

# HOW TO USE INNOVATION

THE LANGUAGE OF CREATIVITY

## ARE YOU INNOVATION?

*Your creativity invents untraditional solutions.*

## WHO YOU ARE

Creative ■ Visionary ■ Entrepreneurial

## HOW TO USE INNOVATION

- Encourage others to break old habits
- Tweak conventional rules
- Choose the unexplored path

## WHAT WILL HAPPEN

- By fascinating with innovation, you will disrupt the status quo
- You'll bring irreverence to straightforward messages
- You'll experiment to find better answers

## COMBINE INNOVATION WITH

- **PASSION:** to spark passionate creativity
- **POWER:** to kindle an entrepreneurial spirit
- **PRESTIGE:** to tempt others to upgrade
- **TRUST:** to consistently offer new ideas
- **MYSTIQUE:** to keep your ideas close to the chest
- **ALERT:** to quicken new thinking

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