



## OPTIONAL DISCUSSION

### CHAPTER 3

- In your career, when did you work on a project that was Meaningfully Unique?
  - What did it feel like working on that project?
- In your career, when did you work on a project that was NOT Meaningfully Unique?
  - What did it feel like working on that project?
- When have you lived the various points on the lifecycle curve? What did each feel like?
- What prevents you from pursuing ideas that are true LEAP innovations?
- CORE innovations should be fast and easy to execute. What makes them hard to do?
- Do you give time and energy to Very Important System innovations?
- What else did you learn?

## NOTES