

Innovation Culture Canvas®

IDEATION



diverse
INSPIRATION

Fueled by diversity and ample idea time, great inspiration comes from multiple sources. Open mindedness and inclusivity, allows teams to combine ideas, while harnessing their members' unique talents, skills, and backgrounds to the highest degree.



resilient
LEADERSHIP

Resilient and value-based leadership provides the message of direction and priority. Setting an example, with passion and future optimism, leaders build long-term commitment and trust, while encouraging boldness and working for delivery effectively.



experimental
SPACE

A creative and experimental workspace design offers a stimulating physical environment for fostering ideation and well-being. Tolerating developmental mess allows for quick proto-typing and the ability to learn from failure for optimum growth.



agile
PROCESSES

Agile processes, idea platforms, and reward schemes trigger the quality and pace of innovation. Transparent, flexible, client-centric, and result-oriented tools set clear targets, measure progress, define success, and allow for efficient collaboration.



maternal
HEART

Building strong heartfelt connections with colleagues and customers allow employees to better engage with their work. Emphasising co-creation, team spirit, and positive pride, teams work for win-win situations by growing friendships and showing mutual care.

INNOVATION CULTURE CANVAS®

DISCOVER MORE!

*The essential new
work tool for business
leaders, innovators
and entrepreneurs to
visualize company
culture...*

trends **CLOUD**

key **CHALLENGES**

culture **CAMPAIGN**



**Does your company have a Renovation Culture or an
Innovation Culture?**



WORLD CLASS *culture*

Companies who have managed to move to a level where all components are operating with a resourcefulness that allows teams to innovate again and again.

PIONEER *culture*

Companies who have overcome the rigidity of the corporate structure, but generally not across the board. They have some components that are operating well, but others that challenge clear moves forward.

TRADITIONAL *culture*

Companies whose past successes have led them to a positive level in terms of profits and size, but who face getting stuck due to the increasing rigidity of their structures.

LAGGARD *culture*

Companies that are slow to move forward in terms of innovation and growth, and who generally face the possibility of closure.

why

Is innovation culture important ?

*Because you
can't expect
good output
without having
good input.*

INPUT: Innovation Culture

OUTPUT: Innovation Outcomes

Leadership

External Brand

Space

Operational Innovation

Heart

Product Innovation

Processes

Service Innovation

Inspiration

Business Model Innovation

Investing in an Innovation Culture empowers businesses to drive innovation, to attract future talent and to ensure future growth by optimizing leadership, space, heart, processes and inspiration.

RESULT: Growth in Business Performance

Holistic View

The Canvas invites users to take a holistic view when assessing company culture, allowing them to incorporate existing pockets of innovation while creating new ideas.



Laugh
Lae
10:00

Cologne
FEAVOR
office bar &
breakfast room

Flavor
Caramel

Food
Relaxation

Bola
Rotonda
São Paulo

meals
& breakfast or
lunch
together per
week...

Trash
City Link
Escape Authority
team

Food
Gary's team
Princeton
space
is a
relaxation
room - music,
comfortable
seating, etc.

TSE
POOL

Break the
WALLS
WEEK

Distribute
Mouse

Organize
deconstruct
M) office Event

Relaunch
Subscription
FINANCIAL
- full launch the
POSS/104

FIREWICH
SUPERMARKET
AS Reception

O'Risk
MOVE TO
A NEW
COUNTRY

HATE IT
FEEL IT
Using forms.

HAVE A Idea
FOR POSTING
IDEAS

Create TIME
Forum
Run for
Canada Analysis

Giving back
to community
big projects
with emphasis
on involvement

lead
message
priority
basis
mission, is
a common
to encour
working

GET CLIENTS
TOGETHER
with common
interest
- TEA

From Community
to
Community
LIFE

Share ideas
with experience
workshop design
environment
ideas
to create cards on a
message and
ins from
turning of

IF WE MAKE
a TEAM TO SET
A SPECIAL
calendar

EAT
ORANGE
ONLY
ADD A
WHEEL

TRADE
TEAM
STOOD
STAND

CREATE
FORMS
FOR
ANALYSIS

WANT TO
PEOPLE
1.2.2011

INNOVATION CULTURE 2011 | MORE ON WWW.BIC.SG

Your
Innovation
Culture

Alignment

The Canvas invites users to create a common understanding on innovation culture, both strengthening internal alignment and spreading a sense of urgency.

TOP 20
CULTURE
TRENDS

- Go Green
- Visit the Park
- Screen Values
- Be Bold
- Healthy Food
- Office Vibe
- Zero Spins
- Cool Aids
- Identify In-Job
- Positive Pride
- Team Spirit
- Liberty
- Client Goals
- Share the Fruit
- Crash Team Work
- Run a Job
- Team Goals
- Lower Stress
- Outside the Box
- Wise Thinking

BUSINESS INNOVATION CULTURE®





Hands-On Tool

The Canvas give users the opportunity to work with a hands-on tool to explore, ideate, prioritize and implement culture projects and ideas.

how

to use the canvas:

EXPLORE

IDEATE

PRIORITIZE

IMPLEMENT

**Innovation
Culture**

front...

Use the front of the canvas to **review the five key pillars** of Innovation Culture, **capture trends** that inspire you, **identify the culture challenge** that you want to focus on, and **create a culture campaign**—with lots of great project ideas to complement!



