



A Memo to the **CEO**

Jim Carroll
Futurist, Trends &
Innovation Expert
214.473.4850
905.855.2950
jcarroll@jimcarroll.com
www.jimcarroll.com

To: CEO's Worldwide

Date: November 1, 2016

From: Jim Carroll

I know things are extremely busy, particularly given the current climate of economic uncertainty. Yet, there is a key issue that you need to make sure is on your agenda.

Innovation.

The most important thing that you can do right now, as you work to navigate your way through the challenging economic shoals that surround you, is to make sure that you don't kill it in its tracks. My observations are that you risk doing so. That's worrisome.

In the last few years, you've nurtured and created a core group of people in your organization who have become relentlessly focused on innovation. They've been obsessively focused on process, service and product innovation. They're matching the needs of customers, are taking you in to new markets, and are figuring out what to do in an economy that changes at a furious pace.

In the months and years to come, these executives are going to be some of the most important and critical individuals on your team.



Date 01/11/16

Jim Carroll
Futurist, Trends &
Innovation Expert
214.473.4850
905.855.2950
jcarroll@jimcarroll.com
www.jimcarroll.com

So why is it they are telling me that they are finding less of a sense of urgency than a few months or a year ago. Is it the current climate of uncertainty, and a creeping culture of aggressive indecision?

Leaders set the tone. The tone you need to set for your leading innovators is that **innovation matters now more than ever.**

That's why your innovation heroes are so important. These are the folks who are willing to stick their heads up, take a risk, and do something new and dramatic. It's your innovation heroes who will help you to continue to open the future.

You must ensure that they still have the courage to take risks. To open new markets. Accelerate the adoption of transformative technology. To realign the business for the future. To respond to rapid business model disruption. To continue to do what needs to be done to continue to run the business better, grow it, and transform it.

Celebrate them. Elevate them. Make their contributions known.

You have a momentary chance to ensure that you stay focused on the opportunities that come from your innovation heroes.

If you want to chat about this, give me a call.

Sincerely,

Futurist Jim Carroll