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