

Creativity for

INNOVATION

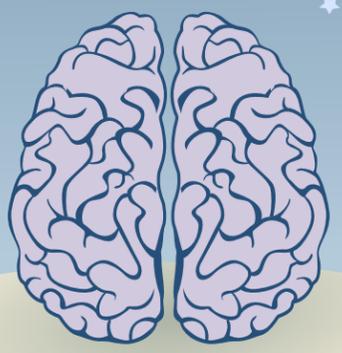
Leaders

Creativity

Production of an idea or concept that is novel and appropriate

Innovation

Adoption of a creation to generate positive change



Left Hemisphere

Looks for patterns
Asks "What is this?"

Right Hemisphere

Makes sense of the new
Asks "What is possible?"

Loose, Positive, Free-Wheeling

Insightful, Patient, AHA!

Divergent Thinking

Convergent Thinking

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win.

President John F. Kennedy
September 12, 1962



Provide Purpose

In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

Provide Placement

Organize according to the best energies and skills

Provide Space

This year's space budget is three times what it was in January 1961, and it is greater than the space budget of the previous eight years combined. That budget now stands at \$5,400 million a year--a staggering sum, though somewhat less than we pay for cigarettes and cigars every year.

Provide Cover

I realize that this is in some measure an act of faith and vision, for we do not now know what benefits await us.