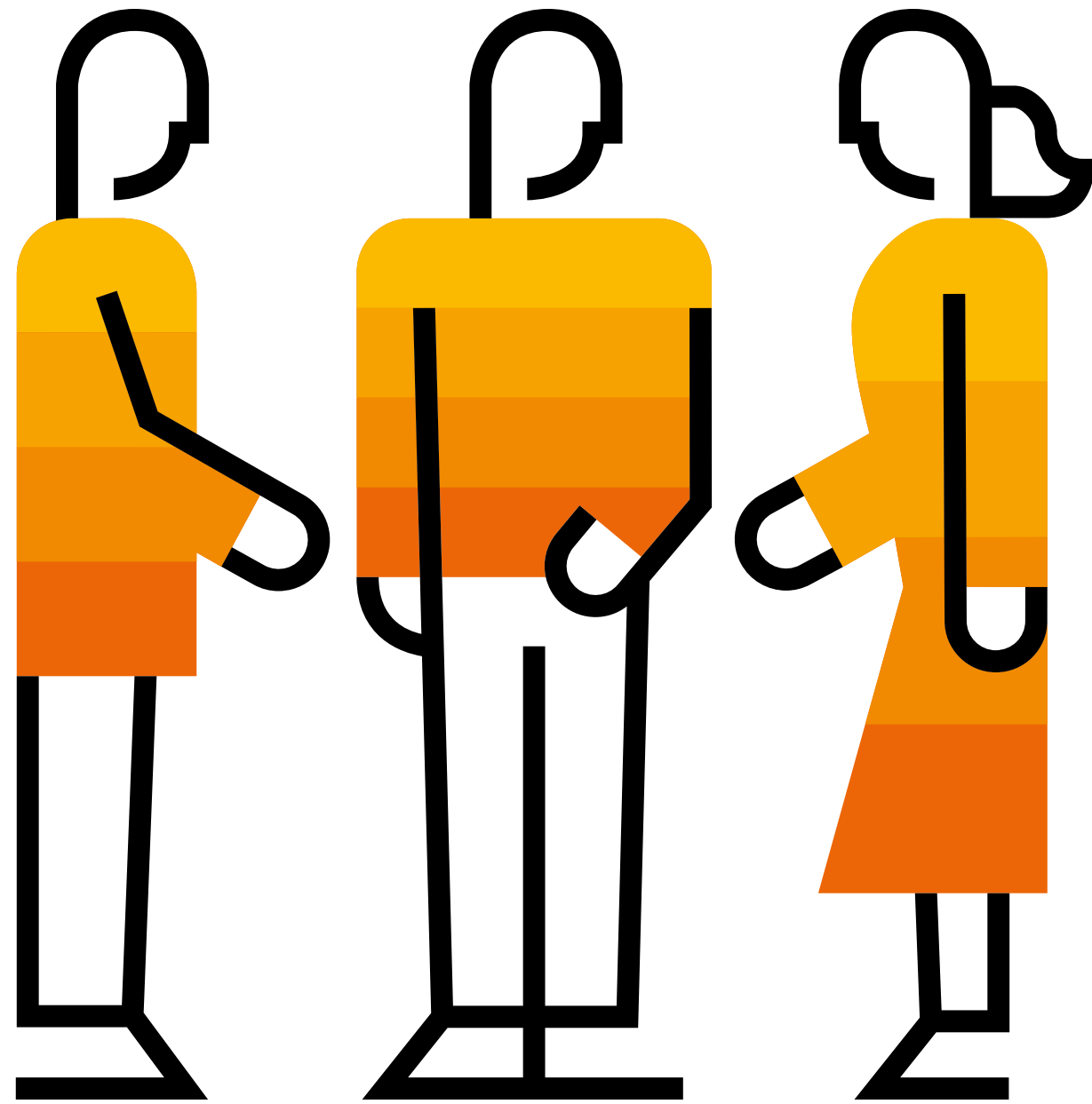
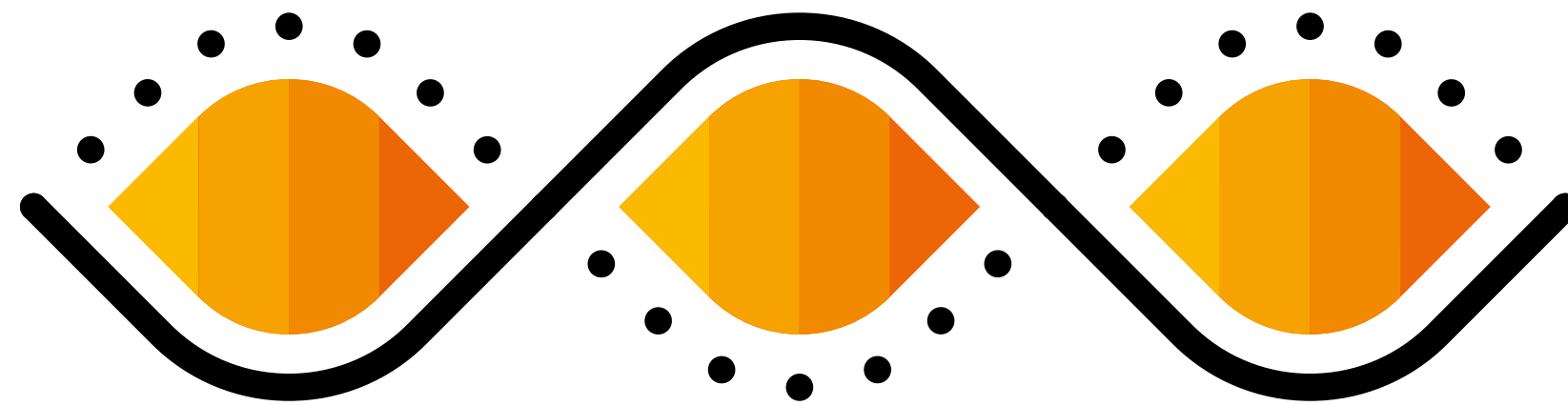


