

If you are an innovator (which I
am not), you need to know...

Muaaz Tarabichi

Dubai

People do not change, they grow old and die.

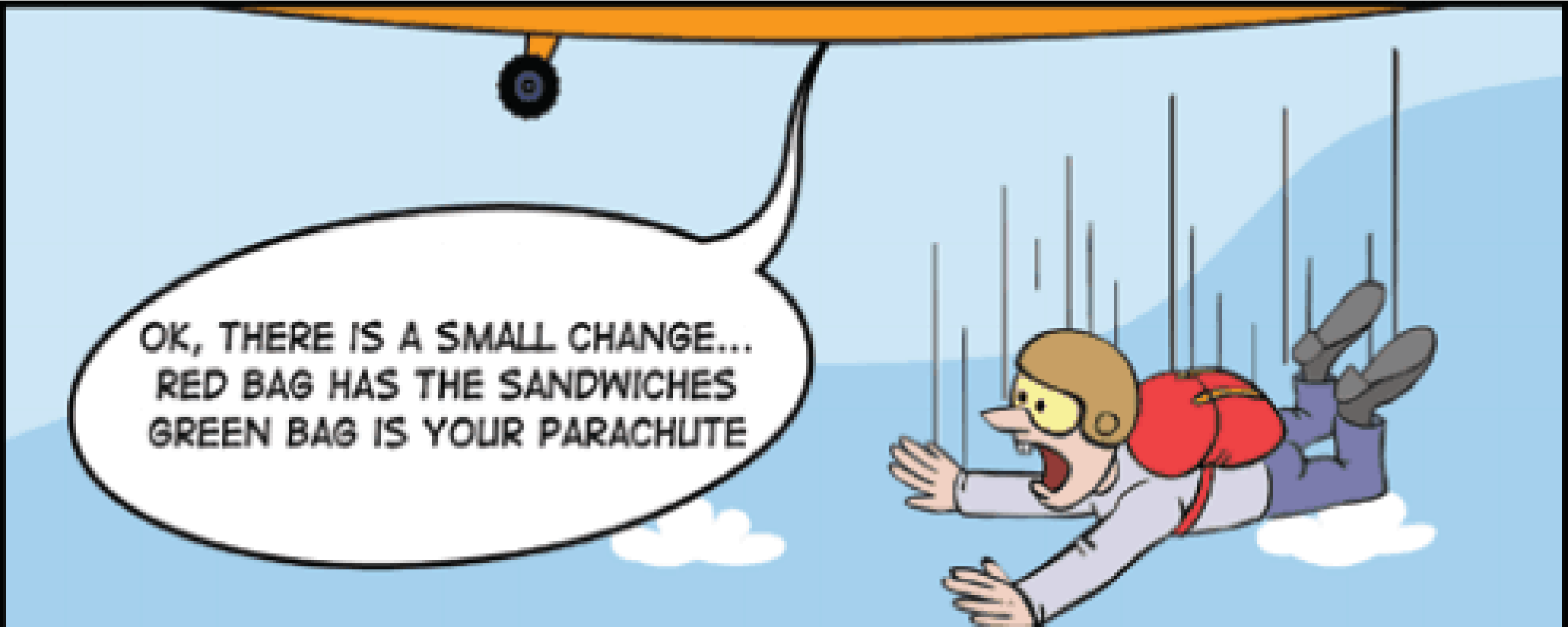


Change
is especially
challenging
in medicine



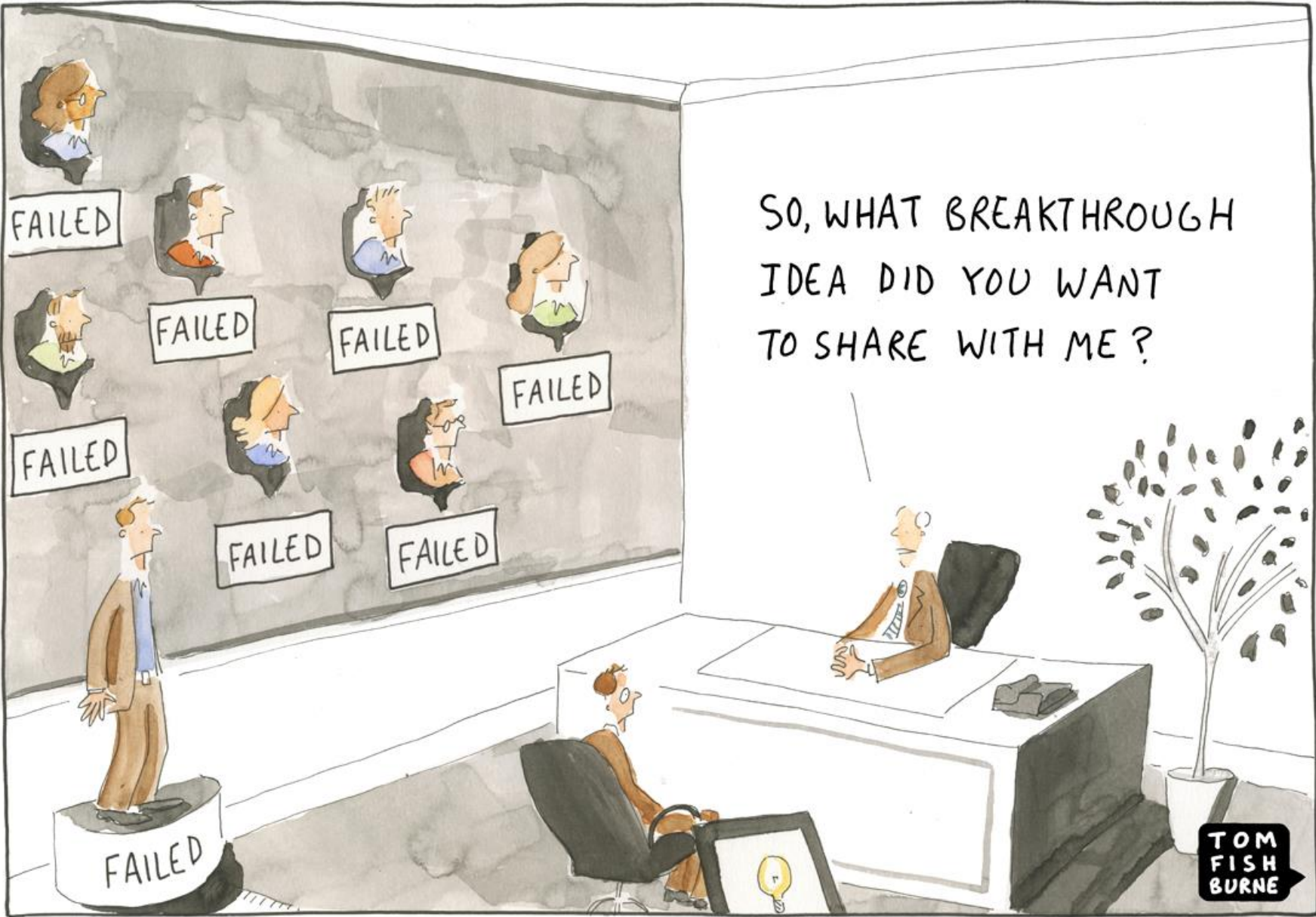
**“Good news.
Your cholesterol has stayed the same,
but the research findings have changed.”**

Change is especially challenging in medicine

A cartoon illustration of a man falling from a plane. The man has a surprised expression, wide eyes, and an open mouth. He is wearing a light purple long-sleeved shirt, blue pants, and a red bag on his back. He is falling away from the plane's wing, which is visible at the top of the frame. The background is a light blue sky with some white clouds. A speech bubble is attached to the wing, containing text.

OK, THERE IS A SMALL CHANGE...
RED BAG HAS THE SANDWICHES
GREEN BAG IS YOUR PARACHUTE

Do not try to convince the best known guy



BRAND CAMP

by Tom Fishburne

GARDEN OF INNOVATION



Resistance to new ideas is a group phenomenon

Do not be worried when somebody tries to steal your ideas



“Of course I think your idea is good. I wouldn't take credit for it if it wasn't.”

Do not be
too nice...



Use Information Technology
It is the the engine of change