

# **Gifford Booth**

## **The TAI Group**

### **Co-Founder and Partner**



**“Fostering Innovation”**



**Robert Z.**



**Bob Dylan**



**Robert P.**



**Robert Pridmore**



# **How Innovation Happens**

## **A Road Map**

# AN IDEA



EMOTIONS



BELIEFS



FAILURE



SUCCESS



COMMUNICATION



**\$ RESULTS \$**

SPRING BOARD

DEAD END



# IMPACT EQUATION

**CONTENT 7%**

**CRAFT 33%**

**CHARACTER 60%**

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**IMPACT = 100%**





**IMPACT**

# AN IDEA



EMOTIONS



BELIEFS



FAILURE



SUCCESS



COMMUNICATION



RESULTS



SUCCESS

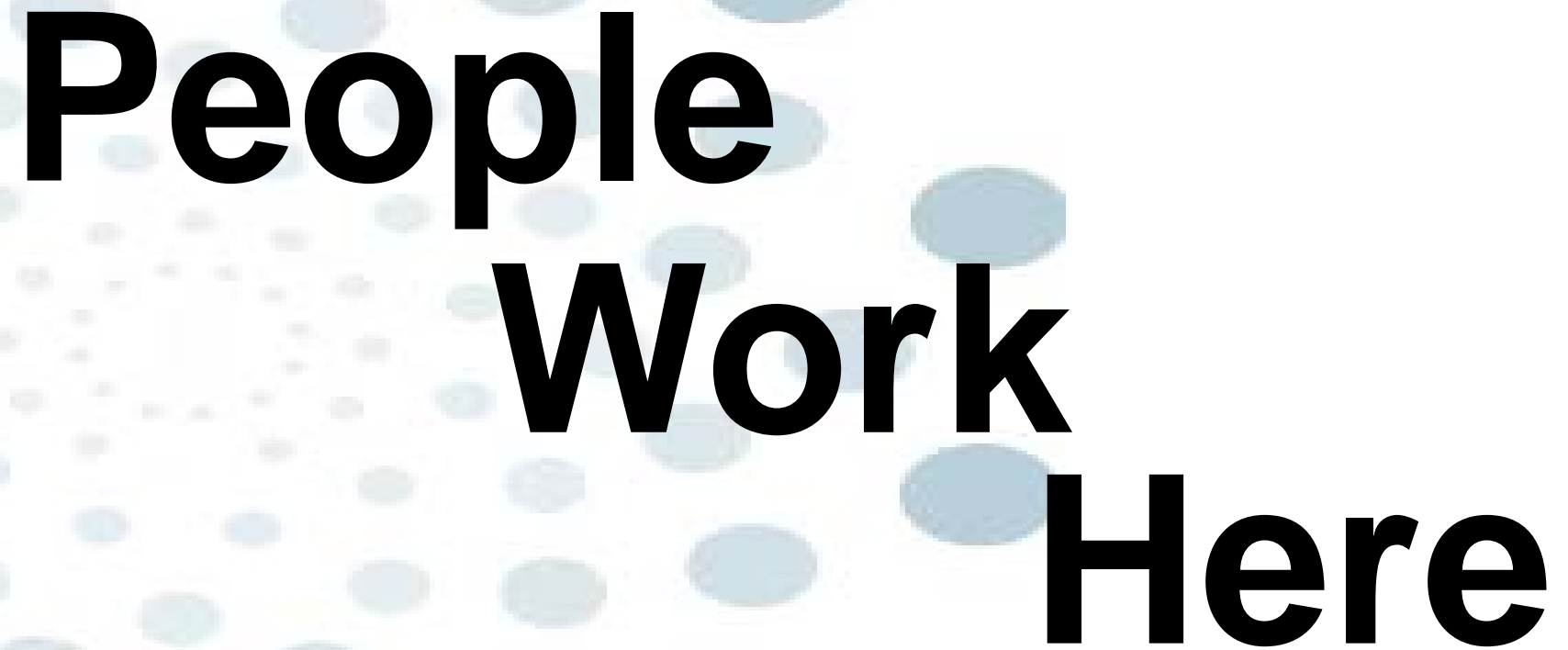
EMOTION

FAILURE

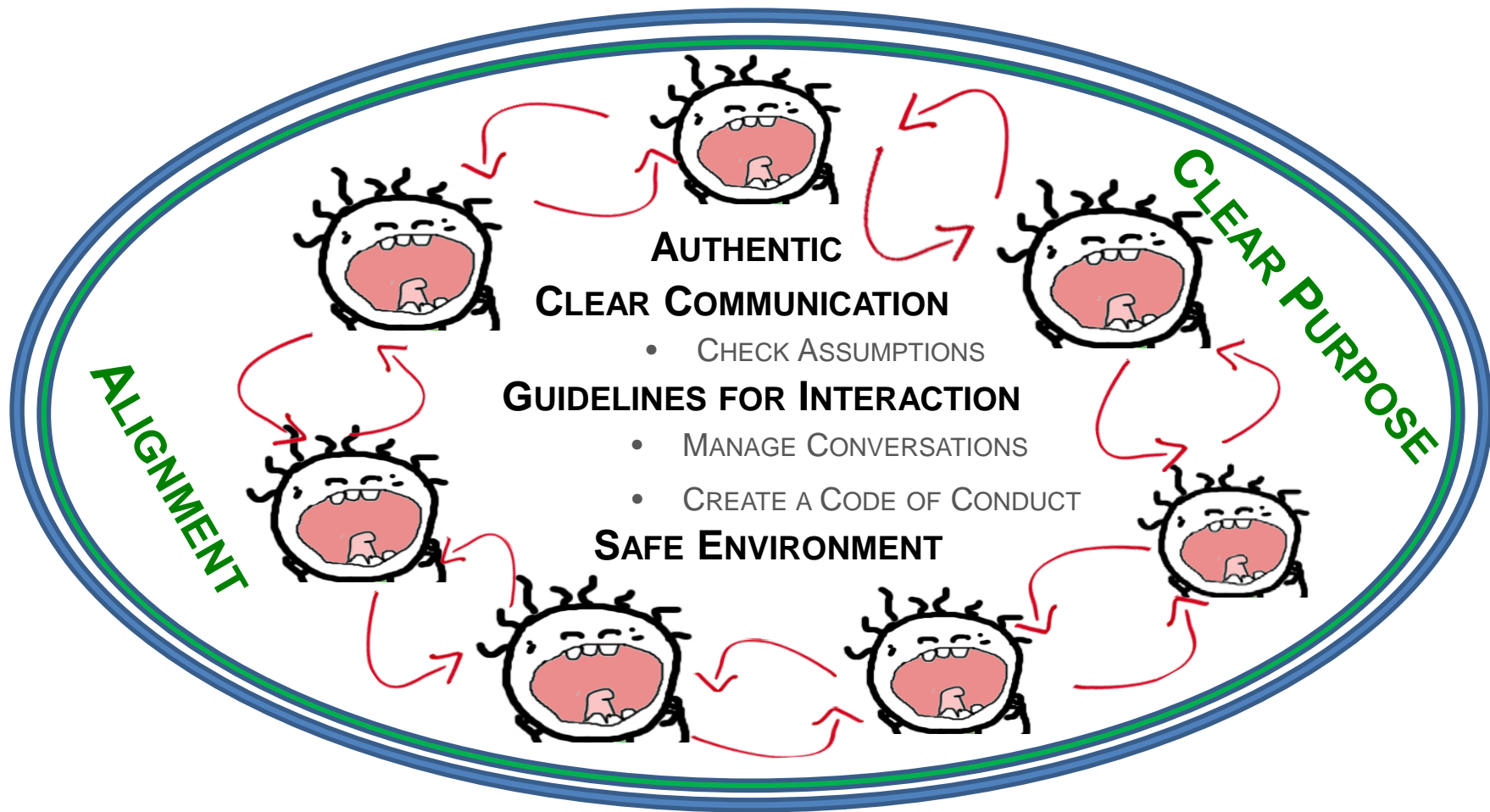
