

Be Innovative¹



- Go backpacking.
- Leave the office. Sit with just a pencil and a pad of paper. See what happens.
- Forget the plan. Build a prototype.
- Brainstorm with someone 10 years older and someone 10 years younger.
- Go to a seminar outside of your field of expertise.
- Work the problem. Write down everything that's wrong, and then tackle each thing one at a time until you're done. It worked for the crew of Apollo 13!
- Visit a third-grade class and let the kids lecture YOU about the future.
- Put it into action. You can always stop - or upgrade - later.
- Become a Luddite for a day. Turn off your computer and see what happens.
- Read works by someone who changed the face of your field.
- Invite comment from a colleague who has a completely different opinion. Listen carefully.
- Forget URLs. Visit the public library. Hang with other humans and books.
- Ponder something else. For example: If a belt were placed around the Earth's equator, and then had six meters of length added to it, and you grabbed it at a point and lifted it until all the slack was gone, how high above the Earth's surface would you be?
- Teach a class. Kindergarten or college - it doesn't really matter.
- Walk the perimeter of your office building - take along a colleague from another discipline.
- Reread your favorite book from childhood.
- Buy a magazine you've never seen, and read it cover to cover.
- If you don't want to read the book, then write it.
- Paint. A picture...the house...it doesn't much matter.
- Join a sales rep on a customer call.
- Admit to your boss that you're stuck. See what ideas strike you during this moment of confession.
- Make your second-best idea better than your first.
- Make your best ideas compete for space in your brain.
- Realize that even Nobel Laureates get stuck. Daily.
- Focus on the hotshot in some start-up who wants to beat you to market. Now get back to work.

¹ Source: IBM Intranet