INNOVATE OR DIE

jbarnes@wellingtonfl.gov
1. MAKE MEANING
<table>
<thead>
<tr>
<th>Company</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>Computers</td>
</tr>
<tr>
<td>Google</td>
<td>Information</td>
</tr>
<tr>
<td>eBay</td>
<td>Commerce</td>
</tr>
<tr>
<td>YouTube</td>
<td>Video</td>
</tr>
</tbody>
</table>
2. MAKE MANTRA
Wendy’s mission is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.
Company | Mantra
---|---
Wendy’s | “Healthy fast food”
NIKE | “Authentic athletic performance”
FedEx | “Peace of mind”
3. JUMP TO THE NEXT CURVE
ICE 1.0

HARVEST
ICE 2.0

FACTORY
4. ROLL the DICEE
INTELLIGENT
MyKey
(Ford)
COMPLETE
LS, Lexus
EMPOWERING Air (Apple)
Elegant Eames Lounger (Herman Miller)
5. DON’T WORRY
BE CRAPPY
6. LET
100 FLOWERS
BLOSSOM
7. POLARIZE PEOPLE
8. CHURN
BABY, CHURN
9. **NICHE**

**THYSELF**
10. DON’T LET THE BOZOS GRIND YOU DOWN
I think there is a world market for maybe five computers.

_Thomas Watson_
_Chairman, IBM_
_1943_
This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.

*Western Union internal memo*
*1876*
There is no reason why anyone would want a computer in their home.

Ken Olsen
Founder, Digital Equipment Corp.
1977