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®

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

DISCOVER MORE!

trends CLOUD

key CHALLENGES

culture CAMPAIGN

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

Innovation Culture

Renovation 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

Space

Heart

Processes

Inspiration

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.

External Brand

Operational Innovation

Product Innovation

Service Innovation

Business Model Innovation

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.

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

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!

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.
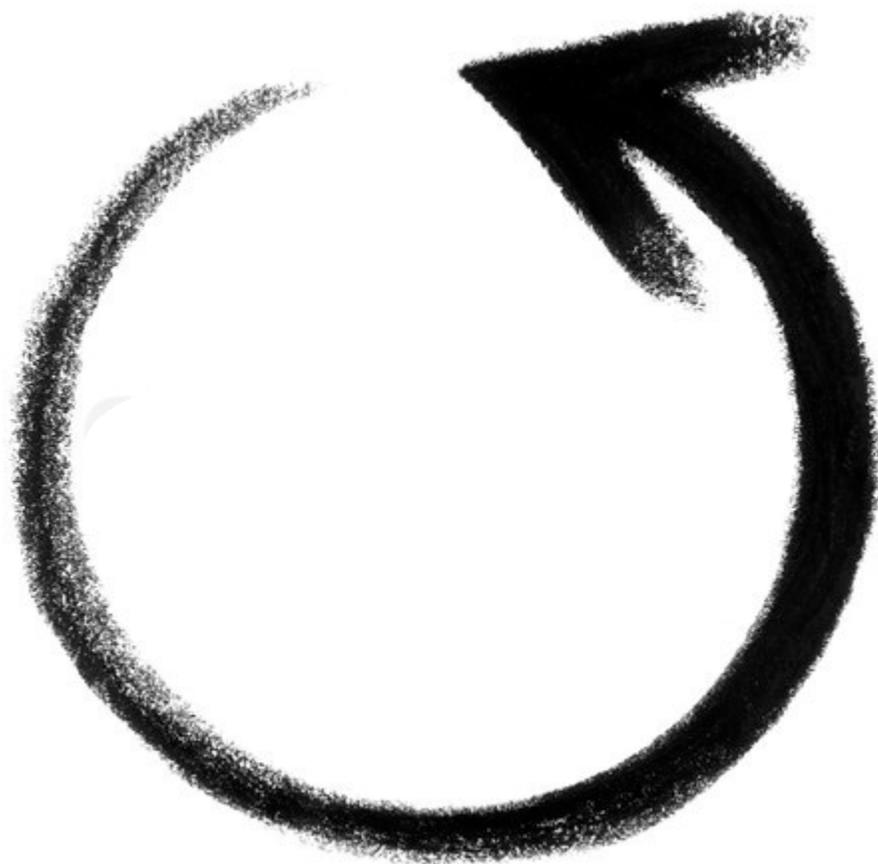
EXPLORE
IDEATE

trends CLOUD

key CHALLENGES

culture CAMPAIGN

turn!

(around the canvas)

Innovation Culture Canvas®
IMPLEMENTATION

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

	LOW	MEDIUM	HIGH	VERY HIGH	
LOW	● third priority (consider parking)	● third priority (consider parking)	● first priority **start here!**	● first priority **start here!**	*implementation* **QUESTIONS**
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	

IMPACT (ranking of estimated impact on innovation culture)

implementation **QUESTIONS**

1. WHERE?
What will the general scope of your chosen projects be? Team, department, office or region focused?

2. WHO?
Who will drive the projects and what size of team will you need to gather to begin implementing these projects?

Ideas that are maybe useful in the future...

PRIORITIZE IMPLEMENT

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!
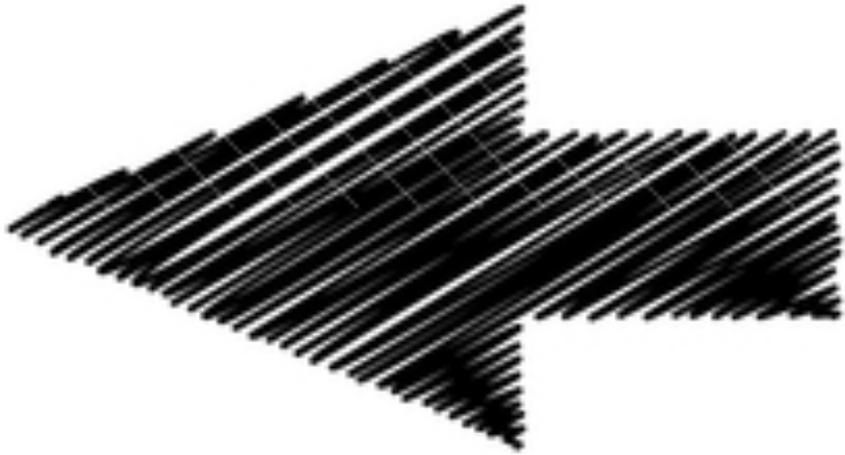
How can you get started?

Click *here!*

who

is already using the canvas?