

*"In our everyday lives, we encounter odd moments when we see things beyond explanation. Our conditioned response is to ignore these moments or explain them away.*

*Yet these moments, for the innovator, are the future knocking on the door. How else will new knowledge appear to us, if not as strange, bizarre, or incomprehensible experiences?"*

*The Myths of Innovation,  
Scott Berkun (O'Reilly, 2007)*

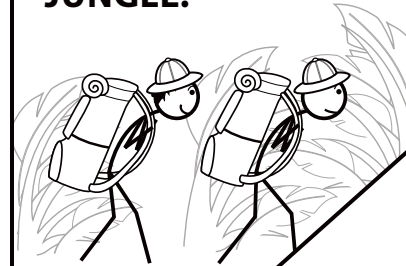
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Sometimes a serendipitous event can really jump start your creative juices.



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**TWO MEN ARE HIKING IN THE JUNGLE.**



**UNFORTUNATELY, THEY WALK RIGHT INTO A HUNGRY CHEETAH.**



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**ONE MAN IMMEDIATELY TAKES OFF HIS BACK PACK AND STARTS PUTTING ON HIS RUNNING SHOES.**

"Are you nuts!? Don't you know a cheetah can run 70 miles per hour?"



"Of course I know that ... but I only need to out-run you!"



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