IP BEST PRACTICES

Inspiration Injection

A best practice shared by Henno Janmaat.

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Inspiration Injection

Inspiration needs constant maintenance — create a regular influx of new ideas.

Key steps

Inspiration needs constant maintenance; what is inspirational today, has lost its appeal tomorrow.

Create regular influx of new ideas by inviting the 'change'.

Do this either by visiting others (e.g. visiting an incubator), or invite them to come to you, and ask them to reflect on what they see.

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“Inspire to engage”