BELIEF

COMMUNICATION



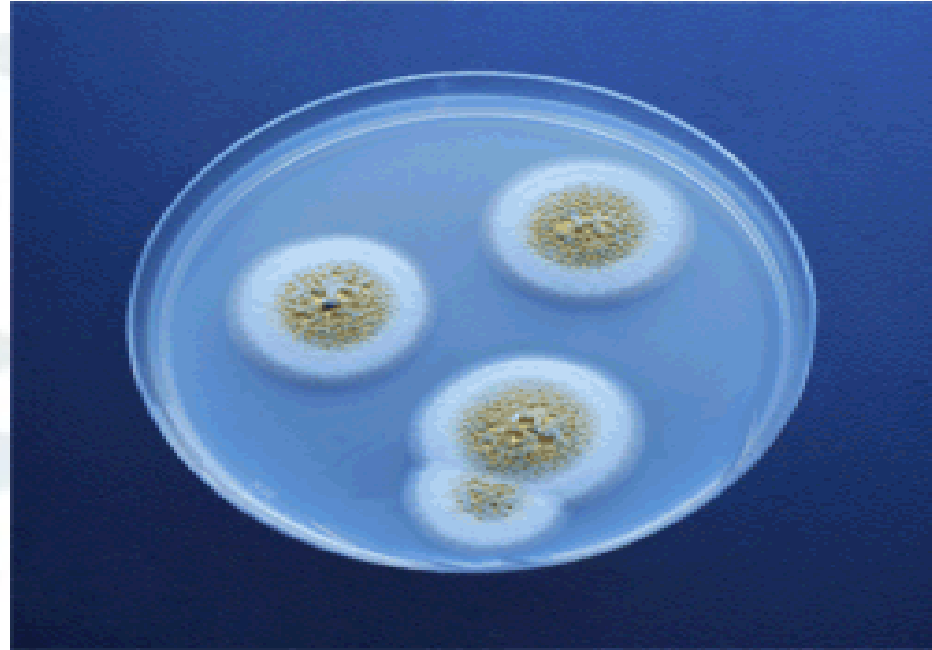


**People  
Work  
Here**



**CLEAR PATH TO INNOVATION**

# CULTURE



# AN IDEA



EMOTIONS



BELIEFS



FAILURE



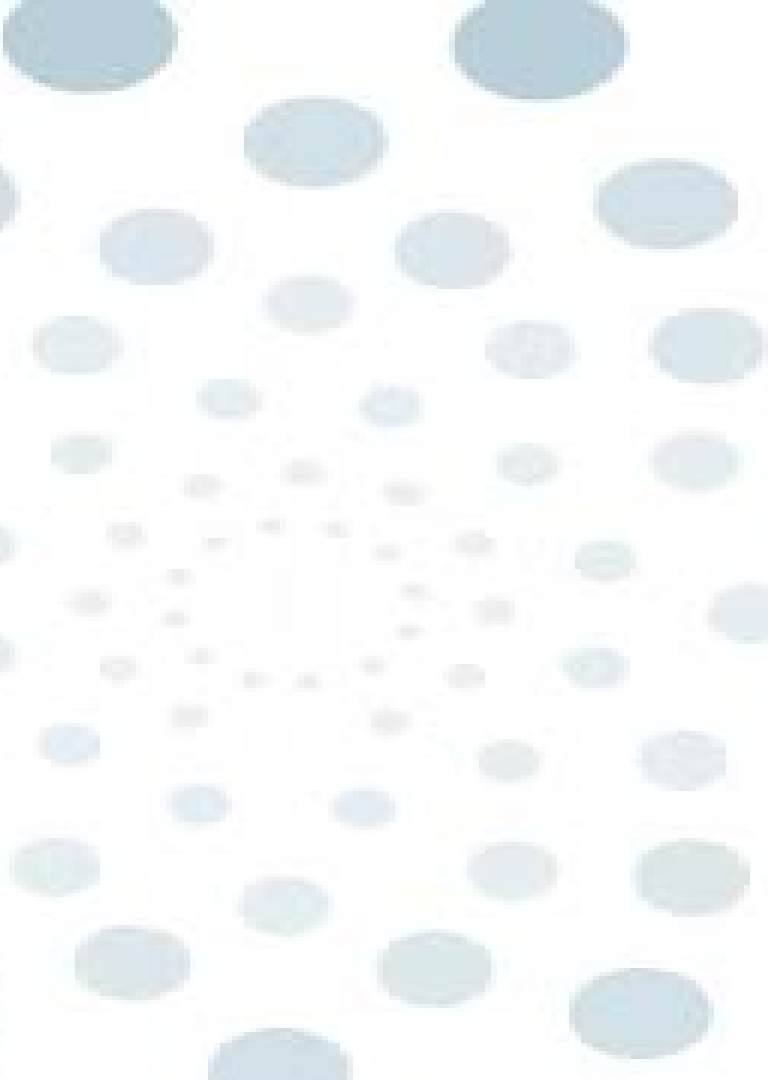
SUCCESS



COMMUNICATION



 **RESULTS** 









# Dale Chihuly

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