

- Lesson 1: **Implementation**: It is not enough to have a good idea; you also need to find a way to implement it.
- Lesson 2: **Good ideas**. You don't need to have an original idea to make a difference. But you do have to recognize a good idea and be able to adapt it. In choosing ideas you should weigh both the importance of the idea and the likelihood of implementation.
- Lesson 3: **Persistence**. If you believe in your vision, be both persistent and patient.
- Lesson 4: **Patrons**. You need a patron to achieve significant change.
- Lesson 5: **Selling**. A good idea is of little value if you can't sell it to your patron or directly to a key decision maker.
- Lesson 6: **Access**. Good access to your patron matters. Good physical location facilitates good access.
- Lesson 7: **Timing**. You need to opportunistically seize the right moment to sell your proposals.
- Lesson 8: **Flexibility**. Be flexible on yours means while staying true to your principles and goals.
- Lesson 9: **Collaboration**. When you're dealing with a complicated problem, you need a tremendous amount of collaboration.
- Lesson 10: **Precedent**. If a program is reasonably successful, it is very hard to change. So, try to pick the right basic structure of the initial implementation, and then incrementally improve it.
- Lesson 11: **Risk taking**. Innovation requires taking risks. Agency leadership must be willing to take smart risks.