

The Ten Words of Innovation

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**“The future is always
beginning now.”**

--Mark Strand

**we are experiencing
relentless societal
transformation**

“There is one certainty, however. The next decade or two will be defined more by fluidity than by any new, settled paradigm; if there is a pattern to all this, it is that there is no pattern. *The most valuable insight is that we are, in a critical sense, in a time of chaos.*”

**--Robert Safian
*Fast Company***

**how can we adopt
innovation as our frame for
creating a different future?**

***ten
innovation
words***

**innovation
begins with
*purpose***

**innovation
invites
*discovery***

innovation
enlivens
imagination

innovation
requires
intimacy

**innovation
loves
*networks***

**innovation
inspires
*design***

**innovation
leverages
*simplicity***

**innovation is
all about
*experimentation***

**innovation
needs *pace***

**innovation
thrives on
*execution***

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