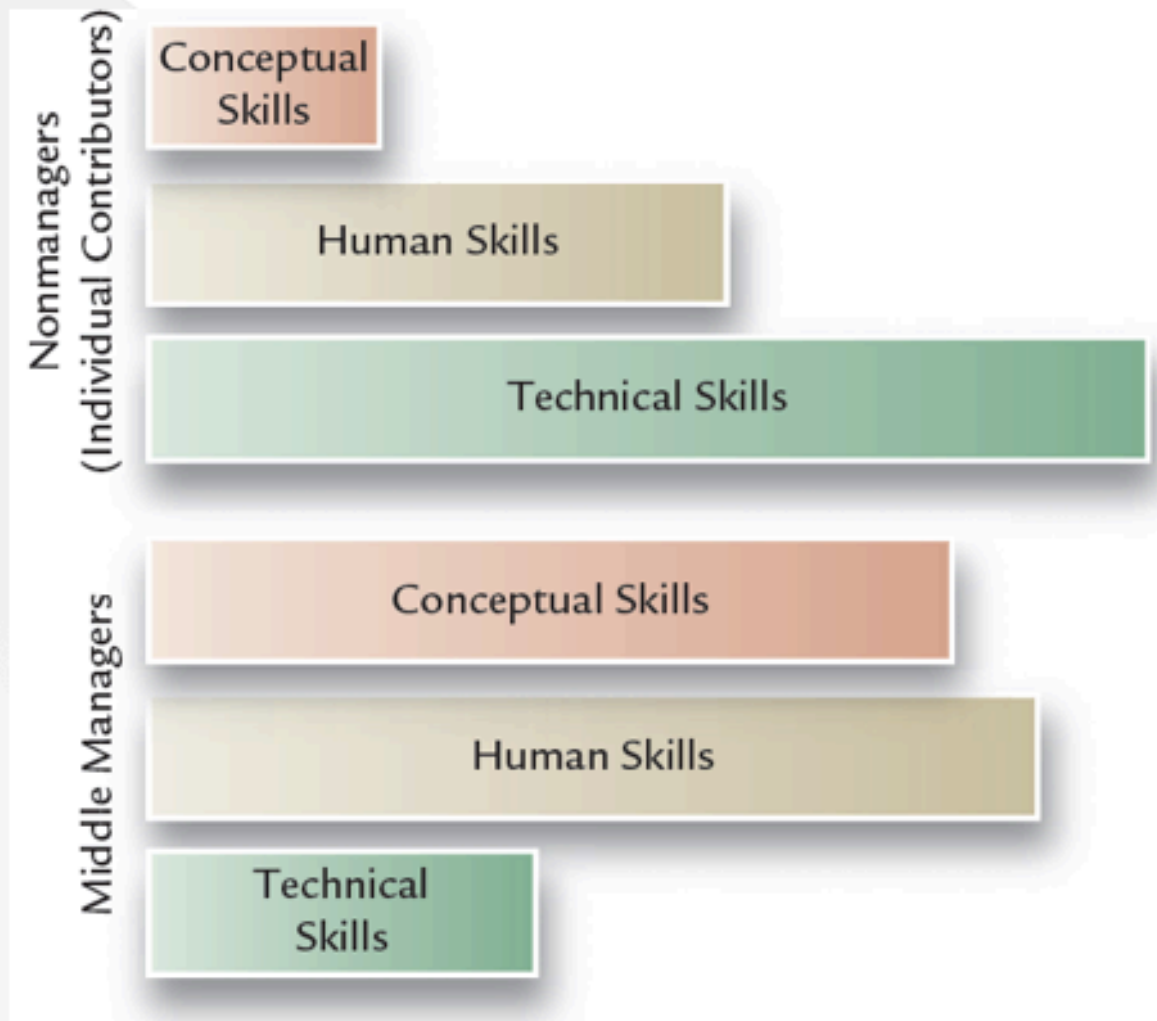


# 1.3 - Relationship of Skills to Management



# Why Innovative Management Matters

- ❖ **No battle plan survives enemy contact**
- ❖ Innovation is the new imperative
- ❖ Organizations cannot survive long term without innovation
- ❖ Innovation should be a part of company culture

**Reasons for why to be an innovative Manager**