

Seven deadly sins of innovative leaders

Deadly sins

Believing you can see
the future

Choosing big over fast

Mistaking your managers
for innovators

Having more ambition
than capability

Starting at the center
and moving out

Listening to the wrong
customers

Failing to connect
the dots

Redemption

1 Make smaller and
wider bets

2 Pick up your pace

3 Encourage and
support your deviants

4 Base your strategy
on your capability

5 Work your innovations
from the outside-in

6 Follow the customers
who move first

7 Teach your leaders
to be free and
responsible