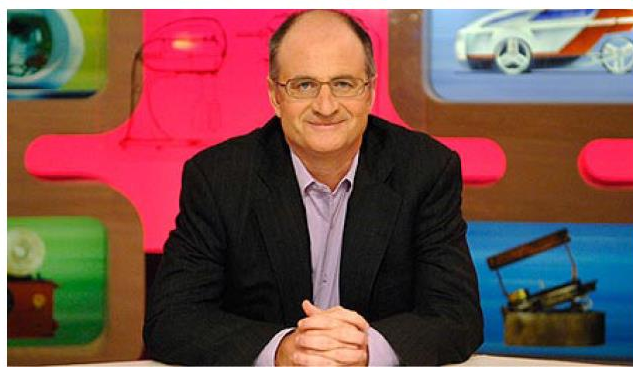
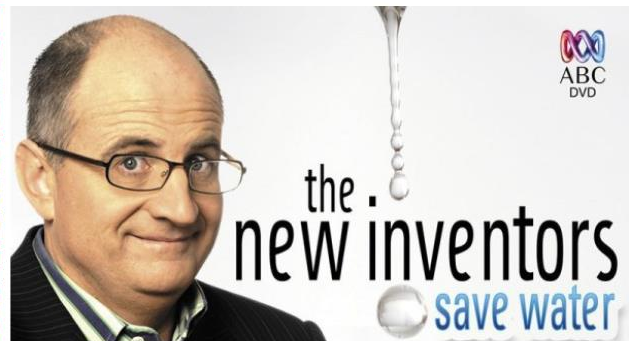
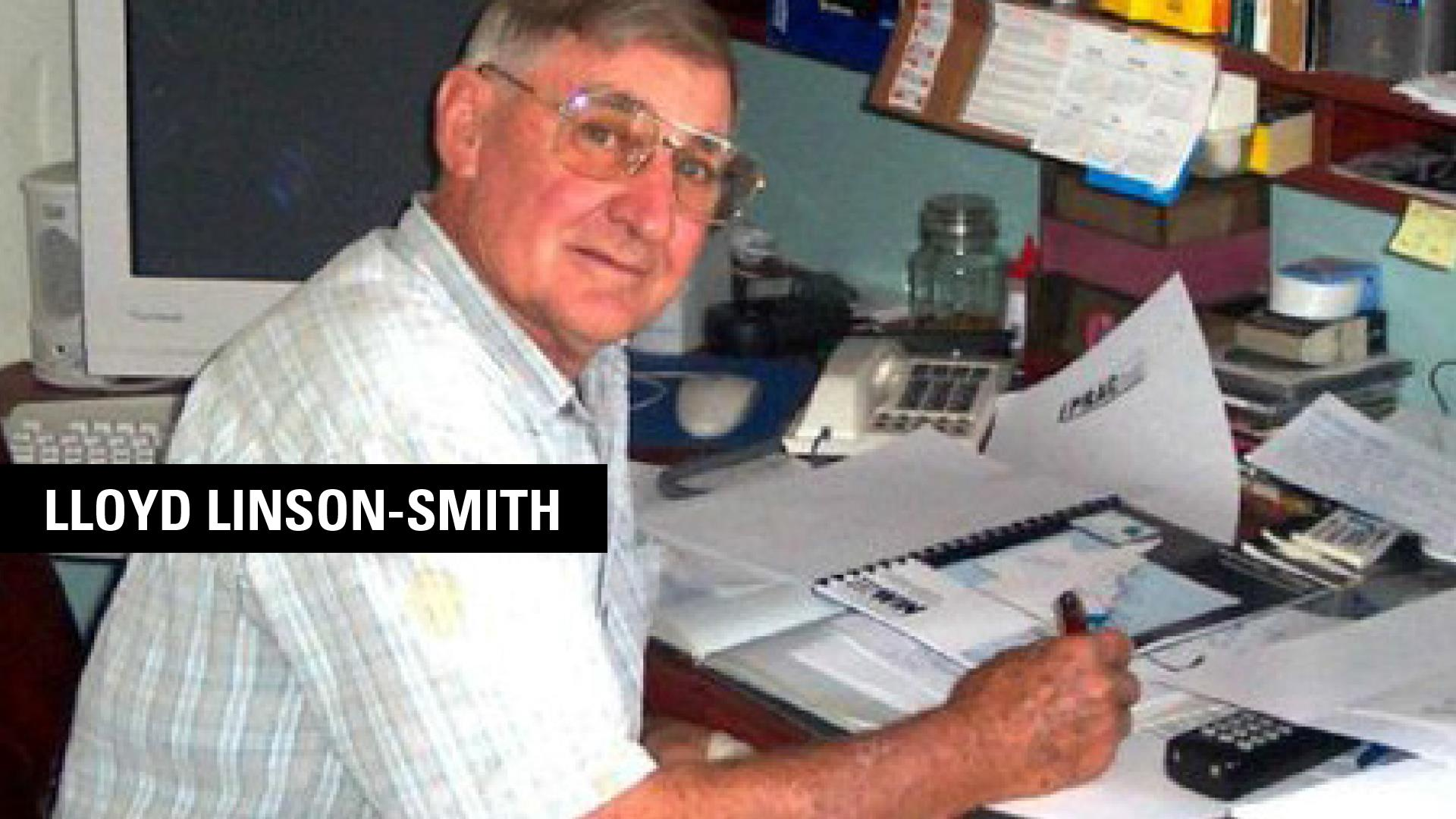


