

Innovation in the Workplace

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in·no·va·tion
(in-uh-vey-shuh n)



"Great ideas have something in common with bad ones: Early on, they both sound ridiculous." Nike CEO Mark Parker

ஒவ்வொருவரும் தனது



Why is innovation so hard?



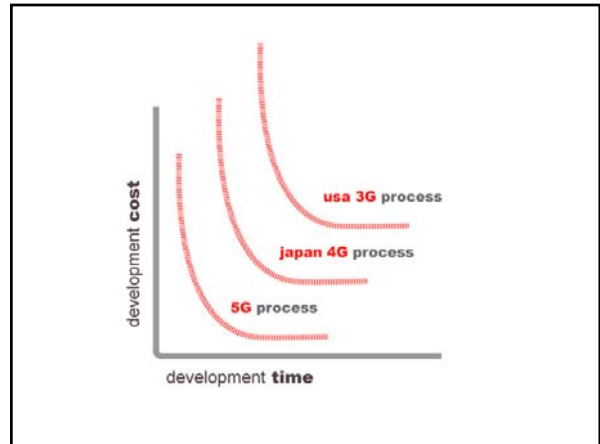
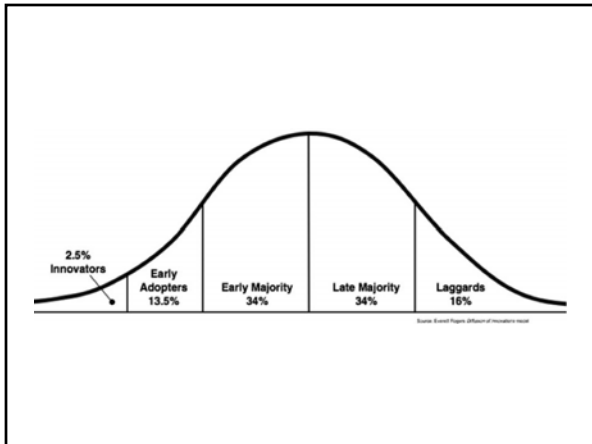
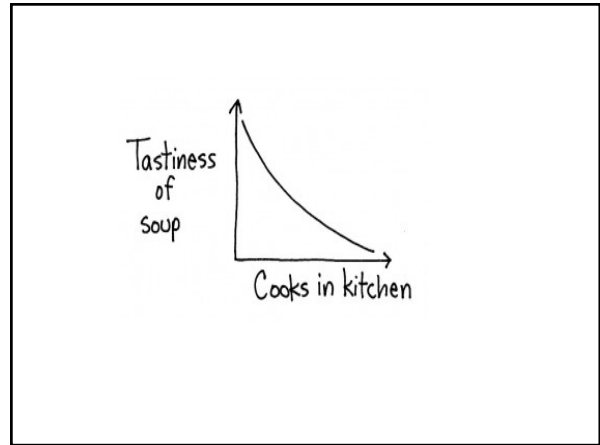
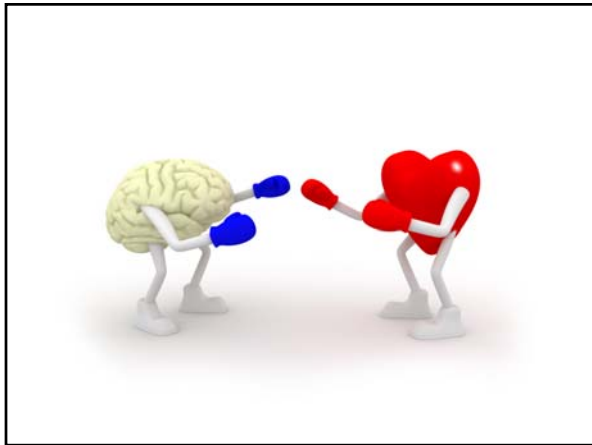
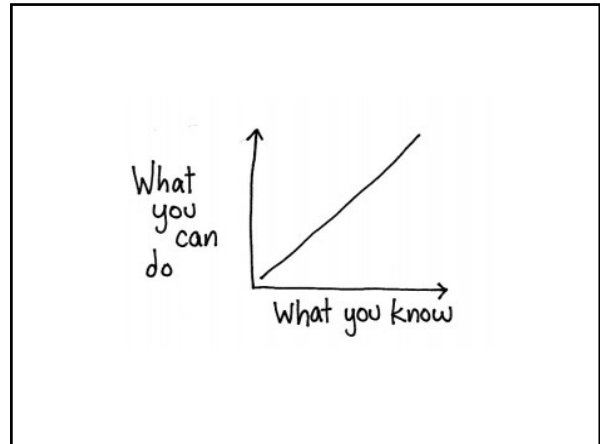
**Science teacher on
playground duty**

