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.

1. **ATTENTION**
   Look Through a Fresh Lens; Gather New Insight.

2. **PERSPECTIVE**
   Step Back to Expand Your Understanding and Fight Biases.

3. **IMAGINATION**
   Look for Unexpected Combinations for True Originality.

4. **EXPERIMENTATION**
   Test Smarter to Learn and Improve Faster.

5. **NAVIGATION**
   Adjust to Forces That Can Make or Break Your Innovation.

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

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