

TOP 5 TIPS

Blue Sky Research in Industry – not everything is measured by the quarter!



VALUE IS DEFINED BY CONTEXT

Take a keen interest in what is going on around you.



CHALLENGE YOURSELF

It is OK to fail, so long as you learn something from it.



'SO WHAT' IS AS IMPORTANT AS 'HOW'

Just because you can do something, doesn't mean you should.



BALANCE INVENTION AND DELIVERY

Too much invention and you won't progress, too much delivery and you won't innovate.



IF YOU WANT TO DO SOMETHING NEW, WORK OUT WHAT TO STOP

If you can't find anything, you shouldn't start new things.