

Action Guide

433: Research finds “both/and” thinking is best for innovation

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Application Questions

1. How do your organization’s leaders handle the tensions between tactical and strategic work?
2. How have you seen urgency pushing away bold innovation?
3. Describe one way you could put “both/and” thinking into practice.



Actions to Take

What to Do Now

- Look for opportunities to reframe the questions you’re asking. Avoid false dichotomies.
- Create boundaries to support innovation.

What to Do Soon

- Learn to be comfortable with tension. Consider many possible solutions.
- Be dynamic by continually adjusting your boundaries and assumptions.