



## PRACTICES

Search for and reapply best practices  
Collaborate with customers  
Focus on training, culture and competency development  
Develop communities and networks  
Develop a strong cultural identity  
Run focus groups  
Mentor and coach  
Build balanced teams  
Establish shared values  
Hire and train lifelong learners  
Collaborate across boundaries

## COMMUNICATIONS

Talk about personal experiences  
Tell stories  
Express emotions  
Put people at ease  
Acknowledge the role of intuition

## PRACTICES

Improve processes  
Benchmark best in class  
Remove unnecessary parts  
Run simulations  
Mine the information  
Connect the systems  
Reorganize  
Work with suppliers  
Develop contingency plan  
Utilize the right technology

## COMMUNICATIONS

Provide details  
Follow the rules  
Explain in sequential order  
Conform to esprit de corps  
Demonstrate how things work

## PRACTICES

Create new breakthrough products  
Start up a new organization  
Brainstorm novel solutions  
Forecast the future  
Create an internal venture capital capacity  
Develop growth and market disruption strategies  
Enlist radicals  
Spin off an existing unit  
Diversify experiments  
Build a virtual organization  
Utilize creativity methods

## COMMUNICATIONS

Look at the big picture  
Draw concepts  
Use metaphors  
Look at the future  
Explore how the pieces fit together

## PRACTICES

Eliminate unprofitable products & services  
Merge with another organization  
Pay-for-performance  
Build a strong brand  
Reward strong sales  
Invest in proven winners  
Outsource non-essential services  
Conduct competitive analysis  
Fast track project teams  
Develop key performance dashboard

## COMMUNICATIONS

Get to the point and summarize  
Be logical and analytical  
Critically confront the downside  
Show personal ownership  
Demonstrate a bias towards action

