


A NOTE FROM JOEL BARKER

# Innovation at the Verge and Economic Downturns

**D**uring an economic downturn, it is easy to slash budgets reserved for innovation. However, if you can develop innovations during this challenging time, there may be a great advantage when the situation improves.

One of the best things about innovating at the Verge is that it costs much less than standard innovation. Instead of starting at ground zero to develop a new idea, you start with a few working ideas that have been tested in the real world. These working ideas can be combined to produce a new product or service.

Not only is the development less expensive, but it also takes a lot less time because the basic parts are already developed. The focus simply shifts to combining and adapting the separate parts into an integrated whole.

I have been amazed at how quickly my workshop clients have found high leverage, low cost combinations. I am sure you will too. 

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# Innovation at the Verge and Sustainability

Going green and creating sustainable organizations are constantly discussed in the media.

I believe an innovation at the Verge conversation can help your organization find quick and affordable green solutions, especially when compared to many other approaches.

Because going to the Verge gets you out of your standard innovation discussion, you are more likely to discover new answers.

Because of the partnerships that innovation at the Verge triggers, you become exposed to a broader set of alternatives.

Because seeking green solutions from anywhere automatically increases the number of available options.

**Innovation at the Verge** is a great place to start your green revolution. 

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# Innovation at the Verge: Diversity and Teamwork

Every year, workforces around the world interact with each other at a growing rate. This gives people an opportunity to connect with others different from themselves.

**Innovation at the Verge** illustrates the power that results from the interaction of big differences. The challenge is how to create teams that flourish with diverse members.

The best answer to that challenge can be found in Debbe Kennedy's new book: *Putting Our Differences to Work*.

If I have learned anything in the past twenty years, it is that the combination of differences is the most powerful path to innovation. Debbe lays out a step-by-step process to maximize the advantages of diversity and teamwork.

Below is a link to Debbe's website where many of her great ideas can be found:

[www.puttingourdifferencetowork.com](http://www.puttingourdifferencetowork.com) 