

The best ideas at the verge are usually the most wacky or even weird on first examination. Don't be afraid of goofy combinations.

By listening to "the outsider" and hearing how they see the verge innovation, you will often be able to expand the application of the new idea.

Without diversity, there can be no verges. Celebrate the differences. Enlarge the differences. It creates more options for innovation.

—Joel Barker

Innovation
at the
Verge of
Differences

Working at the verge of differences calls for flexible, fluid partnership arrangements, so innovations don't get bogged down in complexity.

Be willing *to let go* to find solutions to problems that arise.

Innovation at the verge is enabled and enhanced by everyone applying five distinctive leadership qualities:

- diversity – a partnership priority;
- know/value each other's differences;
- enable rich communication;
- personal responsibility – shared core value;
- mutualism – the final arbiter.

Mutualism requires a change in mindset and a partnership conviction that "everyone benefits and no one is harmed."

—Debbe Kennedy