



The joke goes:

Doctor: "Did you take those pills I gave you to improve your memory?"

Patient: "What pills?"

Unfortunately, for many individuals with memory challenges, medication management is anything but a joke. In fact, Ivan Spogreev began having concerns about his grandmother's ability to remember her medication and it was that concern which prompted him and a team of his peers to leverage their engineering skills to imagine a solution where seniors and caregivers could monitor medication through a mobile app and an internet-connected pill box.

**This brief newsletter message isn't about "memory" or "senior issues" per se. Rather, it's about the source material for true innovation.**

Great leaders create an environment where their people are constantly on the lookout for ways to remove pain or improve the human experience.

Ivan Spogreev's invention referred to as [CuePath](#) exemplifies the essential elements of innovation:

1. Awareness of a problem
2. Appreciation that the problem affects a sizable population of people
3. The willingness to consider "what if" scenarios that might address the problem (e.g. "What if" caregivers could use digital technology to track prescription medication use?)

4. Assembling a diverse group of people to conceptualize ways to assemble tools necessary to address the problem

Rather than getting immobilized by the daunting task of aspiring to be an "innovation company", I hope you will REMEMBER the simple art of problem identification and the steps needed to add value through the concerted efforts of your team.



## Timeless Wisdom

"The heart and soul of the company is creativity and innovation."

- Bob Iger

From the blog:



## Successful Customer Experience Strategy

In general, customers are honest and fair.



Lifetime customer value is more important than any single transaction.

When people are dishonest or unfair, they should be managed with more dignity than they deserve.



Your reputation matters.

## When The Customer Is Wrong - Should The Business Be Right?

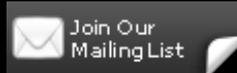
In 1909 Harry Gordon Selfridge, the founder of Selfridge's department store, is credited with saying, "The customer is always right".

Through the years, a number of my colleagues and I have emphasized that the customer is not always right but they are always the customer.

I've come to believe that in order to be truly successful deploying a customer-experience

strategy, you fundamentally have to believe: [Continue reading the full blog post.](#)

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