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Innovation and creativity are required to ensure the triumph of Islam

Author: Imran Qureshi (identified as an Edmonton Inter-Masajid Shura rep in the [Edmonton Journal](#) on July 9, 2010)

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Excerpts:

The whole world didn't become Muslim the moment Rasoolullah (Muhammad) announced his prophecy.

(...) What we need is not a lengthy action plan that outlines every step of the way, but evolution of a central idea through continuous adaptation, innovation and creativity in the face of circumstances. Leaders set the broadest of objectives and seize opportunities.

(...) Thus we eventually saw even the staunchest of enemies of Islam becoming Muslims – Abu Sufyan ibn Harb, Sohail ibn Amr, Ikrimah ibn Abu Jahl – and giving their lives in the way of Islam in their quest for expiation of their sins.

Leadership is a choice, but it's not the choice to do nothing. It is a choice to endure and persist in an overarching goal through innovation, generosity and bravery.

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The whole world didn't become Muslim the moment Rasoolullah announced his prophecy. Surely, he was the truthful and trustworthy, but the moment he announced to his family that very moment he began facing resistance.

The world is constantly changing.

When your endeavor requires you to initiate interaction with people, community or market, you should expect to deal with the conflicts of human interests and activities. Dealing with living thinking entities (people), you

should expect to deal with the unexpected.

Seth Godin explain, "The reason marketing seems irrational, inconsistent and faddy is because it is." Every time you or your competitor in the market takes action, it changes what's going to work. The market is constantly evolving because of what is in play within the market.

In the face of constantly evolving market, there is no map or set of instructions for you to follow. Interaction or strategy cannot be simply reduced to a formula. What we need is not a lengthy action plan that outlines every step of the way, but evolution of a central idea through continuous adaptation, innovation and creativity in the face of circumstances. Leaders set the broadest of objectives and seize opportunities.

Now if you require success before even committing ... keep dreaming. Part of leadership is the ability to stick with the dream for a long time – long enough that the people realize that you're going to get there one way or another and end up joining you.

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