

Creative checklist

01

Take your place:

See yourself and your organisation as a citizen of the universe, not the centre of it.

02

Let it go:

You don't have to have all the answers, nor should you – let expert practitioners lead the work.

03

Culture eats capabilities:

Hire the right people with the wrong skills, not the wrong people with the right skills.

04

Cut the corporate:

It doesn't matter if people can't recite your values, it matters if they can't work in their spirit.

05

Go long:

The future of your business already exists at its edge. Keep it – and the experts that live there – close.

from *Impossible and now - the Wolff Olins Report*

<http://woreport.wolffolins.com>