



BEING AN INNOVATOR

DAVID MITROFF, PH.D.



BECOMING AN INNOVATOR

Being an **Innovator**

How to become an **Innovator**

What kind of **Innovator** are you?

Leveraging **Online Technology**

Leaving an **Impact**

“...the company may be saying ‘state-of-the-art’ when the pragmatist wants to hear ‘industry standard’.”

A grayscale photograph of a hill with silhouettes of people walking across it. One person is on the left, and a group of about eight people is further up the slope towards the right. The sky is cloudy.

**Geoffrey A. Moore, Crossing the
Chasm: Marketing and Selling
Disruptive Products to Mainstream
Customers**

BEING AN INNOVATOR

Who are innovators?

There is no right or wrong

Regardless of

Age

Gender

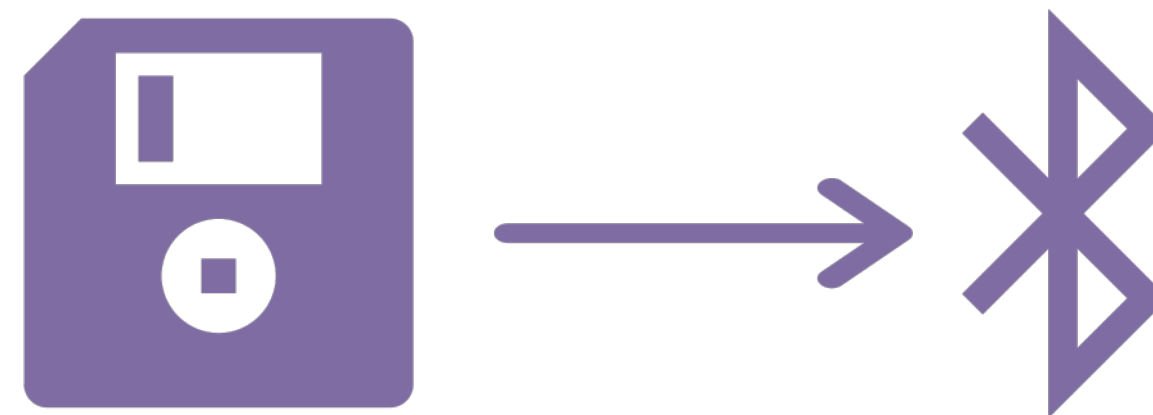
Race

Education

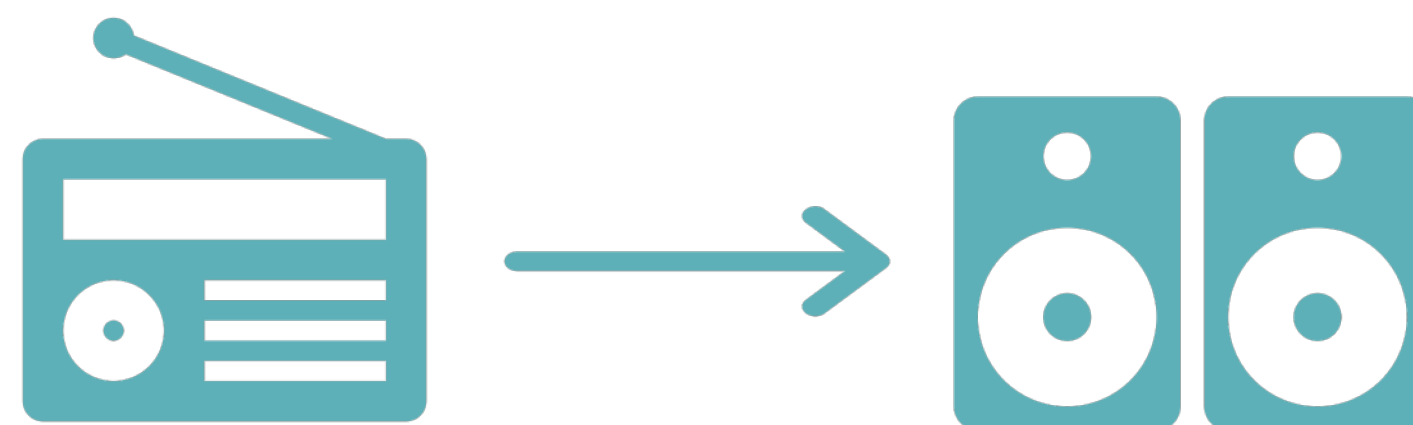




DISCONTINUOUS



