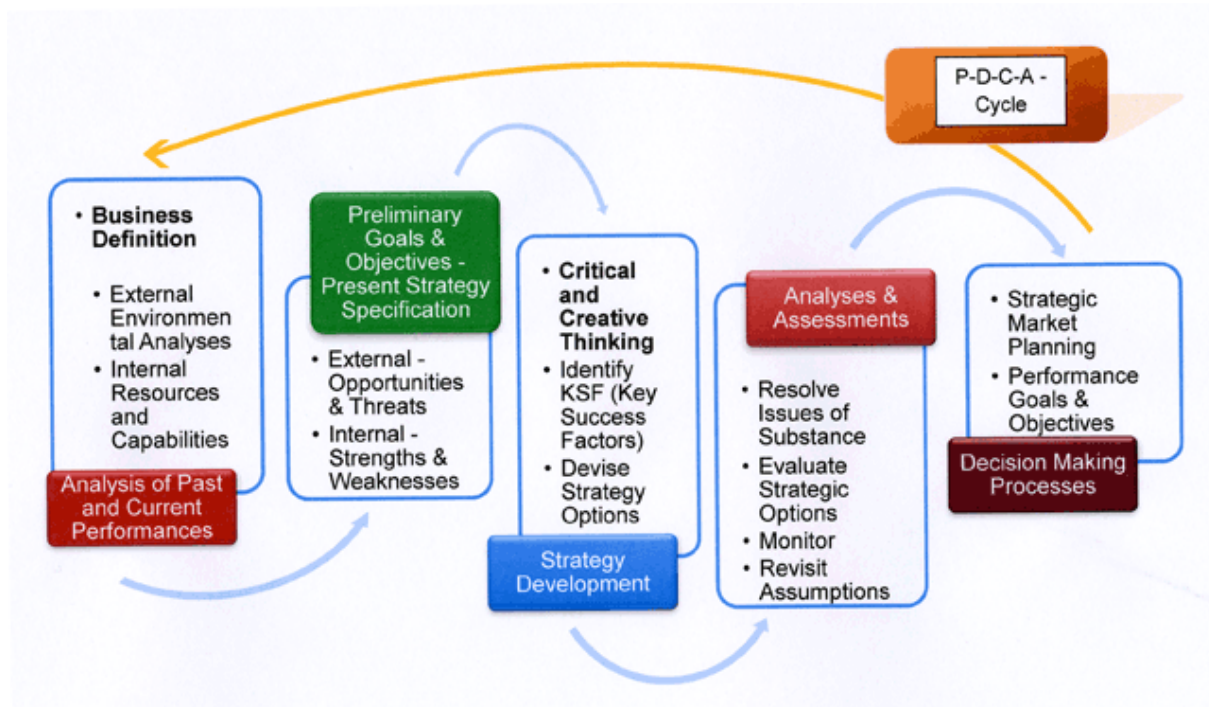




IMPORTANT ELEMENTS OF SUCCESSFUL INNOVATION



Strategy Assessment and Decision Making Processes



Critical thinking toward past performance levels, assessment of past and current strategies, and a learning organization are key corporate culture components to develop "smart" (simple, measurable, attractive, reachable, and time-limited) strategic goals and objectives. Sustainable growth and a sound financial profile of organizations stem from structured processes like P-D-C-A – Cycles.