

Business Innovations Strategy To Be Revealed

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Business innovations which employ a strategy based upon revealing critical knowledge gaps, implications of reality and methods for querying data can count on being imaginative and remaining competitive far into the future. Innovative business strategies will improve leadership, marketing, IT, technology and business development performance when key players accept and understand the indicators, symbols and images of today's realities. The successful business innovation strategy is one where executives accurately, realistically and clearly see what their company is facing.

Pueblo, Colorado - May 24, 2006 - Business innovations never see the light of day without opening wide the window of today's reality. How can we create the competitive, innovative or imaginative business developments of tomorrow, if we don't understand the causes and effects of today? When executives pursue business strategies which focus on deciphering the gaps, implications and underlying meanings of their realities, they stand a better chance at being successful innovators.

Proof provided by the world's most innovative companies highlights the importance of precise information gathering and evaluation techniques. They employ imaginative business development strategies to save time and money. Their vision for a reliable innovation strategy looks like this: when you ask the correct types of questions and search for your answers in all the right places and relevant locations, you're sure to magnify your results.

The online edition of MSN Money magazine reported results of a Business Week survey on business innovations. German manufacturers, South Korean technology firms and American discount airlines were among the companies who performed favorably well when key staff were involved in shining their lights on internal and external realities.

"A primary reason why organizations become successful innovators," argues author and mentor for sustainable innovation programs, Bill Thomas, "is because they focus significant amounts of their attention on querying, evaluating and comprehending the indicators, symbols and images of their operational or environmental data."

On June 15, in Sydney, Australia, Mr. Thomas, will deliver a keynote and lead a workshop on innovative business strategies and a strategy model for sustainable innovations. According to Thomas, "imagination has supplanted knowledge as the key driver of competitive advantage."

He will discuss how using a systematic, structured and synergetic methodology enables executives to develop highly imaginative, productive and profitable organizations. A summary of his presentation is available at:

www.innovational.info/innovationstrategy.html

Contact Bill Thomas for more insights into this topic. Direct line: 719-544-9949 Email: Editor @ Syntopic.Net

The Summit brochure and other helpful information about the event can be found at:

www.innovational.info/innovationsummitsydney.pdf

To register for the Innovation Summit, call the International Quality & Productivity Centre [IQPC] in Australia: +61 (2) 9223 2600

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About Mustard Seed Investments Inc

Established in 1998, Mustard Seed Investments, serves commercial, non-profit and individual clients in 75 countries by providing training, publishing, consulting, engineering and management services. Areas of expertise include leadership, innovation, strategy, organizational development, entrepreneurship, marketing, telecommunications and IT, sustainable development, knowledge creation, management and mapping.

Contact Bill Thomas for more on this topic.

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