CONTINUOUS



HOW TO BECOME AN INNOVATOR

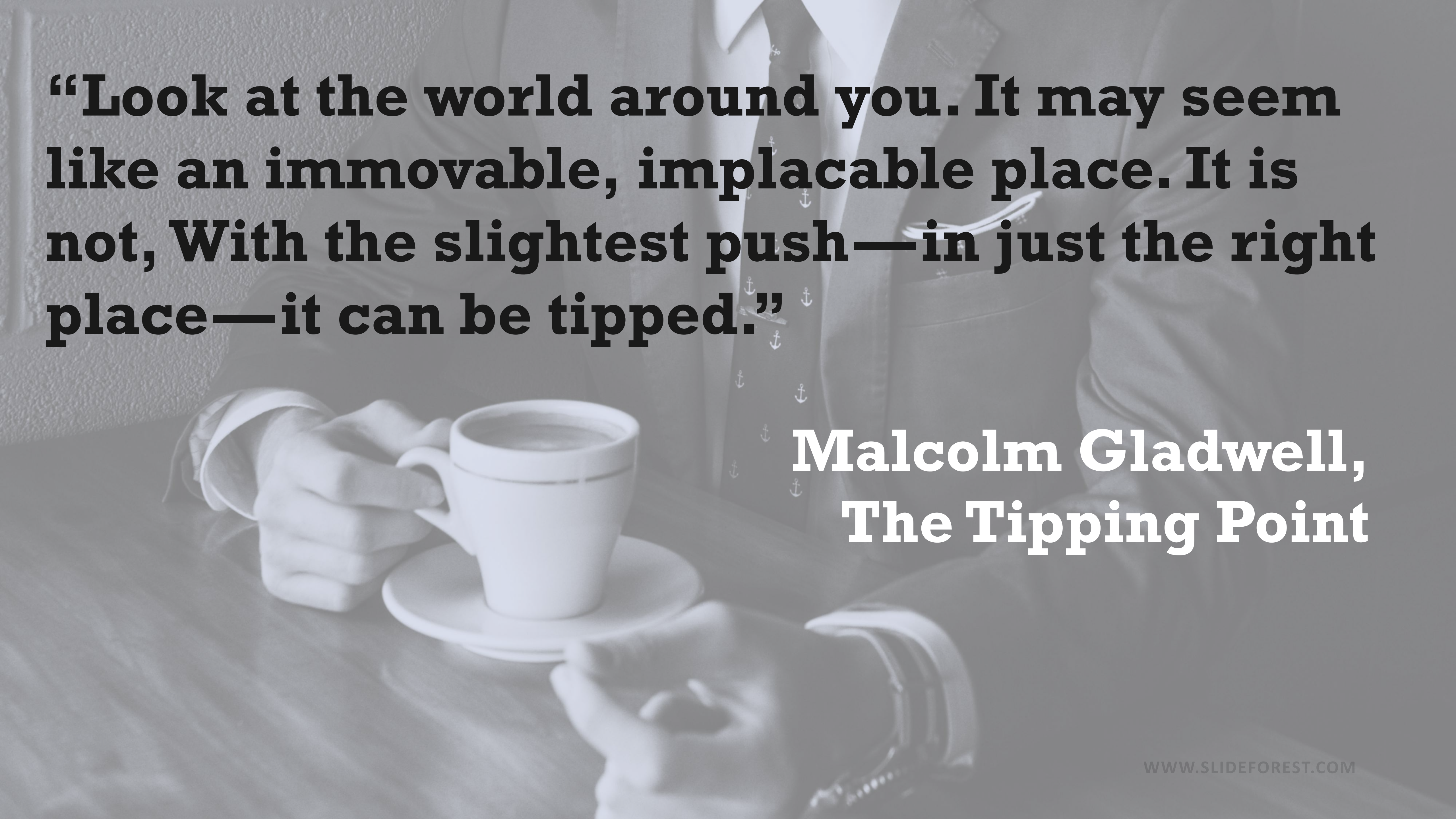


Emerging concepts

Read books

Go to small conferences

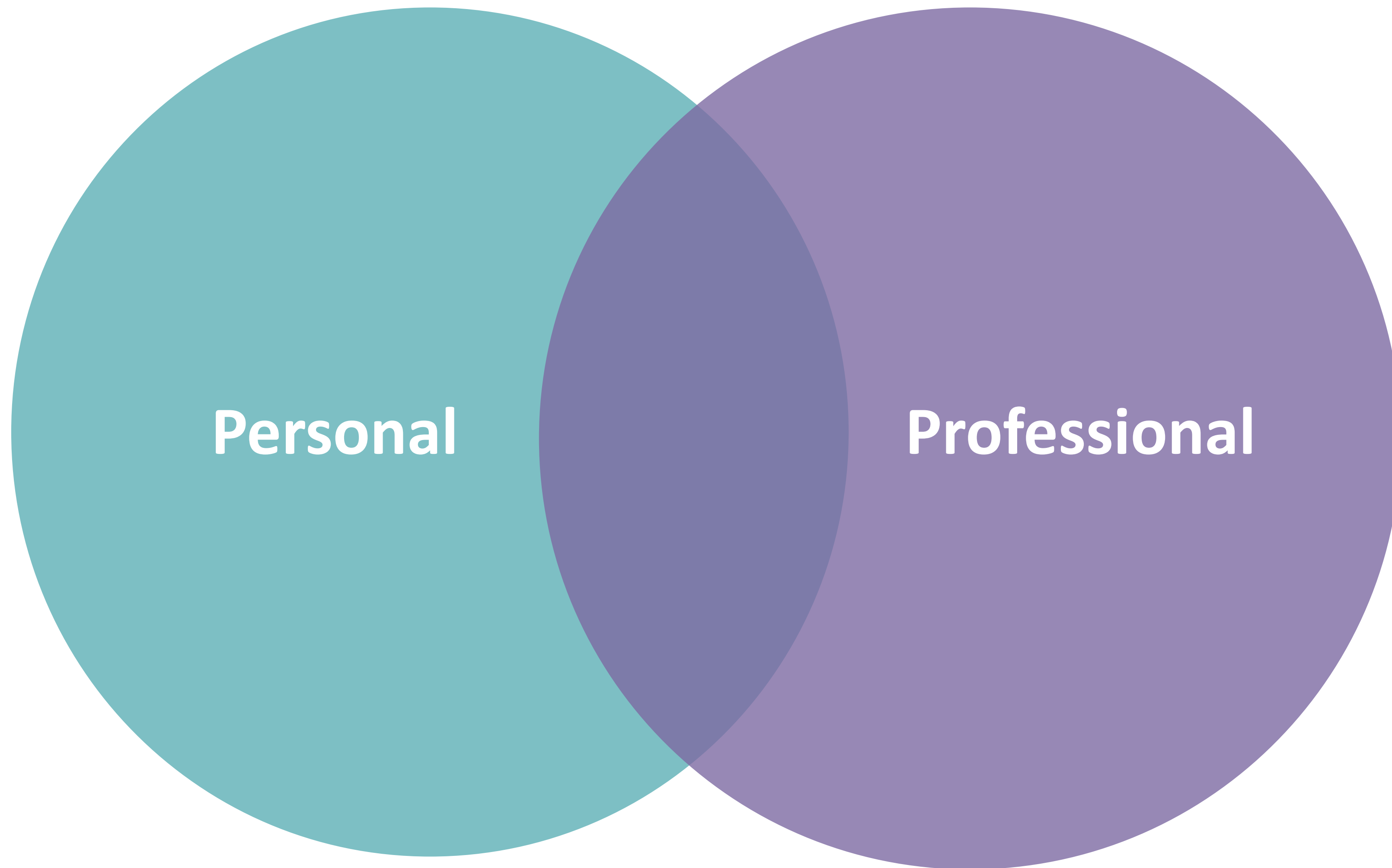
Learn from industry leaders

A grayscale photograph of a person in a suit and tie, holding a white cup of coffee on a saucer. The person's hands are visible, and they are wearing a watch on their left wrist. The background is a textured wall.

