
Harvest great ideas from your company's best assets

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- **Growth through innovation/creativity:**

Rather than be constrained by ideas for new products, services and new markets coming from just a few people, a Thinking Corporation can tap into the employees.

- **Increased profits:**

The corporation will experience an increase in profits due to savings in operating costs as well as sales from new products, services and ventures.

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- **Higher business values:**

The link between profits and business value means that the moment a corporation creates a new sustainable level of profit, the business value is adjusted accordingly.

- **Lower staff turnover:**

This, combined with the culture that must exist for innovation and creativity to flourish, means that new employees will be attracted to the organization.

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