

12 INITIATIVES FOR BOOSTING YOUR COMPANY'S INNOVATION OUTCOMES

1st
INCREASE AWARENESS

1

A clipboard with a red cover and a silver clip at the top. The paper is white with a large red '1st' and the text 'INCREASE AWARENESS' in red. A small red circle with the number '1' is in the bottom right corner.

MANAGEMENT BOARD

CLEAR-SIGHTED
& COURAGEOUS
LEADERSHIP

2

A yellow megaphone with a white paper inside that says 'MANAGEMENT BOARD'. The background is red with white text that reads 'CLEAR-SIGHTED & COURAGEOUS LEADERSHIP'. A small red circle with the number '2' is in the bottom right corner.

BUILD AN
INNOVATION
CULTURE

3

A stylized tree with a yellow canopy and a brown trunk. The canopy contains the text 'BUILD AN INNOVATION CULTURE'. There are icons of a lightbulb, gears, and a pie chart on the branches. A small red circle with the number '3' is in the bottom right corner.

SET DOWN
CLEAR
OPPORTUNITIES

4

A target with a red bullseye and a white arrow hitting the center. The background is teal with white text that reads 'SET DOWN CLEAR OPPORTUNITIES'. A small red circle with the number '4' is in the bottom right corner.

COMBINE
METHOD
+
INSPIRATION

5

A red toolbox with a yellow handle and a yellow circle containing a black wrench icon. The background is dark blue with white text that reads 'COMBINE METHOD + INSPIRATION'. A small red circle with the number '5' is in the bottom right corner.

OBTAIN
LOTS OF DIFFERENT
IDEAS

6

Five lightbulbs of different colors (red, yellow, white, red, yellow) on a grey background. The text 'OBTAIN LOTS OF DIFFERENT IDEAS' is in red. A small red circle with the number '6' is in the bottom right corner.

IMPROVE
AND THEN,
DISRUPT

7

A white thought bubble on a grey background containing the text 'IMPROVE AND THEN, DISRUPT'. To the right is a line graph with a red arrow pointing up. A small red circle with the number '7' is in the bottom right corner.

KNOW WHAT NEEDS YOU
ARE ADDRESSING

8

Two hands shaking in a firm grip. The background is red with white text that reads 'KNOW WHAT NEEDS YOU ARE ADDRESSING'. A small red circle with the number '8' is in the bottom right corner.

TRY THINGS OUT,
LEARN,
& SCALE UP

9

A yellow staircase on a dark blue background. The text 'TRY THINGS OUT, LEARN, & SCALE UP' is written in white and red. A small red circle with the number '9' is in the bottom right corner.

SCREEN IDEAS
EARLY ON

10

A funnel shape on a dark blue background. The left side is wide and contains several lightbulb icons. The right side is narrow and contains a few colored dots. The text 'SCREEN IDEAS EARLY ON' is in white. A small red circle with the number '10' is in the bottom right corner.

INNOVATION WORLD CORE BUSINESS

ORDER 2 WORLDS

11

An infinity symbol made of two interlocking rings, one red and one orange. The text 'INNOVATION WORLD' and 'CORE BUSINESS' is above the rings, and 'ORDER 2 WORLDS' is below. A small red circle with the number '11' is in the bottom right corner.

MANAGE
THE PATH

OPTIMISM

PESSIMISM

12

A line graph on a red background. The y-axis is labeled 'OPTIMISM' at the top and 'PESSIMISM' at the bottom. The line starts at a low point, goes up, then down, then up again. A small red circle with the number '12' is in the bottom right corner.