



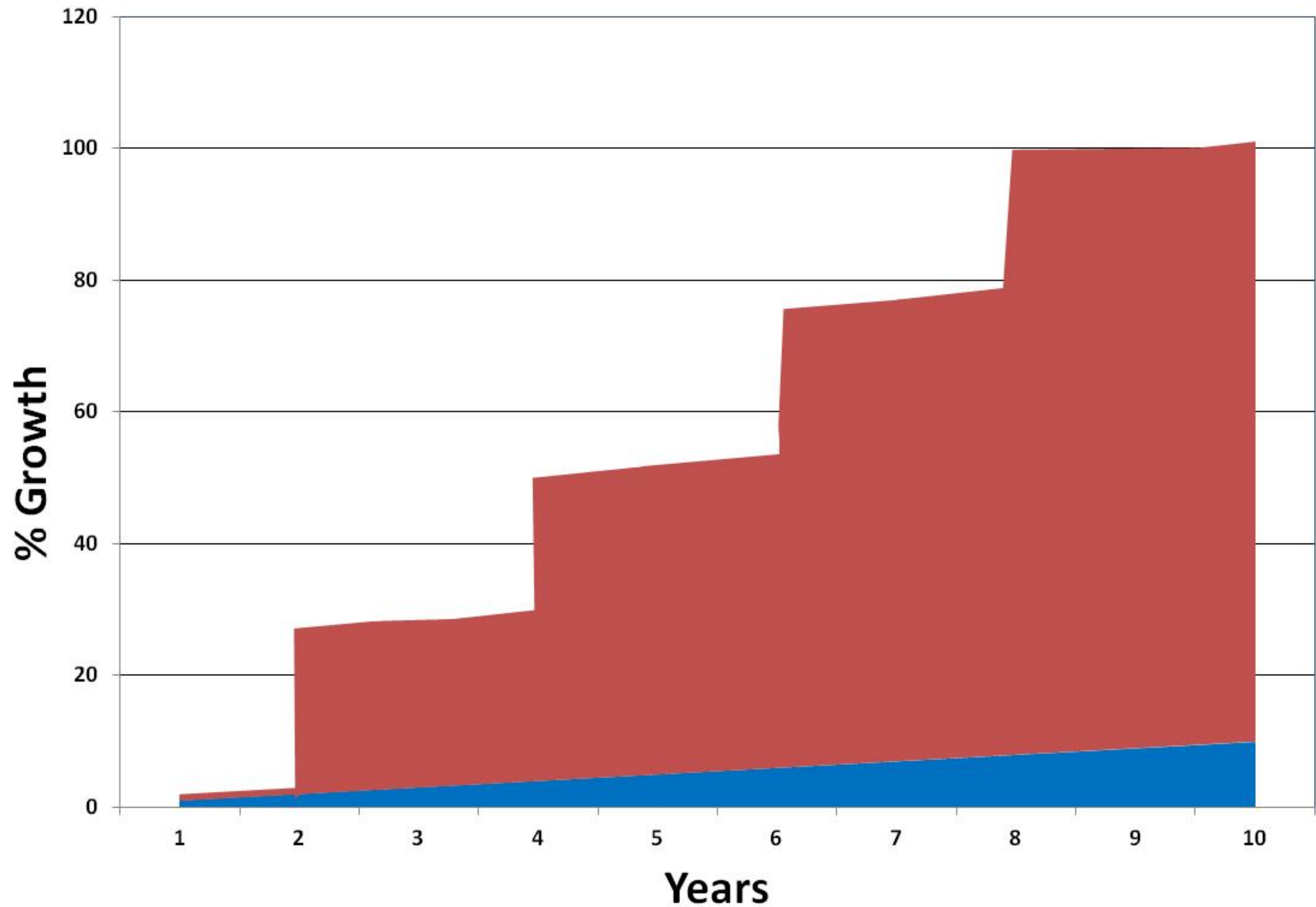
The Art and Science (I³) Of Innovation

GEOFF GILMORE

Why Innovate?

