

# Ingredients for innovation

## The dynamics of innovation are collective

Existing  
knowledge

Build on the work of others to advance the best thinking in your field

Motivation

Surround yourself with people who will keep you motivated when things get tough

Environment

Create an environment that supports innovation inside your organization?

Collaboration

Discovery happens within an atmosphere of sharing – the dynamics are collective

Constraints

Constraints foster creativity by focusing your efforts

Hard work  
+  
Intuition

Work hard and then allow your intuition to take you over the finish line

Tenacity  
+  
luck

The more you persist, the more opportunities there are for luck