

Find Your Fosbury Flop: Innovating on the Fundamentals



Do not assume there is a single path to innovation.

In other words, you don't need to completely upend the way you do your work and serve your clients to benefit from new ideas. I believe dogmatic thinking about what change and new ideas "should" look like can limit what you accomplish, and may discourage some businesses from welcoming much-needed changes.

Instead of pulling up your whole practice or tech stack by its roots, look for ways to innovate on the building blocks of your business. Find a new way to look at an old problem.

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