New Value.

Radically challenging the status quo to create new value.

1. YOU
   The first source of beautiful new value is in the individual. Leaders create the environment where each individual can be fully aware and fully alive. By that, we mean that all people in the organization are bringing their full selves into the world, every day. Each person's value can only be unlocked if that person feels loved, and free of fear. In looking at your own organization, ask yourself: What is the value of each individual being fully engaged? What is the value of each person having meaningful work and a meaningful role? What is the value of each person feeling loved? Then initiate progress against each question. It's worth it.

2. DUOS
   The work we do at the individual level—
   or You Level—makes possible value creation between pairs of individuals. That's because when you bring together two assigned individuals who share a common goal, you emerge with an increased new value potential. It turns out that it is not an act of two “independent” but rather a “synergistic” action. Today's challenges and opportunities require more than one set of eyes. Strong duos enable individuals of different backgrounds to learn how to come together to create something neither could do on their own. Being a duo is, in itself, richly rewarding and highly valuable. Working as a strong duo creates new value for the organization.

3. INNOVATION TEAMS
   A strong duo relationship is where individuals master the ability to trust and collaborate with each other. Once built, these duos become the building blocks of the foundation for the success of an innovation team. That is, with strong duo relationships in place, the team itself has the bonds necessary to ensure that the group can move forcefully. The purpose of any innovation team is to clarify the core innovation question, identify or create new sources, and then create—new value. It's not an incremental solution, but a value addition into reality.

4. CUSTOMER VALUE
   Increasingly, we should ask: Innovation teams are trying to increase customer value and societal value—simultaneously. What was once easier at one scale—a proficiently created customer motion, followed by a philanthropic motion (donating profits for social good)—is now being considered our motion. How can you drive both customer value and societal value with every action of the organization?

5. SOCIETAL VALUE
   Increasingly, we should ask: Innovation teams are trying to increase customer value and societal value—simultaneously. What was once easier at one scale—a proficiently created customer motion, followed by a philanthropic motion (donating profits for social good)—is now being considered our motion. How can you drive both customer value and societal value with every action of the organization?

6. SHAREHOLDER VALUE
   Increasingly, we should ask: Innovation teams are trying to increase customer value and societal value—simultaneously. What was once easier at one scale—a proficiently created customer motion, followed by a philanthropic motion (donating profits for social good)—is now being considered our motion. How can you drive both customer value and societal value with every action of the organization?

7. COMPANY VALUE
   Increasingly, we should ask: Innovation teams are trying to increase customer value and societal value—simultaneously. What was once easier at one scale—a proficiently created customer motion, followed by a philanthropic motion (donating profits for social good)—is now being considered our motion. How can you drive both customer value and societal value with every action of the organization?