

Quote:

"The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude...I am convinced that life is 10% what happens to me and 90% how I react to it."

- Charles Swindoll

Interesting Website:

<http://www.businessweek.com/innovate/>

Feature Article:

Innovation by subtraction

By Paul Sloane

We tend to think that the best way to innovate is to add new features to our products or services. What can we add that increases the appeal of our offering? This route can easily lead to extra cost, feature overload and customer fatigue. Sometimes a better answer lies in subtraction.

Michael O'Leary, the founder of Ryanair, looked at the business process of passenger flights and built a new model by subtracting all the frills that meant extra cost. He subtracted:

Travel agents – you book direct over the Internet so the middlemen and their costs are cut out.

Tickets – you show your passport and quote your reference number. Subtracting tickets saves costs.

Allocated seating – you choose a seat when you get on the plane – just like on a train or bus.

Free drinks and snacks – if you want a drink you have to buy it.

Customer care – Ryanair has one-tenth the number of customer care attendants per passenger mile compared to BA. If you have a complaint the answer is generally – 'hard luck but what did you expect with such a cheap flight?'

To read more go to the following link...

<http://www.innovationtools.com/Articles/EnterpriseDetails.asp?a=230>

Have a great week.

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"Innovation is the successful implementation of a creative idea." Kings Innovation Council