

On The Level

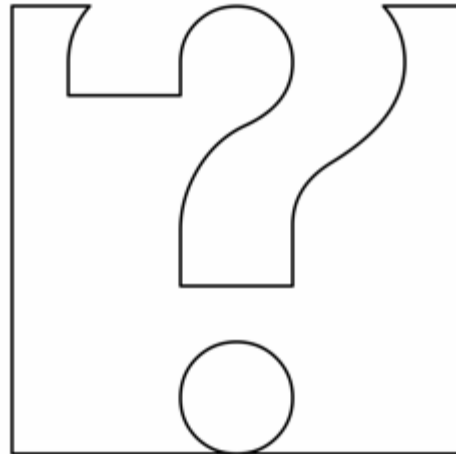
Straight Talk from
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Innovate Up in a Down Economy

Innovation, strategic planning, efficiency, and retooling are key elements of success and profitability, especially as competition increases.

A key question that is being asked is, “**How do organizations promote innovation, when everybody is focused on surviving** only at the moment?”



I recently participated in a discussion on this topic and here's my response:

Stay the course—pursue and reward innovation, planning, and cost avoidance.

*Innovation and many other creative profit-making processes will be hard for people who are not natural innovators. The economy has forced the majority of people and organizations back to the first tier of Maslow's hierarchy—food, water, and shelter. Fortunately, the people who are already innovators are different—they think outside the box. It's not likely that they'll stop innovating just because of short-term needs. Their input is critical during “survival” periods. We need to **stay the course** and continue to **pursue and reward innovation, planning, and cost avoidance as key elements** in any organization's ability to make money and survive over the long-term.*