# The pillars of **innovation culture**



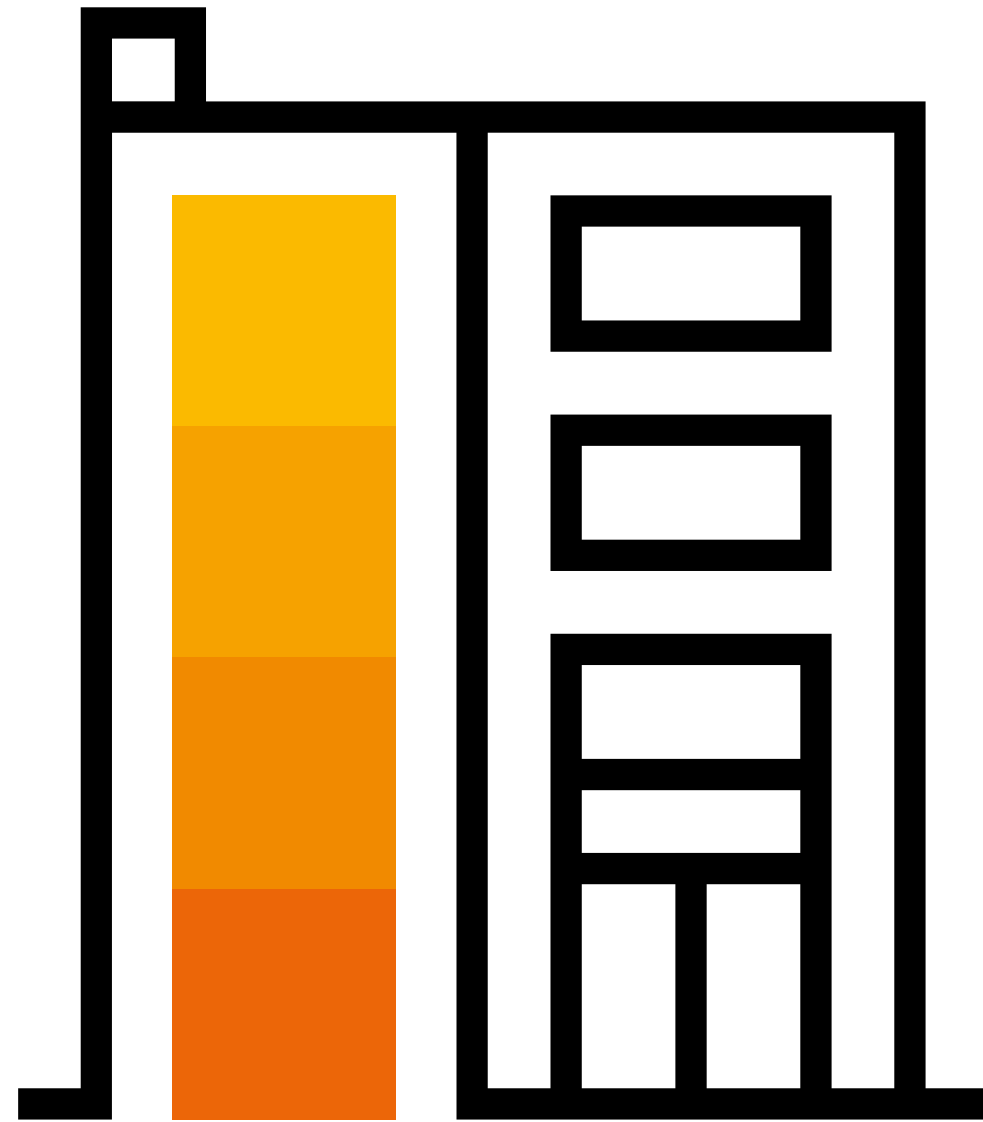
# People

People are at the core of innovation. Organizations can enable people with the right skills, mindsets, and competencies for creativity and collaboration.



