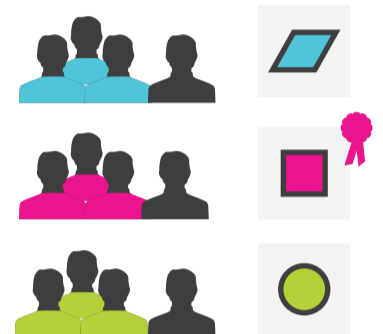
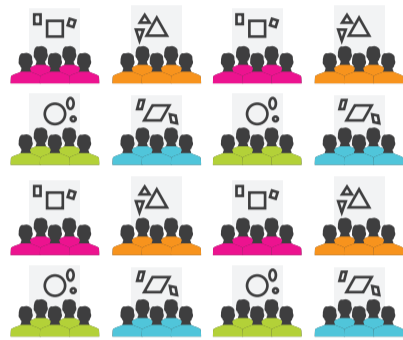


IDEA RELAY

a collaborative journey that is set up around a relevant theme to discover talent and improve collaboration to gather fresh, new ideas from the entire organisation



Triggering ideation with a **warming up**

Every relay starts with a big question posted by the problem owner. It is a triggering question and call to action, with a challenge brief offering more details about the background of the challenge and the issues being tackled.

Sharing insights & ideas at **the start**

Within a period of five weeks employees share stories, inspiration and first ideas in the comfort of their own store or circle of colleagues. At the end of this period they submit their idea, as an individual or on behalf of the team.

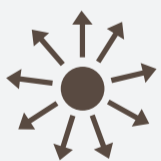
Enriching ideas of **the lead pack**

The lead pack is a selection of the best ideas published by the problem owner. During a period of five weeks these ideas will be collaboratively enriched, which increases the quality of the selected ideas.

Developing ideas in **the final sprint**

After a careful selection the problem owner chooses the most promising ideas for further exploration. The idea owners are invited to a workshop in which they work together with Ahold innovators to take the ideas to a next level.

Value for Ahold



Stimulate innovation across all employees

The dynamics of the idea relay will enhance an innovation culture and stimulate forward thinking towards new opportunities.



Inspire collaboration among employees

The relay encourages people to team up and strengthens the collegial ties and group spirit within the organization.



Find solutions to business-critical needs

Creative thinking of employees is focused on surprising ideas and outcomes that are aligned with existing business needs.

Recognition of good ideas

Employees with good ideas will be acknowledged in public and winning the relay will be perceived as a social reward.



Development of innovation skills

Peer feedback and expert coaching during online enrichment and offline elaboration enhance a process of personal learning and development.



Business relevance of contributions

Employees can add value to the organization by coming up with new ideas and solutions to business challenges that really matter.



Value for Employee