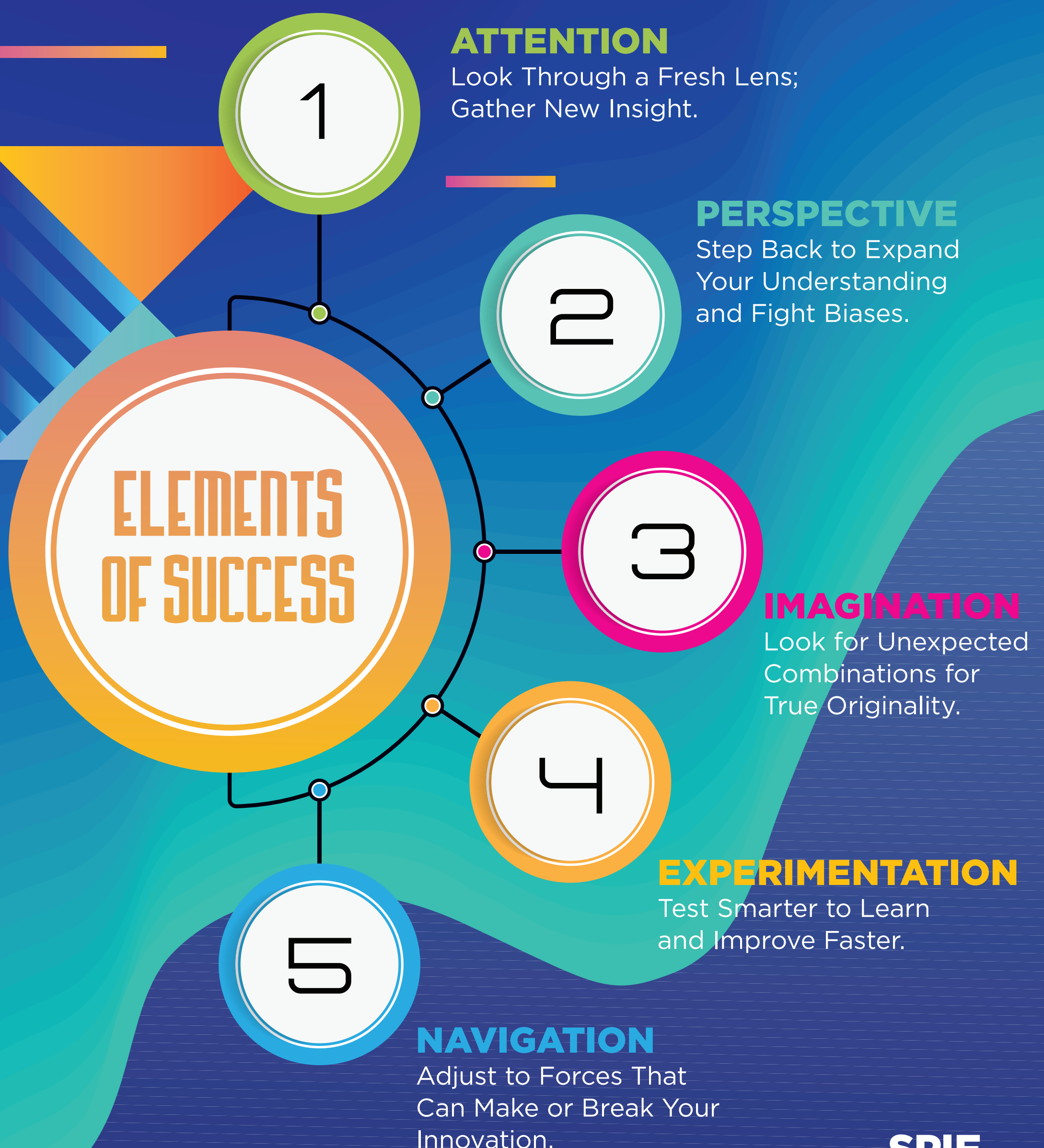


INNOVATION

HOW IT HAPPENS

ASK “WHAT IF WE NO LONGER DID WHAT WE DO NOW?” TO HELP IDENTIFY OPPORTUNITIES

There are two potential routes to any solution: **CONFORMITY** (using established channels and methods) and **ORIGINALITY**. The first is adequate for many everyday challenges. But for solutions that can transform and disrupt, more innovative methods and thinking are required. How does innovation happen? There are as many ways to innovate as there are types of problems to solve. There is no one “true” path to innovation. However, there are five recurrent elements in successful breakthrough ideas.



*“Innovation is an old belief
that you leave behind.”*

—**Dr. Bertran Piccard**
Solar Impulse leader, doctor,
psychiatrist, and aviator