

Looking for Global Creativity? Try Innovation without Boundaries

Thursday June 15, 11:23 am ET

ACTON, Mass. -- Companies are constantly challenged with the following dilemma - how to tap into the ideas of all employees regardless of geographic location. The Innovation Company in Acton, Mass. (<http://InnovationisEASY.com>) has recently introduced a new service to address this issue - Innovation without Boundaries(TM).

Using real-time, live, online delivery methods combined with threaded discussions and various approaches to embed key behaviors within an organization's corporate culture, The Innovation Company is able to quickly and efficiently get all employees - regardless of geographic location - sharing and implementing new ideas.

"Innovation without Boundaries is based on a need in the marketplace," explains Rich Trombetta, the President of The Innovation Company. "Corporations were asking for a way to establish an innovative work environment everywhere, regardless if someone worked at headquarters or out of a home office. They also wanted to avoid the costs typically associated with having to bring people together."

The foundation for this approach is modeled after The Innovation Company's philosophy that innovation is easy. Their concepts and approach are discussed in Trombetta's recent book, *Mustard Doesn't Go On Corn!* - How respect, openness, and a simple process for innovation can lead to great ideas (Trafford, 2006). The book outlines how the key to innovation is focusing on how to make things happen rather than why things can't happen.

What makes Innovation without Boundaries unique is the fact that the live online format only takes an hour, less time than many people commute to work. Using everything from a virtual 'standing ovation' to a game show with prizes, the approach is fun, interactive and participant-driven.

"For companies to be truly innovative, the corporate culture is the key," Trombetta adds. "Unfortunately, when a company has employees in multiple locations, establishing an innovative work environment can be a difficult goal."