



The Innovation Loop

A micro-dictionary with 4 concepts and 2 responsibilities is all Lotfi El-Ghandouri needs to clarify the basic concepts that make up the life cycle of innovation. We will try not to spoil the sake of simplicity, because often we get to talk and something that at first was very clear, it becomes extremely complicated

The concepts (in order of appearance):

1. **Imagination** is the ability to dream, to abstract from our reality, to visit faraway worlds to be discovered.
2. **Creativity** is the ability to download any of our dreams to the ground.
3. **Innovation** is the result, therefore, the application following the above two steps.
4. **Curiosity** is the energy that starts up the innovation cycle and keeps it alive.

Distribution of responsibilities:

- From the **company**: to create suitable spaces and environments.
- The **individuals**: dream (but keeping: an eye on earth).

As a sample, take a look...



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*We remind you that this month you will find on our website a new video of our friends **Digital Thinking Heads**. Thank you for sharing knowledge with all of us! (This month available only in Spanish)*

Lotfi El-Ghandouri – *The cycle of Imagination, Creativity and Innovation*

