



Are Mustard and Corn the Keys to Innovation?

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ACTON, Mass., -- We've all heard the term think outside the box. While some companies do understand the concept and its importance, many don't have a clue how to get their employees to put it into practice. Now there's a company that provides a radical new way of thinking about innovation and creativity.

"Innovation is actually quite simple," explains Rich Trombetta, president of The Innovation Company (<http://InnovationIsEasy.com>), located in Acton, Mass. "It comes down to respect, openness, and having a simple process to move ideas from thoughts to action. Our research shows that people are afraid to share their ideas

for fear that they will be immediately shot down. For a business to be highly successful, companies must help employees overcome that fear."

Trombetta is also the author of "Mustard Doesn't Go On Corn! How Respect, Openness, and a Simple Process for Innovation Can Lead to Great Ideas" (Trafford, 2006). The book

provides a practical approach to help companies become truly innovative.

"The vast majority of businesses are starving for a way to come up with the next big idea and put it into action," says Trombetta. "We have a proven approach that makes this happen."

The Innovation Company creates work environments where every employee has the power to share and implement new ideas. Following a three-step approach, they are able to make an immediate impact within a company and measure the results to show their clients a return on investment.

"Nobody steps into a position knowing how to do their job," adds Trombetta. "They get job training and learn to master each task. Innovative thinking works the same way: companies need to give employees the tools for innovation and provide a work environment that encourages new ideas, not shoots them down."