



Session A.1 (Intro, Chapters 1 & 2)

Write, Reflect, and/or TALK as a Team

After watching Video Workbook Session A, answer these three questions as an individual. Then come back together and discuss your individual answers as a group.

When you are working on innovation as a team or company it is important that everyone agree and understand WHY you are doing it.

1. Why do I/we need to innovate?

2. What holds me/us back from innovating more?

3. What most surprised you from the introduction, chapters 1 & 2?
