



25 inspiring insights from successful Innovators



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**This slide show
presents 25
inspiring insights
from innovators.**



introduction

1

“Failure is an option here. If you are not failing, you are not innovating enough.”

Elon Musk, CEO Tesla

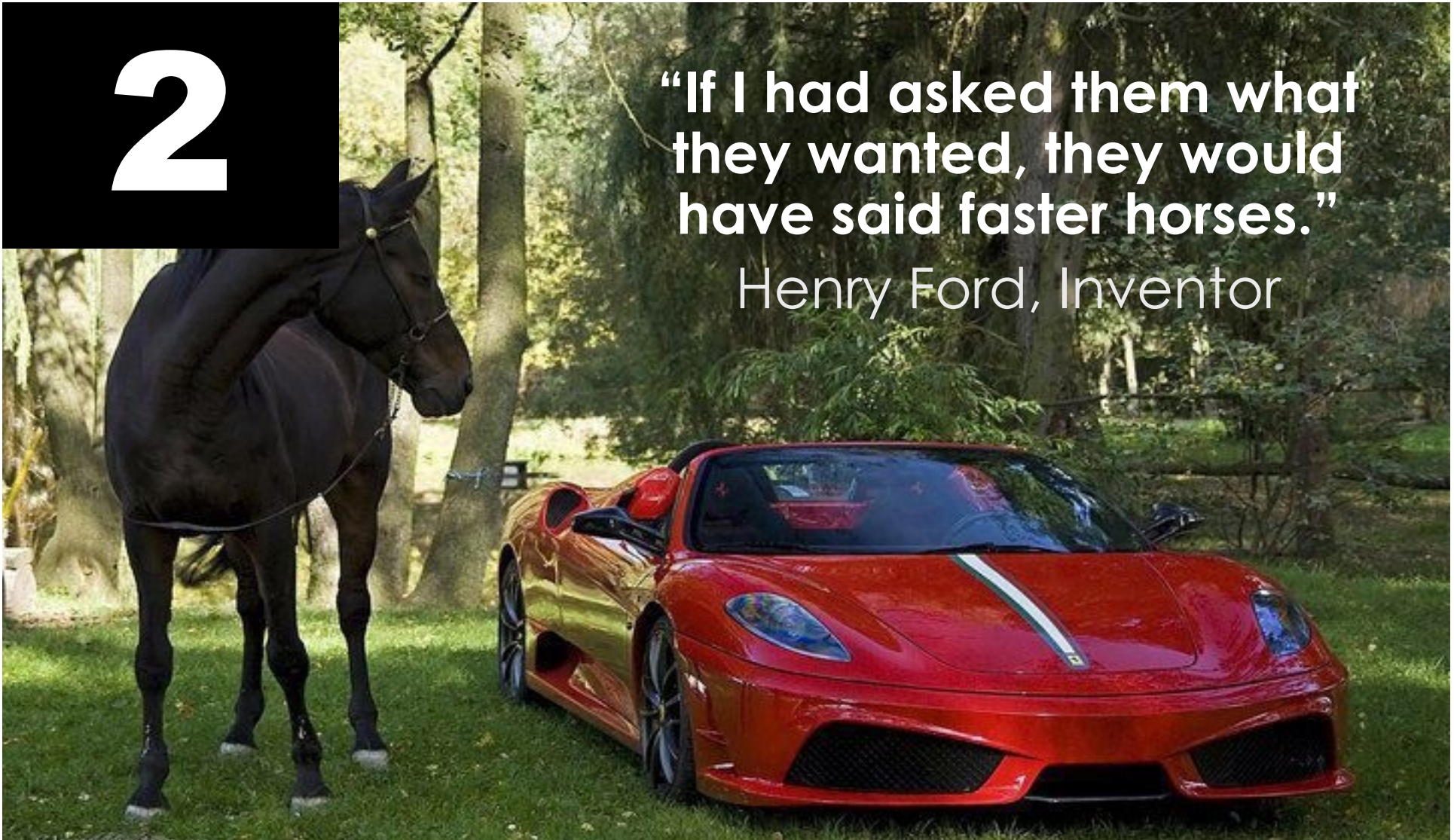


**on learning from
failure**

2

“If I had asked them what they wanted, they would have said faster horses.”

Henry Ford, Inventor



on the need to think out of the box

3

“Your brand is what people say about you when you are not in the room.”

**Jeff Bezos,
founder, Amazon**



**on the power of a
brand**

4

“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.”

Steve Jobs,
co-founder, Apple



on setting the highest standards

5

“You can never quit. Winners never quit and quitters never win.”

Ted Turner, founder, CNN



**on what it takes
to win**

6

“The only way to get ahead, to really get ahead, is to be different.”

