



EXTRAORDINARY COMPANIES: Creating And Sustaining Success Through Constant Innovation

Extraordinary companies are, by definition, different from their competitors. The critical differences are not, however, usually found in product, price, or even service. Extraordinary companies think and do things in ways that are available to any business, but that few choose. The key is **Constant Innovation**: not just in product, but in everything that they do.

#1 A Culture of Decisive Action: Mediocre companies talk about action. They are often masters of cheerleading and conversation. Innovative companies act. They are masters of execution.

#2 A Willingness to Risk: Extraordinary companies know that mistakes are seldom fatal. You gain new information from mistakes, you learn from them, you fix them, and you move forward. Innovation requires a willingness to risk.

#3 Innovation “Inside The Box”: In addition to innovation through “outside the box” thinking, there are tremendous competitive advantages to doing ordinary things extraordinarily well. Sometimes it’s a matter of remembering what your customer really wants, looking inside the box and significantly improve delivery of basic customer expectations.

#4 Relentless Improvement: If you don’t wage a daily war against complacency, your days are numbered. Innovation doesn’t necessarily mean being wildly creative. It does mean being unwilling to accept status quo performance.

#5 Innovative Differentiation: Today’s customer has endless choices; sees sameness in most products; and has dramatically higher expectations than ever before. Extraordinary companies know that they must look outside their industry for ideas on innovative differentiation. Without differentiation, you fall into the commodity trap.

For more information on Joe’s programs for your organization call 800.697.7325