“Look at the world around you. It may seem like an immovable, implacable place. It is not, With the slightest push—in just the right place—it can be tipped.”

**Malcolm Gladwell,
The Tipping Point**

WHAT KIND OF INNOVATOR ARE YOU?



“Technology will definitely solve all our problems, but in the process it will create brand new ones. But that’s okay because the most you can expect from life is to get to solve better and better problems.”

**Scott Adams, Dilbert
and the Way of the
Weasel**





LEVERAGING ONLINE TECHNOLOGY





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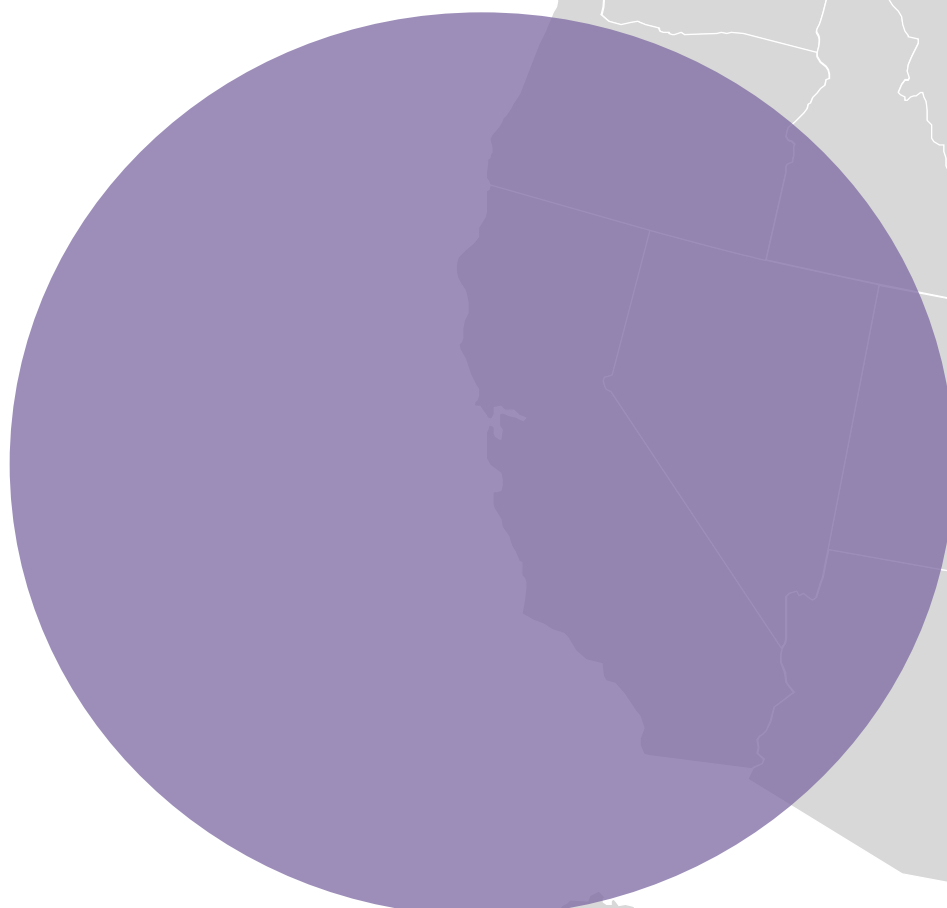
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Create Content

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A Practical Nine-Step Guide to Digital Marketing



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LET'S **KEEP IN TOUCH**



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