

Emerging Technology

Google 9 Innovative Principles

1. INNOVATION COMES FROM ANYWHERE

It can come from the top down as well as bottom up, and in the places you least expect.

2. FOCUS ON THE USER

Worry about the money later, when you focus on the user, all else will follow.

3. AIM TO BE TEN TIMES BETTER

If you come into work thinking that you will improve things by ten percent, you will only see incremental change. If you want radical and revolutionary innovation, think 10 times improvement, and that will force you to think outside the box.

4. BET ON TECHNICAL INSIGHTS

Google engineers, not the auto industry, came up with the idea of driverless cars after seeing that millions of traffic deaths come from human error.

5. SHIP AND ITERATE

Ship your products often and early, and do not wait for perfection. Let users help you to “iterate” it.

6. GIVE EMPLOYEES 20 PERCENT TIME

Give employees 20 percent of their work time to pursue projects they are passionate about, even if it is outside the core job or core mission of the company. “They will delight you with their creative thinking,”

7. DEFAULT TO OPEN PROCESSES

Make your processes open to all users. Tap into the collective energy of the user base to obtain great ideas.

8. FAIL WELL

There should be no stigma attached to failure. If you do not fail often, you are not trying hard enough.

9. HAVE A MISSION THAT MATTERS

Believe that the work you do will have an impact on people in a positive way.