

# 10 PRINCIPLES OF GOOD INNOVATION

## 01

### CREATES SOMETHING NEW

It transforms what exists in anticipation of the future.

## 06

### IS ABOUT ACTION

Focus on building, not predicting.

## 02

### AIMS FOR IMPROVEMENT

Driven by the belief that it is possible to make a change for the better.

## 07

### SEEKS TRUTH

Not biased confirmation.

## 03

### SOLVES A REAL-WORLD PROBLEM

It starts with a hunch that is solvable, recognisable, and verifiable.

## 08

### COPE WITH RISK

Constant de-risking helps to survive the good and kill the bad (as quickly as possible).

## 04

### IS TANGIBLE

Downscale to the resources available at the time to take the next step.

## 09

### IS AN ATTITUDE

It lives with the ignominy of the marginalised and the insane.

## 05

### EMBRACES FAILURE

Trial and error and learning from it—in the most childlike of notions.

## 10

### PAYS OFF

Because it builds structures for innovation along the way.