

# Becoming Agilely Innovative

**“The label ‘Innovative’ must be earned.  
It cannot be claimed or given.”**

The Bare Minimum for Innovation:

1. The ability to generate new ideas
2. The ability to bring new ideas to market



The 4 Pillars of Building a Culture of Innovation

## Communication

Corporate leaders communicate the needs of the organization, why they are important and show commitment.



## Rewards

The organization rewards its employees for participating in the program, and highlighting their contributions and accomplishments.



## Idea Management

Ideas are collected from sources internal and external to the organization, with the best ideas presented to management for investment.



## Innovation Governance

Management reviews the progress of their various innovative investments, continuing to fund the ones that are performing well while divesting from those that aren't.

