

IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

Yes, but... It already exists! Our customers won't like that!

WE DON'T HAVE TIME... **NO!** It's not possible...

It's too expensive! Let's be realistic... **That's not logical...**

We need to do more research... THERE'S NO BUDGET...

I'm not creative... We don't want to make mistakes...

The management won't agree... **GET REAL...**

It's not my responsibility... It's too difficult to master...

THAT'S TOO BIG A CHANGE...

The market is not ready yet... **Let's keep it under consideration...**

It is just like... The older generation will not use it...

W E A R E T O O S M A L L F O R T H A T . . .

It might work in other places but not here...

SINCE WHEN ARE YOU THE EXPERT?... That's for the future...

There are no staff members available... **IT IS NOT SUITABLE FOR OUR CLIENTS...**