



## A.2 - Think about Your Innovation History

Again you want to complete the boxes below individually and then come back together as a team and discuss your answers.

**STEP 1:** Think about a time when you or your company offered a commodity the same old stuff as everyone else.

**STEP 2:** Now think about a time when you or your company was truly innovative - when you personally or the company had an offering that truly set you apart from everyone else.

	What was the moment	What were The consequences
A time when you Experienced NOT Being INNOVATIVE		
A time when you Experienced Being INNOVATIVE		