Analog Leadership	Digital Leadership
Traditional initiative launches begin with pushing new ideas from the idea-originator into the marketplace.	Steve Jobs has taught us that digital success starts with a fixation on the customer experience.
Failure is not an option	Fail often to succeed sooner [IDEO]
We rely on our own competencies	Boundaryless (www of talent – whoever is right; whatever is needed to woo them & work because you love your craft)
Hierarchy and previous experience helps to decide who is the right person matters	Ideas matter (past experience is irrelevant); hierarchy can provide support
Slow	Blinding speed. Scaling up is important. Design and user experience is used to gain competitive advantage
Study it	Try it – create working prototypes
Incremental dreams – forecast	Exponential dreams-- backcast
All or nothing -- one big bet	Prototype frequently –many small bets
Marathon	Sprint

Individuals	Teams that are diverse, multi- disciplinary and has experts. The leader is the human glue. The integrator
Ideas from respected experts	Ideas from as many sources as is possible – naïve expertise and novice ideas are welcome
Benchmark our industry peers	Benchmark against your dreams, not your industry peers. Create something unique that is impossible for others to create.
Communicate from one to a few, no matter where in the organization you are. Communication flows down the hierarchy	Communicate in real time many to many
Arms-length value-chain involvement	We are as capable as our value-chain!
Teach	Learn by doing and then teach others about your hacks
Consolidate influence	Distribute influence
Value chain	Value ecosystem
Innovation focuses products (offerings)	Innovation focuses on business models and creating new habits with customers
Innovation as a noun [some department does it]; brand as a clever slogan	Innovation as a verb [everyone an innovator!]; brand as a verb and authentic.
Secrets	Transparent
Hit-makers	Long-tail promoters
Switched-on episodically	Switched-on all the time
Leadership as a role	Leadership as a commitment
Delegator	Connector
I- shaped people (deep expertise, but limited curiosity bandwidth)	T-shaped people (respectable expertise, with broad curiosity bandwidth)
Organizer	Star-maker, mentor, explorer

Talent-hoarder	Talent promoter and builder of talent
Episodic innovation	Continuous innovation
Incremental innovation vs. Radical innovation	Incremental + Radical innovation