

KEY TAKE-AWAYS

"Where to innovate?"
p.6

Blindspot
↓

Declare Intent □
p.130

"Where, how?
How much
Inno do we
need?"

3 Levels
of Ambition
p.136

10 Types
-> Swift
Descriptions
p.92/30

The Past

3 Inno
Shifts

p.132

100 p.144
Innovation
Tactics
(Cards)

8 principles
Execut
Eff

The Discipline
Building
breakthroughs
p.12

Re-

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