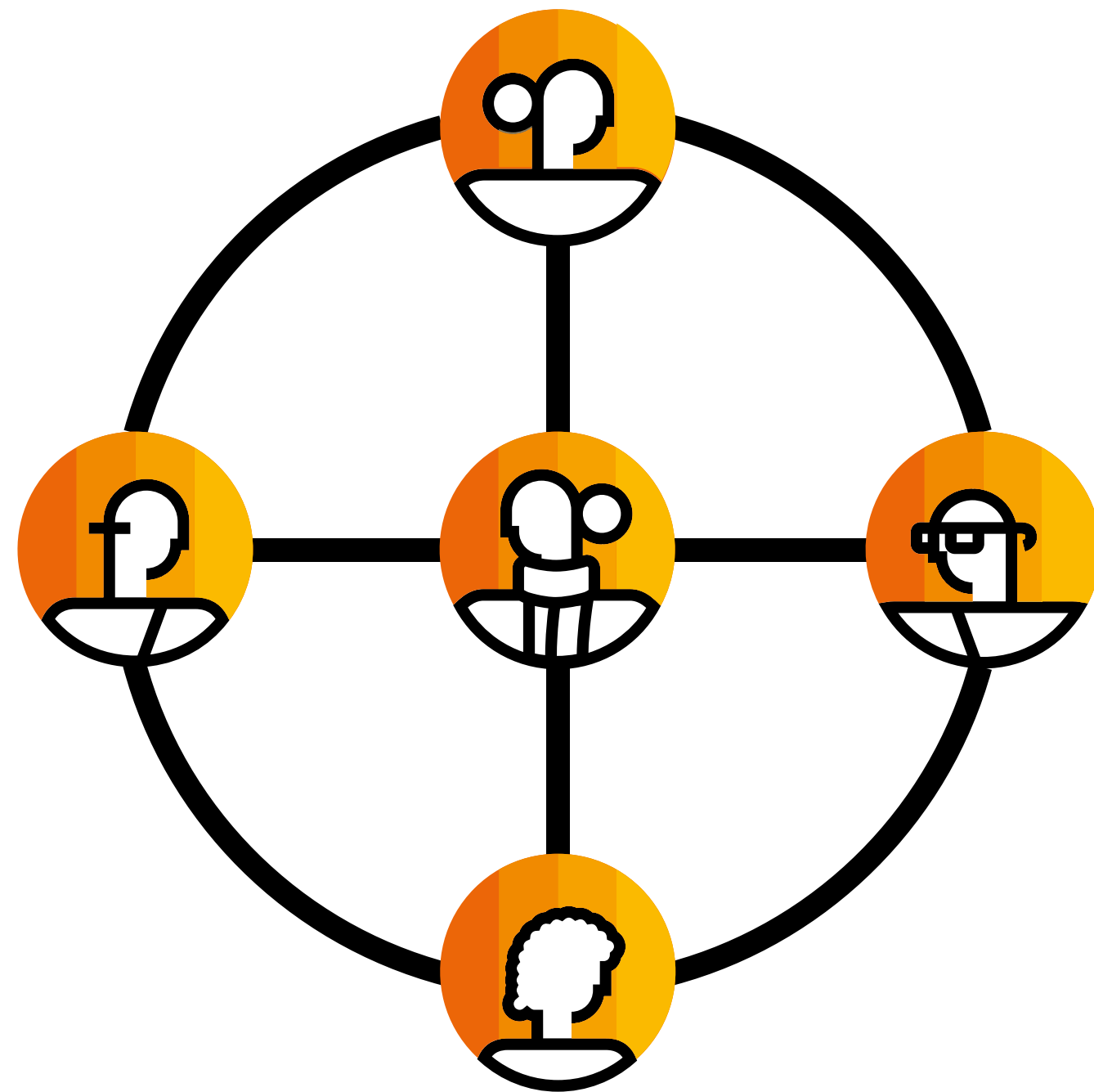
# Process

The iterative design process supports the entire innovation lifecycle: from the generation of novel business ideas to the development and delivery of high value solutions.



