



The birth and nurturing of an idea requires curiosity. And courage. A zest for adventure. A daring-do attitude for change. A willingness to penetrate the unexplored. Breaking new thought-barriers. Wiping clean the dust and crust of tradition. Laying waste to status-quo.

An idea is a dazzling force. A strike of lightning. A burst of unencumbered enthusiasm. It can be shattered, torn apart, become stillborn, by the attack of a trifling mind. Destroyed by a quibbler who is a spectator at the sidelines of life.

In your organization, progress and vitality are assured by ideas ahead of their time. A striking mixture of vision and faith. Discarding the old for the uncharted new. The development, encouragement, and the support of new ideas are important to your organization because they direct and determine your destiny. In an era when the only thing that is constant is change, new ideas are your lifeline. jp



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