

Step 1: Understand your fields of innovation -

Why do this:

A company needs to understand their current and desired (business) context for every field of innovation.

Who and How:

- The Area2 coordinator facilitates 'the exploration worksheets' sessions
- The OpCo innovation expert is responsible for filling the fields
- Some employees can be involved with filling the fields

What will it result in:

Different options in every element shown in the fields of innovation.

Purpose: this field is about why you need to innovate, what you perceive as being innovative and what type of innovations you want to focus on. Do you want to focus on small steps or improvements, or do you want to focus on big inventions?

In response, what do you expect from your employees? Do you want them to only give feedback on ideas, or do you want them to come up with ideas as well? Or in other words: who should be involved?

Capabilities: this field is in the first place about what type of people you currently have and need. People who are more thinkers, or more hands on? Second it is about what kind of skills you need, from the people you want to be involved. For example, do you need them to learn interpreting the voice of the customer?

Support: how could you support the different capabilities, is the main question for this field to understand. First, in terms of resources as time and money, different communication channels, organizational structures that might need some adjustments and practical support on how to follow up on ideas.

Second, appreciative support. Feedback on every idea or acknowledgement from higher levels in the organisation (management or directors).

Step 2: Choose your track of innovation -

Why do this:

To make- and communicate concrete decisions about what innovation direction to focus on.

Who and How:

The OpCo expert and some employees, with help of the 'track worksheets'

What will it result in:

A track of innovation: a chosen direction or path, innovation.

Step 3: Follow the innovation process -

Why do this:

To have a structured way of dealing with the innovation track in practice.

Who and How:

The OpCo innovation expert will guide the overall process, anyone can join based on the expectations in the OpCo's.

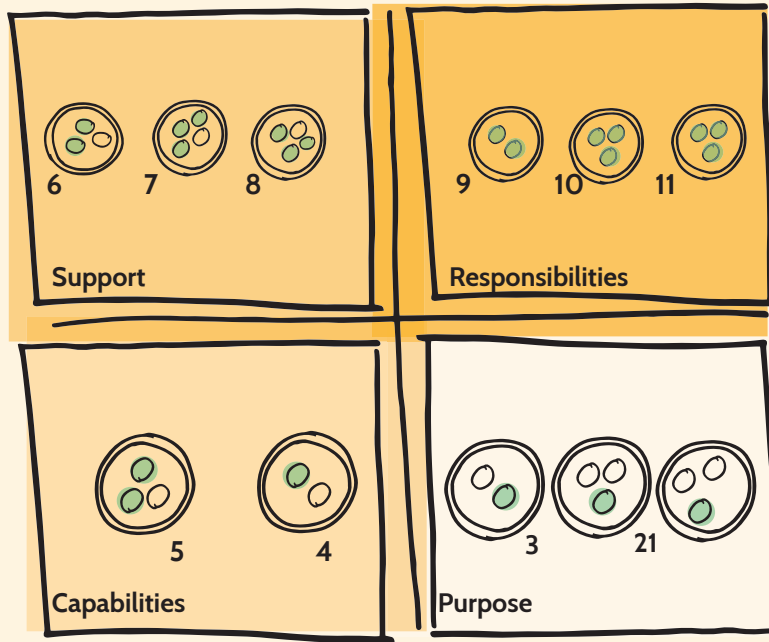
What will it result in:

Multiple options:

- From very good ideas to less good ideas.
- From prototyping and testing, to implementing and scaling.
- From measuring, to learning and reflecting

Communication channels
Structures and processes
Resources

⑥
⑦
⑧



⑨ Responsible persons
⑩ Product - and project owners
⑪ Measuring and learning

Our culture and organisation
Skills of our people

④
⑤

① Direction of innovation
② Innovation portfolio
③ Employees' expectations