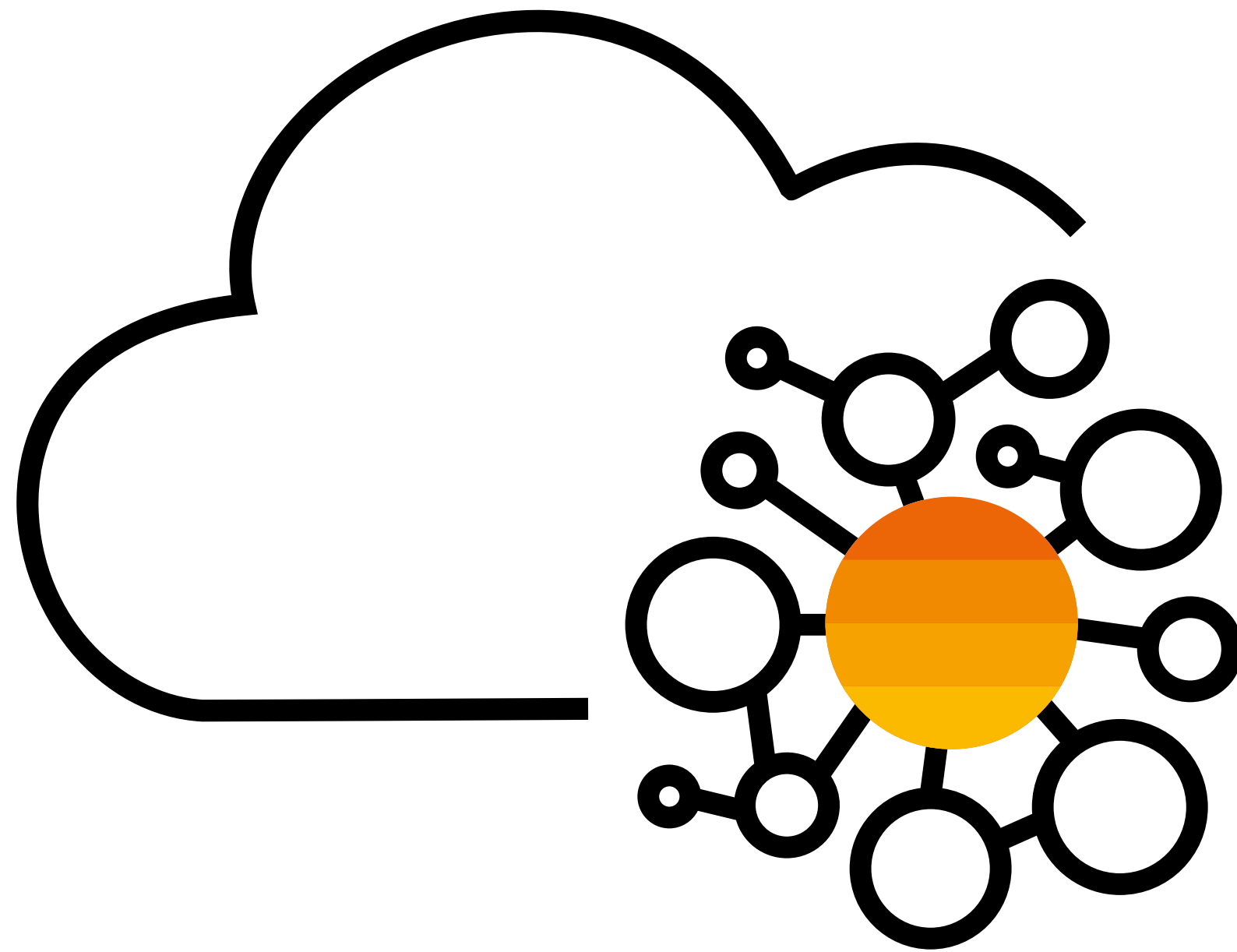
## Place

As organizations begin practicing innovation, they need to be surrounded by spaces that support creative work.



# Leadership

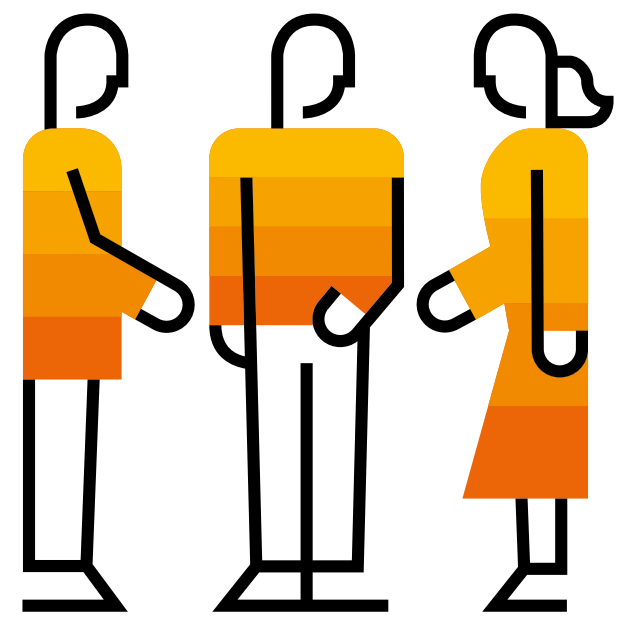
A culture of innovation can only flourish when it's supported by the organization's leadership. Organizations need to have a human-centered mindset to empower their people and nurture practices for innovation.



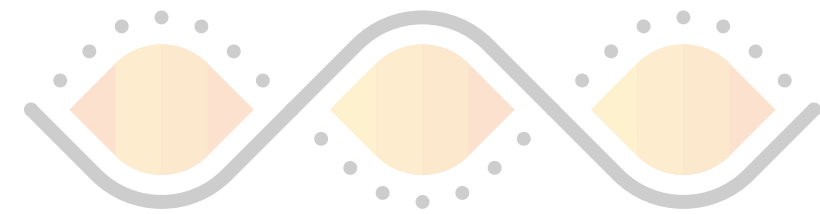
# Technology

Technology is the enabler, the foundational element to practice continuous and scalable innovation and put it in the hand of the end users.

