

and they'll be exceptional. Best of all, they'll be doing things differently, looking for new ways to tackle old or existing problems, tensions and challenges and when that happens innovation becomes the natural by-product.

Emotion 2, desire! As a result of the organic move away from the mediocre towards exceptional every area of your organisation will raise its game. When you become outrageously good at what you do your customers will start to want not merely consider what you sell. They'll 'Desire' your brand to the point that you're the no-brainer choice because you'll have company-wide and experiential differentiation as well as great products.

Emotion 3, hate! If you've nailed these two then your competitors will absolutely 'Hate' you. You'll have them constantly scratching their heads trying in vain to catch up.

Now, if you're an MD/CEO and that isn't what you want your innovation efforts to deliver then I don't know what is! If you're an employee and you don't want to work for an amazing company, be surrounded by talented and engaged people and be looked at by your customers and competitors as being the best, being world-class then no, maybe innovation isn't in your job description!

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About the author:

Cris Beswick is leading a new revolution in the way organisations approach strategy, leadership and innovation. He is a successful entrepreneur, renowned Speaker, Author and Advisor to some of the world's leading organisations. Having founded several successful companies, Cris has also worked with the likes of B&Q, M&S, BP, Nokia, BMW and GE and has over a decade of experience.

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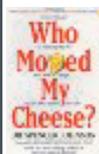
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BOOK OF THE MONTH

Catching the Chameleon: The Everyday Mistakes Retailers Make

By Lynn Allison

Published by Ecademy Press (2 Mar 2011)

Price £12.34 plus P&P

"Catching the Chameleon" is the story of how, every day, retailers fail to grasp opportunities for sales, because they misunderstand customers' constantly changing chameleon-like needs. Juggling sales data, market information, stock control and staff, retailers act like managers and forget to think and act like customers. A straightforward and personal insight into real behaviour, "Catching the Chameleon" explains what the world is like according to customers, identifies the barriers that retailers unknowingly raise and shows you how to remove them. "Catching the Chameleon" includes an unique account of 'customer journeys', a method of understanding customers which traditional market research cannot reveal.

Author Lynn Allison has worked in the marketing profession since 1985. In 2005 she was elected as a Fellow to the Chartered Institute of Marketing, an honour given to only 40 women worldwide that year. In 2009, Lynn became a Chartered Marketer and continues to work in the business-to-business sector specialising in effective communications.

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