

Eight key innovation principles that foster the innovation mindset in your organization

In times of rapidly changing markets and increasingly new technologies, the key for organizations to remain successful in the long term is to identify and implement innovation that will make a difference for future business. These, potentially radical or even disruptive innovations, can only be brought to life by organizations that foster an innovation mindset within their culture.

LEAVE YOUR COMFORT ZONE

Radical or disruptive innovations can only be reached by exploring new territories and challenging the way you do business today.

- We are often constrained by our bias of experience
- Break your own patterns
- Challenge your usual approaches
- Innovation needs leaders who thrive in the unknown

EXPERIMENT TO INNOVATE

By experimenting, organizations become comfortable with uncertainty. Create a pioneering spirit like “Never Try, Never Know”.

- Define your purpose
- List your assumptions and identify the most critical ones
- Design and run your experiment
- Collect data & feedback
- Review results and decide on next steps

CREATE A SAFE ENVIRONMENT

An organizational climate that embraces psychological safety encourages people to speak openly and frankly about problems.

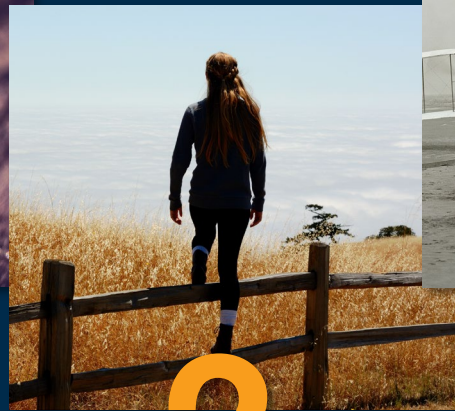
- Flatten organizational hierarchies
- Engage through transparency, trust and ownership
- Defer judgement – e.g. treat every initial idea as equally promising
- Review results and decide on next steps

COLLABORATE

Collaborate to create holistic, sound solutions and to test new innovation grounds.

- Innovate in cross functional teams
- Co-create with a broad variety of stakeholders from your ecosystem (including your competitors)
- Collaborate with different “industries”

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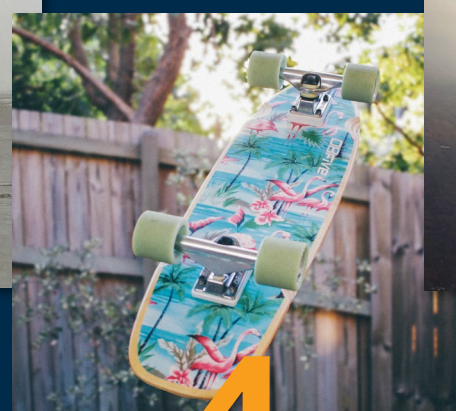
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LOOK OUTSIDE

The future starts and evolves outside of your organization. Capture and connect insights to learn how they could affect your business.

- Understand how your organization is perceived from the outside
- Distill emerging trends from your customers, competitors, other industries, suppliers, start ups, etc.

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LEARN FAST

Learning at an early stage is your innovation compass.

- Articulate and test hypotheses
- Create empowered, cross-functional teams
- Reward risk taking, but avoid incompetency
- Accept failure as part of the learning process etc.

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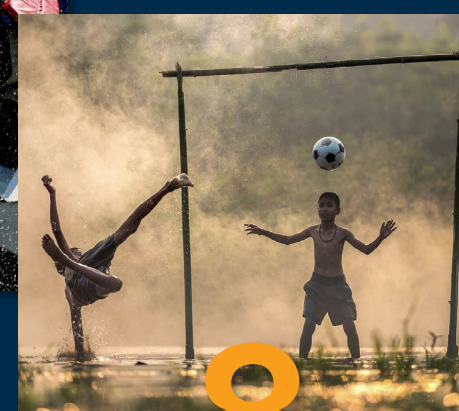
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COMMUNICATE

Communication can make the difference between success and failure when it comes to innovation.

- Frequent communication, including active listening, is more necessary than ever
- Establish simple communication platforms that let ideas spread easily across departments
- Communicate to get feedback and often ask ‘why?’

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WORK TOWARDS A BIG GOAL

Working towards a larger vision unifies efforts and catalyzes innovation.

- Think big to inspire and aspire
- Set clear targets that enable everyone to focus their innovation efforts
- Provide a simple definition of your goals (e.g. landing on the moon)