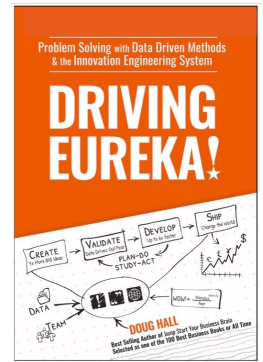


B.2 - Innovation Boundaries

Now let's think about our boundaries. Look at each area of the company below and ask yourself if you consider innovation in that area important. Should it be important? Think about what benefit you or the company may realize if you did start innovating in that area.

As an individual or a group, rank the top 3 areas where you should start innovating so you can start building a plan.



Possible Innovation Areas	DO I/WE Consider INNOVATION Important in this area today?	What benefit would we realize if we were to START innovating in this area?	Number 1 to 3 the top areas I/we should start doing more innovating in
New Products / Services	It is important today: YES NO It should be important: YES NO		
Improvements to Existing Products / Services	It is important today: YES NO It should be important: YES NO		
Cost Cutting	It is important today: YES NO It should be important: YES NO		
Efficiencies	It is important today: YES NO It should be important: YES NO		
Getting New Customers for Existing Products / Services	It is important today: YES NO It should be important: YES NO		
Entering New Markets	It is important today: YES NO It should be important: YES NO		
All Strategic Priorities	It is important today: YES NO It should be important: YES NO		