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EXPLORE
IDEATE

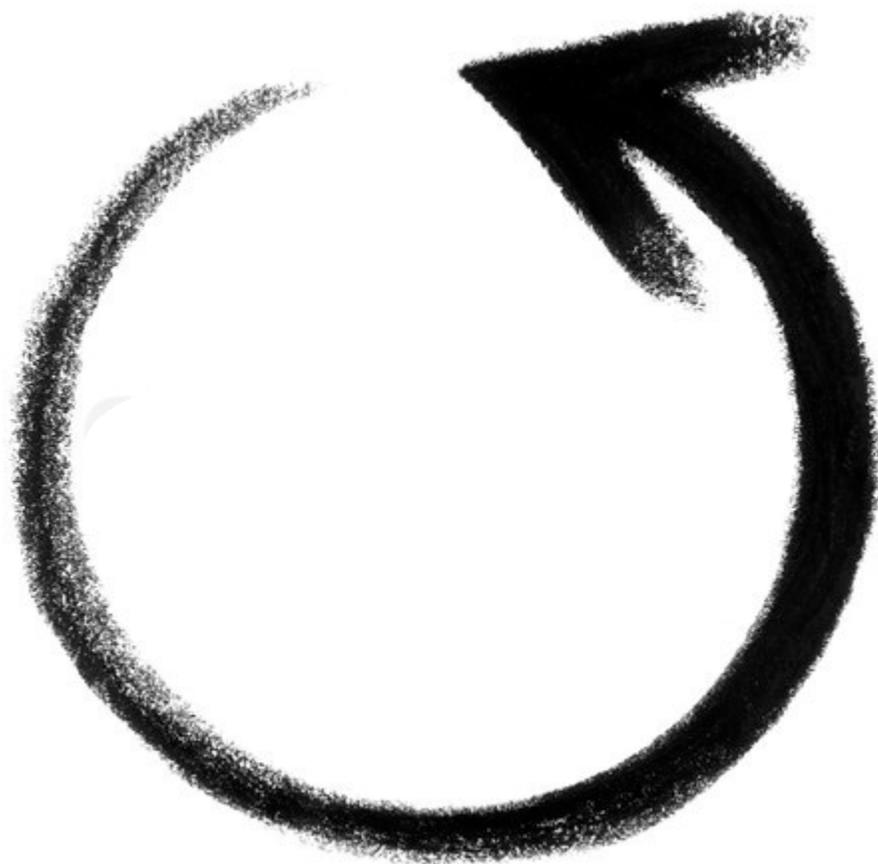
trends **CLOUD**

key **CHALLENGES**

culture **CAMPAIGN**

turn!

(around the canvas)



Innovation Culture Canvas®

IMPLEMENTATION

INVESTMENT (ranking on estimated investment need - time and/or cost)

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LOW	third priority (consider parking)	third priority (consider parking)	first priority start here!	first priority start here!	<p>implementation QUESTIONS</p> <p>1. WHERE? What will the general scope of your chosen projects be? Team, department, office or region focused?</p> <p>2. WHO? Who will drive the projects and what size of team will you need to gather to begin implementing these projects?</p>
	third priority (consider parking)	third priority (consider parking)	first priority start here!	first priority start here!	
MEDIUM	third priority (consider parking)	third priority (consider parking)	first priority start here!	first priority start here!	
HIGH	last priority (go to parking!)	last priority (go to parking!)	second priority		
VERY HIGH	last priority (go to parking!)	last priority (go to parking!)	second priority	second priority	<p>Ideas that are maybe useful in the future...</p>
	LOW	MEDIUM	HIGH	VERY HIGH	

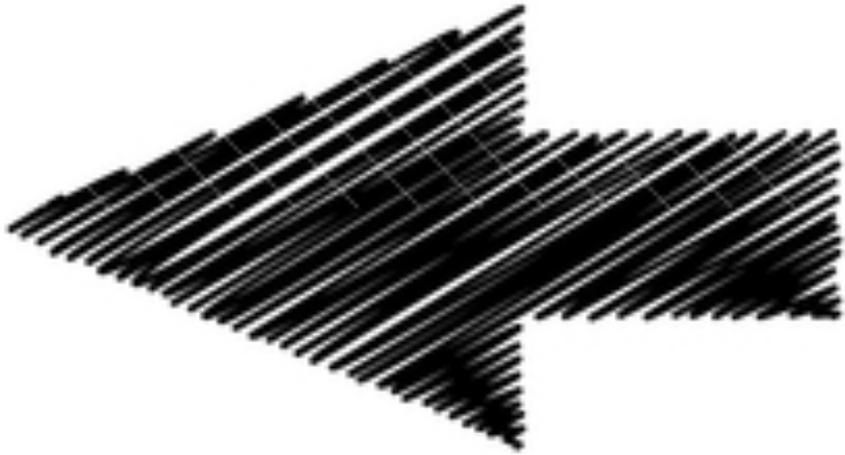
PRIORITIZE

IMPLEMENT

IMPACT (ranking of estimated impact on innovation culture)

back...

Now use the back of the canvas to **prioritize your projects**, looking at factors of investment verses impact. Answering specific implementation questions ensures that you have a **practical, detailed action plan** that's ready to be introduced!



How can
you get
started?

click [here!](#)

who

is already using the canvas?