents** can change **YOUR** life.

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth."

Peter F. Drucker

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8 Steps to Increase Your Capacity to Be Innovative!

Laura Novakowski

"Innovation is the ability to see change as an opportunity - not a threat."

Anonymous

Innovation is the introduction of something new: Developing a new product, new service, new idea or new mindset. Innovation is finding new ways to solve old problems. Would you like to outside that box of limitation and move into an atmosphere of growth and expansion? If you would, please consider a simple 8 step innovation process I have found to be powerful in developing my innovative capacity.

Step 1: Attitude. Being **innovative** is first and foremost about attitude. When we starting thinking: "I can do more! I can do it differently, I see more opportunities!" we suddenly are able to accomplish our dreams.

Step 2: Focus. **Innovation** takes intention and purpose. When we clearly identify our mission and goals and place all our energy behind it, we become unstoppable. Concentrate on what you are trying to accomplish and be open to how you can get there and then go for it!

Step 3: Change. Albert Einstein says it much better than I in this marvelous quote, "We can't solve problems by using the same kind of thinking we used when we created them." Be willing to look at your idea, dream, problem or challenge with fresh eyes. Being open to new ideas, new approaches, new markets, and new relationships is transformational! Tiger Woods changes his stroke frequently because he values **innovation** and changing his game. He may lose in the short run but the long run results are astounding.

Step 4: Tenacity. Hanging in there when the going gets tough often times feels overwhelming. The next idea, the next step, the next approach may not feel worth it. Jack Canfield and Mark Victor Hanson tried 137 times to have their first Chicken Soup for the Soul book published before they found a publisher. We all know the rest of that story. They

Step 5: Intuition. Being **innovative** means listening to your heart and your gut. Allowing your subconscious mind to play an active role in helping you overcome challenges and obstacles or achieving spectacular dreams. I often a flutter of excitement flow throw my body when I hear a great idea or have an interesting thought. I've learned to write it down and follow up. The results are always interesting.

Step 6: Commitment. **Innovation** takes making a contract with ourselves and others. It's easy to have great ideas and throw them out there, hoping one will stick, that someone else will catch on to our idea and make it work. There's an old saying "If it's meant to be, it's up to me." It's great to have terrific ideas but that means nothing if there isn't a high degree of commitment to follow through and make something of those ideas.

Step 7: Passion. Being **innovative** takes a great deal of excitement, enthusiasm, zest and joy. When there is a high level of passion around a new concept, new product, new service notice how our energy increases. We feel tremendous power.

Step 8: Action. Last but certainly not least is action. **Innovation** does not exit without action. With action there is planning, marketing, selling, production, profitability, teamwork, service and extraordinary outcomes. Taking action on ideas that were often times are deemed crazy continues to help us to discover new frontiers, save lives and generate wonderful opportunities for growth.

Please consider trying these 8 steps to increasing your **innovative** capacity, they are powerful!

Laura Novakowski, MBA, RN
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***Innovation Demands
Releasing Your Ego***
Leanne Hoagland-Smith, M.S.

***"Innovation comes from the producer –
not from the customer."***

W. Edwards Deming

Innovation is a highly sought skill set especially in today's knowledge and technology driven workplace. How, as the authors in the *Blue Oceans* described, can you be more **innovative** in offering your products or services thereby creating your own blue ocean where you are the only business swimming through the deep, blue and cool waters?

When we explore the origins of this word, we learn that the verb **innovate** has Latin roots and means "in", "alter" and "new." **Innovation** then is altering something and making it appear to be new. By understanding the foundational meaning of this word, we can better understand that **innovation** is really about how we as producers handle change. For change is the only thing that we be sure of especially in the 21st century. Did you know that we experience more change in one year than our grandparents experienced in their entire lifetimes?

To be able to leverage **innovation** within ourselves requires us to be able to embrace change. This act of welcoming change demands that we release our ego by focusing on doing what we have never done before by going where we have never gone before.

Letting go of our ego is as they say much easier said than done. Ego is a critical and necessary capacity within each human being. Without an ego, we would not be aware of our self. However, too much ego makes us too self-aware and leads to being arrogant and conceited. The inability to balance our ego states may help to explain why some individuals have difficulty in being **innovative**.

By returning to the desired end result of **innovation** can help us become more **innovative**. Through self-reflection we can ask ourselves internal questions to improve our professional and personal performance through **innovation** such as:

- Do I believe in the old adage "If it ain't broke, don't fix it"? If so, then ask yourself, how can I make it better even though it is very good now?
- Am I happy with my sales to close ratio? If not, then how can I close that gap from six months to one month?
- When I am presented with change is my first reaction, "No way"? If so, then ask yourself, why did I react that way? Was it fear, ego or even laziness? What I can do differently?

