

THE FIVE CORE MINDSETS OF INNOVATORS

FRESH APPROACHES TO GROWTH, CREATIVITY, AND TRANSFORMATION



1. EVERY BARRIER CAN BE PENETRATED

The inherent belief that no matter how difficult an obstacle may appear, the challenge can be conquered by throwing more imagination at the problem.

2. VIDEO KILLED THE RADIO STAR

The willingness to let go of the past in order to seize the possible. Defying traditions, challenging underlying assumptions, and leaning into what's next.



3. CHANGE THE RULES TO GET THE JEWELS

To change the outputs, we must first change the inputs. Injecting fresh approaches, rules of engagement, methodologies, constraints, and perspectives can have a dramatic impact on creative results.

4. SEEK THE UNEXPECTED

History is never made by taking the obvious route. Exploring the far reaches of the imagination is how creative renegades optimize results and fuel sustainable success.



5. FALL SEVEN TIMES, STAND EIGHT

Throughout inevitable periods of adversity and setbacks, innovators bounce back with elevated levels of creativity. The DNA of innovation consists of grit, tenacity, relentless persistence, and an unbendable resolve to craft a new and better answer.

Platypus Labs elevates and transforms organizations by systematically unlocking the creative potential of every team member and applying it towards innovative outcomes.

We empower our clients to solve complex problems, seize opportunities, and realize profound economic success through cutting-edge, transformative experiences and methodologies.

PLATYPUS LABS

Platypus.us