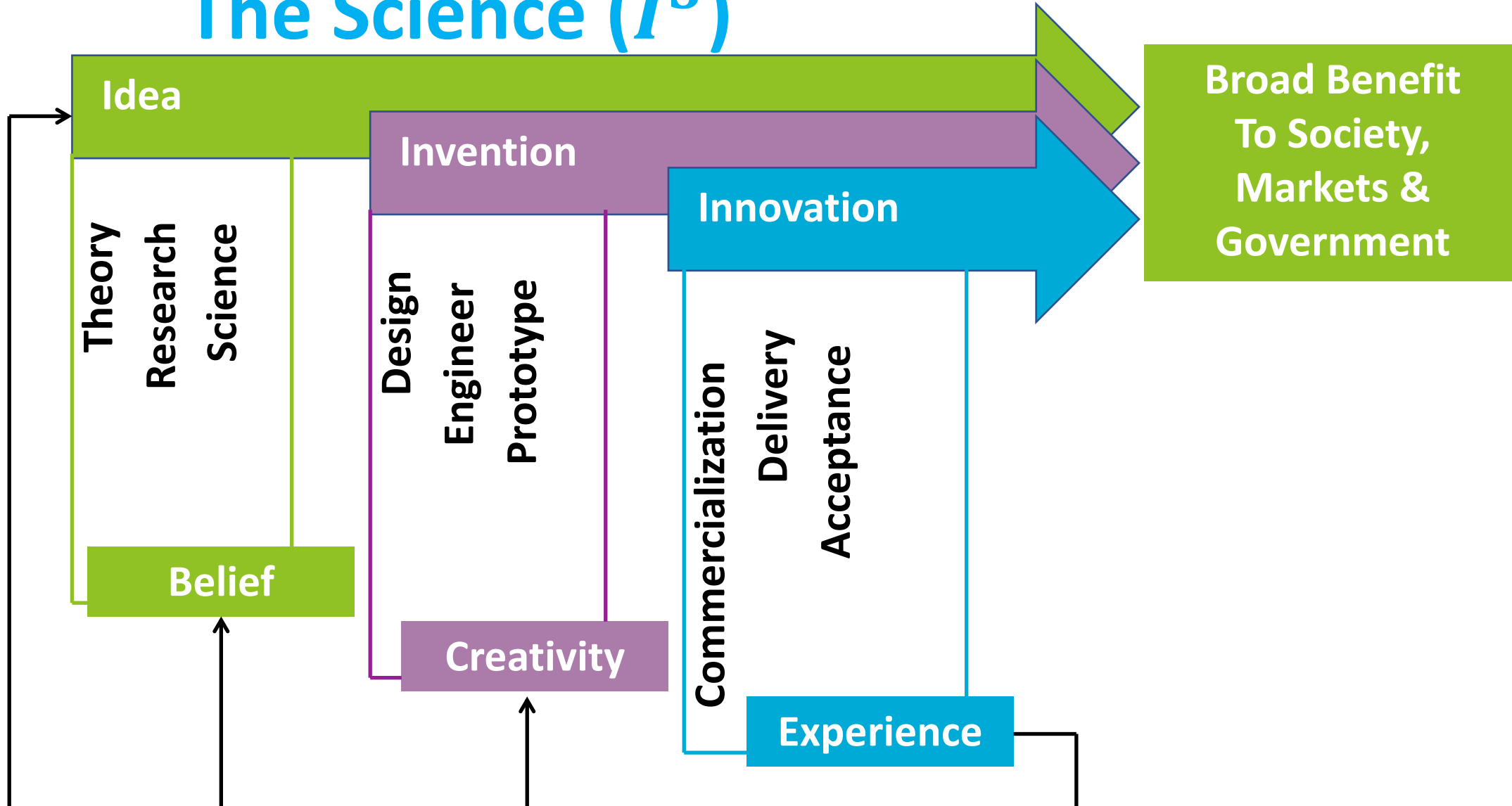
Kaikaku
Innovative
Rapid Growth

Kaizen
Continuous
Improvement



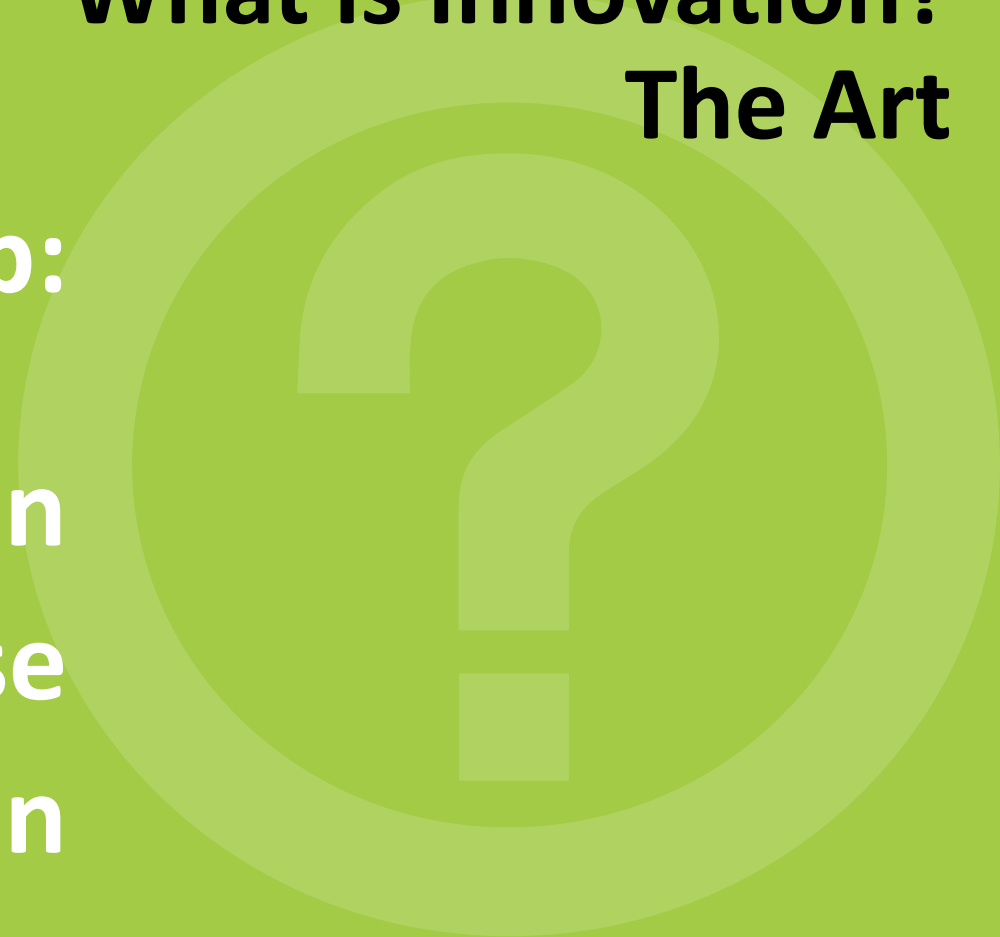
What is Innovation?

The Science (I^3)



What is Innovation? The Art

**A Definition of Leadership:
Making Something Happen
that Otherwise
Would Not Happen**



Awareness – Moving Yourself into Action

The 4-5 Stages of Learning / Mastery



**Unconscious
Incompetence**

You don't know
that you don't
know how to do
something.

**Conscious
Incompetence**

You know that you
don't know how to
do something and
it bothers you.

**Conscious
Competence**

You know that you
know how to do
something and it
takes effort.

**Unconscious
Competence**

You know how to
do something and
it is second nature;
you "rock" at it.

Geoff Gilmore, President and Owner



The **Art and **Science** of Creating the
Extraordinary**

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