

# Fireside Chat: Cultivating an Innovative Mindset



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INNOVATION LESSONS  
FROM THE STARTUP  
WORLD THAT YOU CAN  
APPLY TO YOUR  
BUSINESS





# CRAIG DIXON

- Startup Founder
- Angel Investor
- Accelerator Manager
- Venture Capitalist
- Innovation Consultant
- Avid Traveler
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# MATT HOWDEN

- Founder
- Geek
- Control Freak
- Super Power:

Getting s&#t done





**THE**

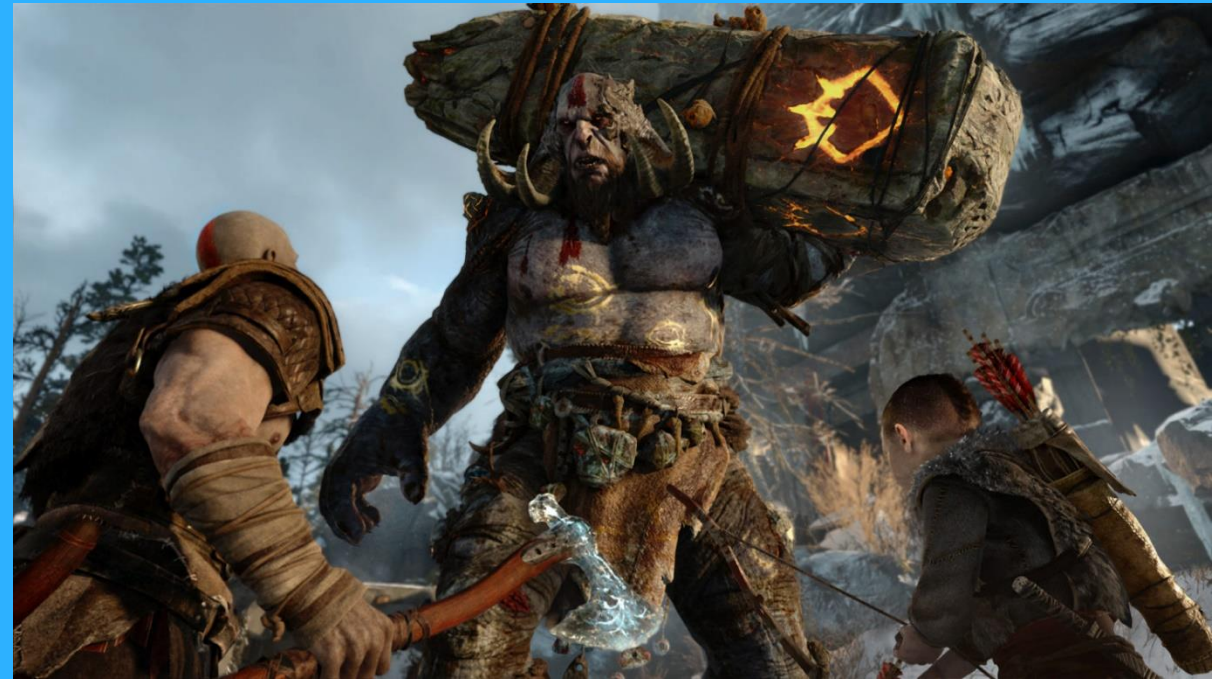
**IDEM**  
HOSPITALITY

**STORY**



# BARRIERS TO INNOVATING

- Too comfortable/No need
- Staff not motivated or incentivized to innovate
- How to innovate?
- Others?



Source: <https://wccfttech.com/god-of-war-trolls-ps4-pro/>



# QUESTIONS TO ASK YOURSELF



- Do you know who your customers are?
- How does your company manage goal setting?
- Do management and staff have mentors?
- Are staff encouraged to innovate?



# PASSION



Source: <https://www.bloomberg.com/news/articles/2018-09-16/urgent-eliud-kipchoge-sets-new-world-record-in-berlin-marathon-win>



# RESOURCES

- [How Fujifilm survived the digital age](#)
- [Find your "Why"](#)
- [Demographics vs. Psychographics](#)
- [Learn from your customers](#)
- [AGILE basics](#)
- [Measure what matters](#)