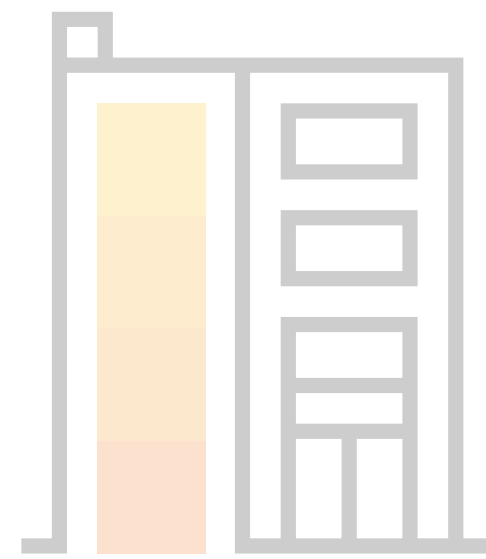
# Let's focus on



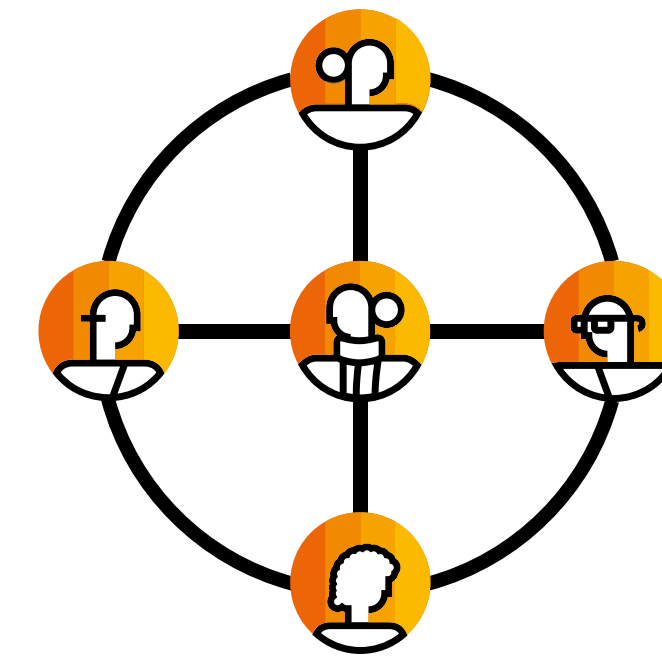
People



