

## *Quote:*

You've done it before and you can do it now. See the positive possibilities. Redirect the substantial energy of your frustration and turn it into positive, effective, unstoppable determination. -Ralph Marston

## *Events:*

*the next...*

### **Innovation Book Club**

Book: **First, Break all the Rules** by Marcus Buckingham

When: October 30-December 18

Where: Kings CED, Upstairs boardroom

Time: 8:00am-9:00am

Coffee provided.

Cost: Your time and effort!

To sign up please email [marianne@kingsced.ns.ca](mailto:marianne@kingsced.ns.ca)

## *Feature Article:*

### **Five Keys to Instilling Innovation and Creativity in Your Organization by James Feldman**

Creative ideas are what turn ordinary companies into market leaders. These companies see the end result first and then build a path to achieve those results. Unfortunately, in most companies today, neither creativity nor innovation exists. The corporate environment fails to foster creative or innovative ideas, which results in lost profits and opportunities every day. However, creativity and innovation are key elements that propel businesses to the top. Without either, your company comes in second at best, and no one remembers number two. While being number one certainly doesn't guarantee continued success, it is definitely better than being forgotten.

To read more...

[http://www.shifthappens.com/art\\_5keys.html](http://www.shifthappens.com/art_5keys.html)

Have a great week.

*Marianne Gates*

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