Innovation is a skill that you can develop for yourself and help others to develop at well. There is an old expression that does "Change or Die." I believe in today's world that saying has evolved to "Innovate and Grow."

Leanne Hoagland-Smith, M.S.
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Innovation: A Lesson
Stephen Sisselman

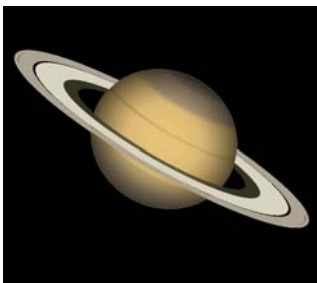
*"The best things and best people rise out of their
separateness; I'm against a
homogenized society because I want the cram to rise."
Robert Frost*

According to Wikipedia, **innovation** is "the process of making improvements by introducing something new." **Innovation** can be applied in many disciplines. For example, as we come closer to a new presidential election, politics is on many of our minds. A great illustration of **innovation** in politics comes from former president Franklin D. Roosevelt, with the fireside radio chats that brought him into the lives of the American people rather than just of those individuals directly involved with government. In technology, the development of the Internet provided a way for people to communicate in ways that were only dreamed of or displayed in futuristic cartoons such as the **Jetsons**. In the financial sector, the development of the **FDIC** or **Federal Deposit Insurance Company** helped to ensure that the tragedy of the Great Depression might never happen again. Even the development of the **United Nations** or the **European Union** is beginning to reassemble dreams of peace and collaboration, much like the concepts that were produced in **Star Trek** as people from all galaxies formed together to help create a more productive and safe environment.

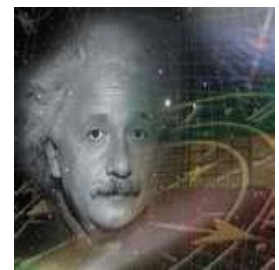
The greatest opportunity that **innovation** can have an impact is when individuals apply this capacity to their own lives. The process of integrating **innovation** into your life begins with making a decision that something isn't working in your life or living up to your expectations. Areas such as your career, a relationship, a diet, a savings plan or even just the food store you are used to shopping for groceries are great starting points.

By identifying an area in your life where **innovation** may make an impact, you already have a great head start for making stable, long lasting improvements. Next, figure out where you want to go or where you want to be in terms of that area of your life. It doesn't matter how dreamy it sounds or how out of this world others may think; it's your life, your dream, your reality, your **innovation**. Finally, take action on at least one **innovative** idea. The results just might astound you.

The gap that exists between where you are now and where you want to be is an enjoyable journey that includes creating and accomplishing goals, figuring out how to maximize your time, and most definitely engaging your own personal **innovation**. If you are interested, please send me an e-mail or a telephone call and let us talk about how to begin that journey!



Make everyday a day to remember!
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On a scale of 1 to 10, with 10 being extraordinary, score your personal and profession level for **innovation**:

How does my **innovative capacity** help me to achieve my life's personal/professional purpose? ___

How does my **innovative capacity** help me to achieve my physical health and wellbeing? ___

How does my **innovative capacity** help me to achieve my mental growth and development goals? ___

How does my **innovative capacity** help me to in my relationship with family and friends? ___

How does my **innovative capacity** help me to serve my community? ___

How does my **innovative capacity** help me to achieve my full financial growth potential? ___

How does my **innovative capacity** help me to achieve my full career, profession or business potential? ___

How does my **innovative capacity** help me to live my beliefs, ethics and values? ___

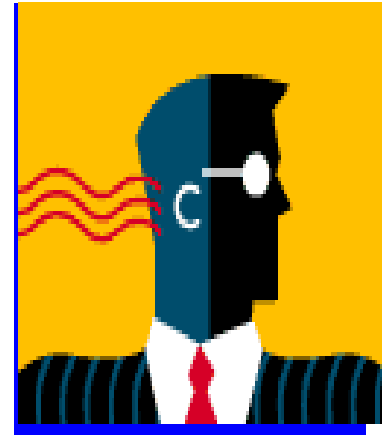
How does my **innovative capacity** help to influence my ability to change and grow personally/professionally? ___

Evaluating **YOUR innovative capacity** can help you to stay achieve extraordinary goals and live an amazing life. The next step is to start a **Power Choice**© goal achievement system in an area that will help you to achieve **YOUR M.A.G.I.C.A.L.**™ goals.

*If **you** want to discover some exciting tools and techniques to help you to expand **YOUR innovative capacity** and to help you to double your performance potential please call:*

"Without tradition, art is a flock of sheep without a shepherd. Without **innovation**, it is a corpse."

Winston Churchill



"Learning and **innovation** go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

William Pollard

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