

**SIEMENS**

9 NOTIONS OF INNOVATION



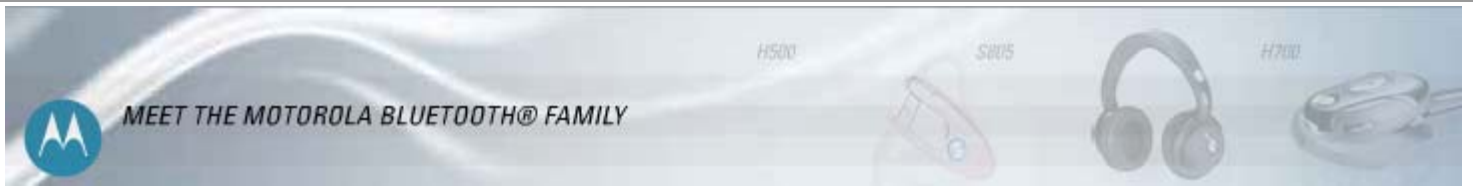
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# Ideas come from everywhere

Google expects everyone to innovate, even the finance team

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# Share everything you can

Every idea, every project, every deadline -- it's all accessible to everyone on the intranet

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# You're brilliant, we're hiring

Founders Larry Page and Sergey Brin approve hires. They favor intelligence over experience

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Introducing the HP BladeSystem c-Class, powered by the Dual-Core Intel® Xeon® Processor.



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# A license to pursue dreams

Employees get a "free" day a week. Half of new launches come from this "20% time"

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One of your IT people just spent the day shopping for fans to cool the server room.



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# Innovation, not instant perfection

Google launches early and often in small beta tests, before releasing new features widely

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# Don't politic, use data

Mayer discourages the use of "I like" in meetings, pushing staffers to use metrics

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likes **SURPRISES**  
even less than you do.



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## Creativity loves restraint

Give people a vision, rules about how  
to get there, and deadlines

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## Worry about usage and users, not money

Provide something simple to use and  
easy to love. The money will follow.

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## Don't kill projects -- morph them

There's always a kernel of something good that can be salvaged

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