

Edison Innovation Literacy Blueprint™

C1	C2	C3	C4	C5
Solution-Centered Mindset	Kaleidoscopic Thinking	Full Spectrum Engagement	Master Mind Collaboration	Super-Value Creation
1 Align Your Goals to Your Passions	6 Maintain a Notebook	11 Intensity & Relaxation	16 Recruit for Chemistry & Results	21 Link Market Trends With Core Strengths
2 Cultivate Charismatic Optimism	7 Practice Ideaphoria	12 Seriousness & Playfulness	17 Design Multi-Disciplinary Collaboration Teams	22 Tune Into Your Target Audience
3 Seek Knowledge Relentlessly	8 Discern Patterns	13 Sharing & Protecting	18 Inspire an Environment of Open Exchange	23 Apply the Right Business Model
4 Experiment Persistently	9 Express Ideas Visually	14 Complexity & Simplicity	19 Reward Collaboration	24 Understand Scale-Up Effects
5 Pursue Rigorous Objectivity	10 Explore the Road Not Taken	15 Solitude & Team	20 Become a Master Networker	25 Create an Unforgettable Market-Moving Brand

From the book "Innovate Like Edison" by Sarah Caldicott