Larry Ellison, co-founder, Oracle

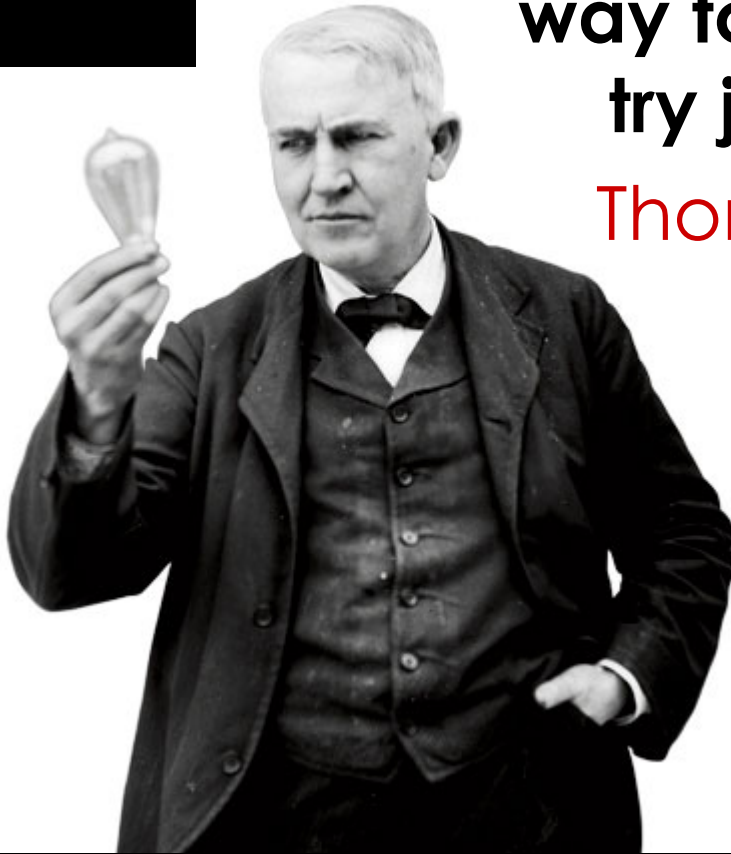


**on what it takes to
get ahead**

7

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”

Thomas Edison, Inventor



**on the importance of
persistence**

8

**“I have been up
against tough
competition all my
life. I wouldn’t know
how to get along
without it.”**

**Walt Disney,
founder, Disney**



**on embracing
competition**

9

“The biggest risk is not taking any risk. In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”

Mark Zuckerberg,
founder, Facebook



on embracing risk

10

“Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine.”

Jack Ma, founder, Alibaba

**ROAD TO
SUCCESS**

on determination

11

“Be thankful for what you have; you’ll end up having more. If you think about what you don’t have you will never have enough.”

Oprah Winfrey, Broadcaster



**on the power of
gratitude**

12

“Put your customers in focus and listen to what they’re actually saying, not what they are telling you.”

**Daniel Ek,
co-founder, Spotify**



on customer focus

13

“Never assume that you can’t do something. Push yourself to redefine the boundaries.”

Brian Chesky, co-founder, Airbnb



**on the need to be
self-driven**

14



“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

**Steven Spielberg,
film-maker**

on nurturing potential

15

“My job is to make sure that as our customers' priorities change, as the environment changes, we shift that portfolio of products to meet them.”

Marillyn Hewson, CEO
Lockheed Martin



on managing change

16

“The only way you survive is you continuously transform into something else. It’s this idea of continuous transformation that makes you an innovation company.”

Ginni Rometty, CEO, IBM



on continuous transformation

17

“If it’s a good idea, go ahead and do it. It is much easier to apologise than it is to get permission.”

Grace Hopper,
early computer programmer



**on taking your ideas to
the next level**

18



“I think the success around any product is really about subtle insights. You need great product and a bigger vision to execute against, but it’s really those small things that make the big difference.”

**Chad Hurley,
co-founder, YouTube**

**on paying attention to
detail**

19



“We’ve had great successes, but our future is not about our past success. It’s going to be about whether we are going to invent things that are really going to drive our future.”

**Satya Nadella,
CEO, Microsoft**

**on focusing on the
future**

20

“My goal is to simplify complexity. I just want to build stuff that simplifies our base human interaction.”

Jack Dorsey, founder, Twitter



**on making complex things
simple**

21

“Your most unhappy customers are your greatest source of learning.”

Bill Gates, co-founder, Microsoft



**on learning from your
customers**

22

“To join the industrial revolution you needed to open a factory. In the internet revolution, you need to open a laptop.”

**Alex Ohanian,
co-founder, Reddit**



**on finding new
opportunities**

A close-up photograph of a person's hand using a white piping bag with a metal tip to apply light green icing to a white cake. The cake is already decorated with several intricate swirls of the same green icing. The background is a neutral, light-colored surface.

23

“We have always said that advertising is the icing on the cake. It is not the cake.”

**Meg Whitman,
CEO, Hewlett Packard**

**on the importance of
substance over style**

24

“I don’t want to disrupt anything. We never conceive of our products as disruptive. We don’t look at something and say ‘Lets disrupt that’. It’s always about how with can evolve this and make this better.”

Evan Spiegel, co-founder, Snapchat



**on the best strategy
for improvement**

25

“Everybody has talent, it’s just about moving around until you’ve discovered what it is.”

George Lucas, film-maker



on finding your talent

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