

# DANIEL ANSTANDIG'S TIPS FOR CONSTANT INNOVATION

1 Have a clear (and short) mission

2 Empathize with your listeners

3 Be authentic

4 Be valuable *and* unique

5 Keep operating while innovating

6 Jump to the next curve

7 Borrow good ideas

8 Use (lots of) real data

9 Promote a culture of innovation

10 Leverage the latest technology