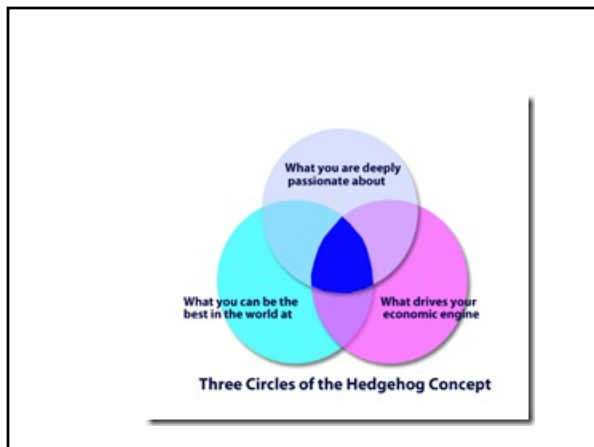
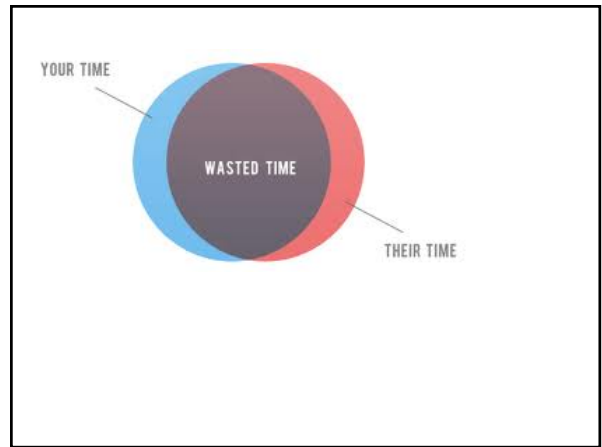


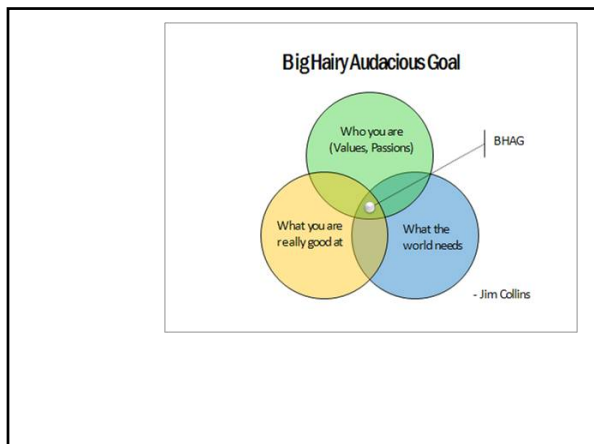
Top 5 Stereotypes of Gen Z		As reported by Gen Z		As reported by Gen Y	
#1	Creative	57%	#1	Lazy	45%
#2	Open-minded	54%	#2	Open-minded	41%
#3	New perspectives/ideas	52%	#3	Creative	38%
#4	Intelligent	44%	#4	Self-centered	37%
#5	a. Cutting-edge thinking b. lazy	41%	#5	Lack of focus, easily distracted	35%

Top 5 Stereotypes of Gen Y		As reported by Gen Z		As reported by Gen Y	
#1	Open-minded	58%	#1	a. Creative b. Open-minded	50%
#2	New perspectives/ideas	55%	#2	a. New perspectives/ideas b. Intelligent	46%
#3	Creative	54%	#3	Cutting-edge thinking	38%
#4	Intelligent	53%	#4	Entrepreneurial	29%
#5	Cutting-edge thinking	40%	#5	Responsible	27%

Source: Millennial Branding and Randstad, 2014







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