

# Innovation at Hewlett-Packard

Carly Fiorona, CEO Hewlett-Packard:

Invention – which is at the heart and soul of what HP has been about and must continue to be about – invention depends fundamentally on creativity. And creativity, I believe, springs from a diverse group of people talking about the possibilities. And when I say diverse I mean people who look different, people who think differently, people who have different backgrounds, people who have different skills, people who have different styles. I believe diversity is critical to creativity. And I believe creativity is at the foundation of invention. And so we must include everyone. It is at the heart of our success going forward.

HP's philosophy for fostering an environment for creativity and innovation:

## Rules of the garage

- Believe you can change the world.
- Work quickly, keep the tools unlocked, work whenever.
- Know when to work alone and when to work together.
- Share — tools, ideas. Trust your colleagues.
- No politics. No bureaucracy. (These are ridiculous in a garage.)
- The customer defines a job well done.
- Radical ideas are not bad ideas.
- Invent different ways of working.
- Make a contribution every day. If it doesn't contribute, it doesn't leave the garage.
- Believe that together we can do anything.
- Invent.

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