

**MAYFIELD BUSINESS FORUM
September 2012**

'KEEPING YOUR BUSINESS FRESH BY INNOVATING'

1 Looking internally:

What simple innovative things might most businesses do to improve the way they provide existing products/services?

- a)
- b)
- c)
- d)

2 Looking externally:

What are the best ways for businesses to go about determining, and then providing, new innovative products/services - that might lead to a doubling of their revenues/profits within 3 years?

- a)
- b)
- c)
- d)