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**Why
Innovation and Transformation
are inextricably
linked**



Innovation...

→ ... is the process of creating new, radical ideas and solutions to existing problems.

→ Innovation involves fresh ideas and approaches to something that may have previously been viewed as static or unimaginative.

→ The aim of innovation is to move away from the status quo and explore new, interesting possibilities.



Transformation...

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→ ... is the process of taking existing ideas and adapting them to be more impactful.

→ Transformation involves taking what already exists, understanding it, and then transforming it into something that is more useful and powerful.

→ It is a process of improving the status quo, rather than creating something entirely new.



Without innovation, transformation becomes stagnant and can even fail. At the same time, transformation can provide the necessary environment and resources for innovation to thrive.

By recognizing the relationship between these two concepts and investing in them both, organizations drive meaningful change and achieve success in today's fast-paced world.



Impact that matters.



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