**INNOVATION IS A
STATE OF MIND**

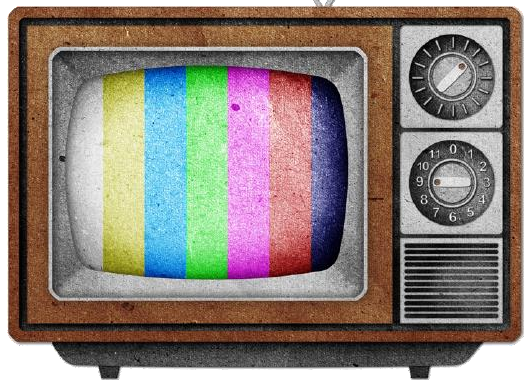
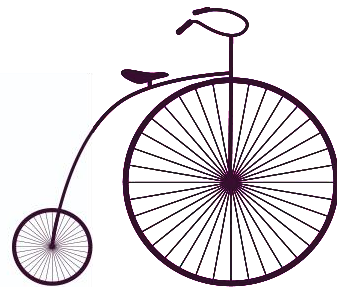
JAMES O'LOGLIN







LLOYD LINSON-SMITH



THINK

**WHAT DO YOU
THINK
ABOUT?**

**WHERE ARE THE
OPPORTUNITIES FOR INNOVATION?**



VEGEMITE

CONCENTRATED YEAST EXTRACT

KRAFT

PROUDLY MADE IN AUSTRALIA SINCE 1923

ONE OF THE WORLD'S
HIGHEST VITAMIN B1
FOODS

- 1. MAKE A LIST OF EVERYTHING YOU SUSPECT IS NOT PERFECT**
- 2. EACH DAY PICK ONE AND SPEND 10 MINUTES THINKING ABOUT IT**
- 3. DON'T PILE ON THE PRESSURE**

**“THE BEST WAY TO HAVE
A GOOD IDEA IS TO
HAVE LOTS OF IDEAS”**

LINUS PAULING

**“THE BEST WAY TO HAVE LOTS OF IDEAS IS TO
SPEND TIME TRYING TO THINK OF THEM”**

JAMES O'LOGHLIN

**“HABITUAL THINKING
IS THE ENEMY
OF INNOVATION”**

PROFESSOR ROSABETH MOSS KANTOR, HARVARD BUSINESS SCHOOL



BREAKING OUT OF HABITUAL THINKING

- 1. QUESTION EVERYTHING**
- 2. WHAT ASSUMPTIONS ARE YOU MAKING**
- 3. SOMETIMES THE SOLUTIONS ARE
RIGHT IN FRONT OF OUR EYES**
- 4. THINK LIKE A CUSTOMER**







**THINKING
IS HARD**



VALUE

VALUE
IDEAS ARE LIKE BALLOONS



**EVERY GREAT IDEA STARTED OUT
SOUNDING LIKE A STUPID IDEA**

USE

DO THE NEXT THING

**YOU NEED TO GO THROUGH A LOT OF
IDEAS TO GET TO A GREAT IDEA**

THINK

VALUE

USE

THINK

- MAKE IT CLEAR IT'S PART OF THE JOB
- IF YOU THINK IT'S IMPORTANT, ACT LIKE IT'S IMPORTANT

VALUE

- PITCH IDEAS TO A PERSON
- THANK FOR BAD IDEAS

USE

- BE ACCOUNTABLE
- FIND THE END POINT OF EACH IDEA

THINK YOU!