

Two Key Innovation Questions

written by Lauri Moon | February 29, 2016

Q 1. What is an Innovative Enterprise?

Q 2. And why is innovation so directly aligned with success?

An Innovative Enterprise is probably best defined as a company that can continually *improve and reinvent* its *products and services* and its *work processes* - both *what* it brings to the marketplace and *how* it does that - and that has that whole “renewal process” integrated into its normal operations.

And what does that output look like?

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