

FUNDAMENTALS OF CORPORATE INNOVATION



1

EVERYONE HAS A ROLE TO PLAY

Innovation is the job of everyone inside the organisation

2

GET COMFORTABLE BEING UNCOMFORTABLE

Innovation is uncomfortable, messy & unpredictable. If you're not uncomfortable, you're probably not doing it right.



3

MORE THAN A PRODUCT, SERVICE OR VISIONARY DREAM

It's a community of culture that's passionate, persistent, collaborative, knowledge seeking & inclusive.



4

NOT AN EXTRA-CURRICULAR ACTIVITY

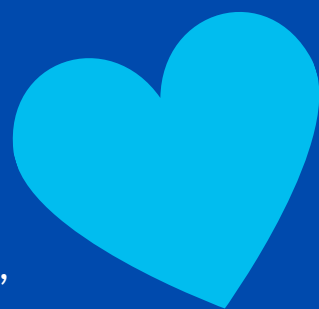
It's a core part of the business rhythm. Create the space, time & resources to make it happen.



5

FALL IN LOVE WITH THE PROCESS

Ideas are cheap, fast & easy, but it takes time, persistence & dedicated people to bring ideas to life.



6

INNOVATION IS AN ATTITUDE

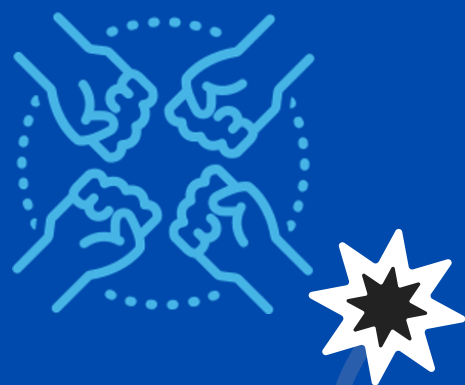
An attitude that is almost impossible to achieve through process alone.



7

THE GENIUS IS IN YOUR PEOPLE

Give them a voice. They see the problems, challenges & opportunities that others walk past every day.



8

DON'T BE DISTRACTED BY DISRUPTION

Fall in love with your customers and give them what they need - it's hard to disrupt an organisation that is loved by its customers.



9

IDEAS & EMPLOYEES ARE THE HEROES

Heroes of the innovation, and leaders are their guides.



10

SUCCESS IS REPEATABLE, SCALABLE & PERVASIVE

It's not a one hit wonder or lucky break.