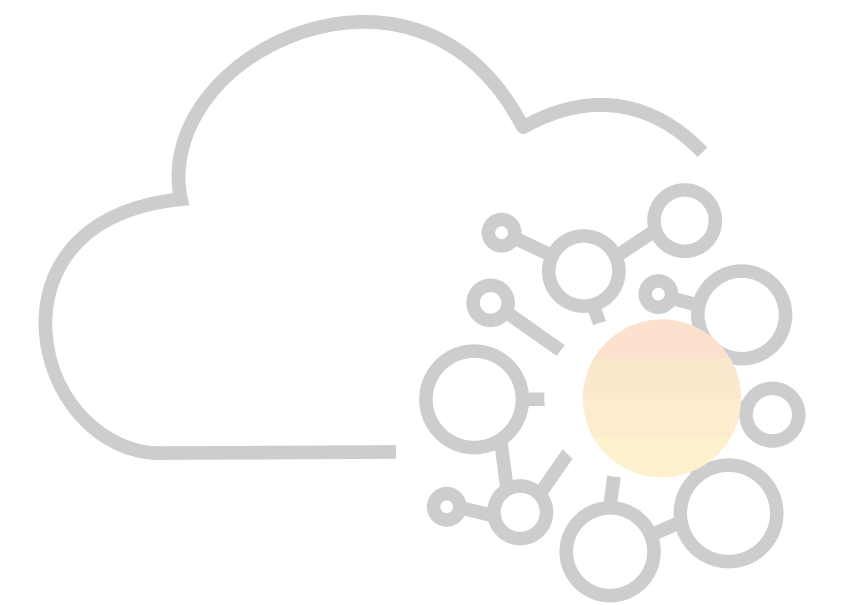
Process




Place



Leadership



Technology

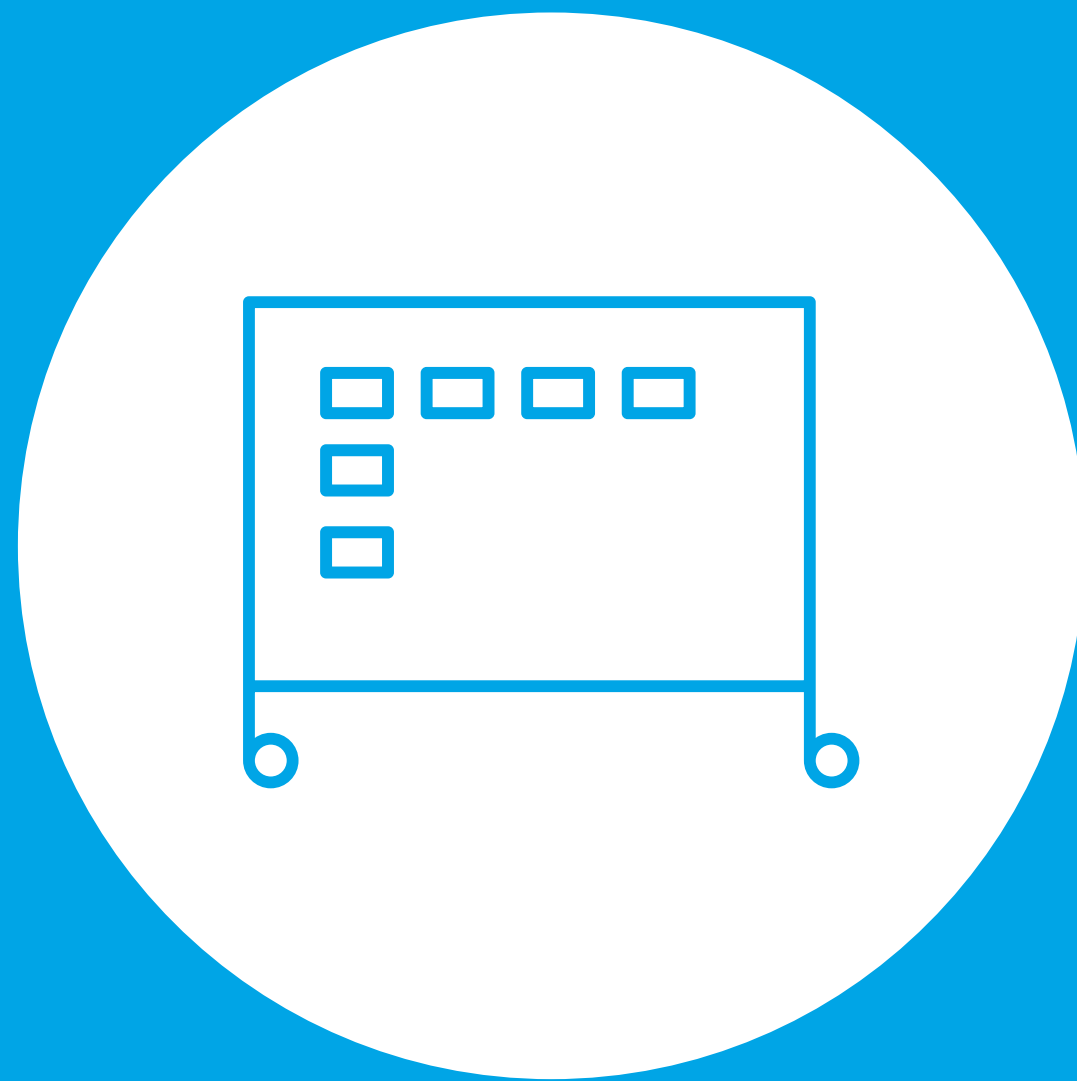


# SPECTRUM

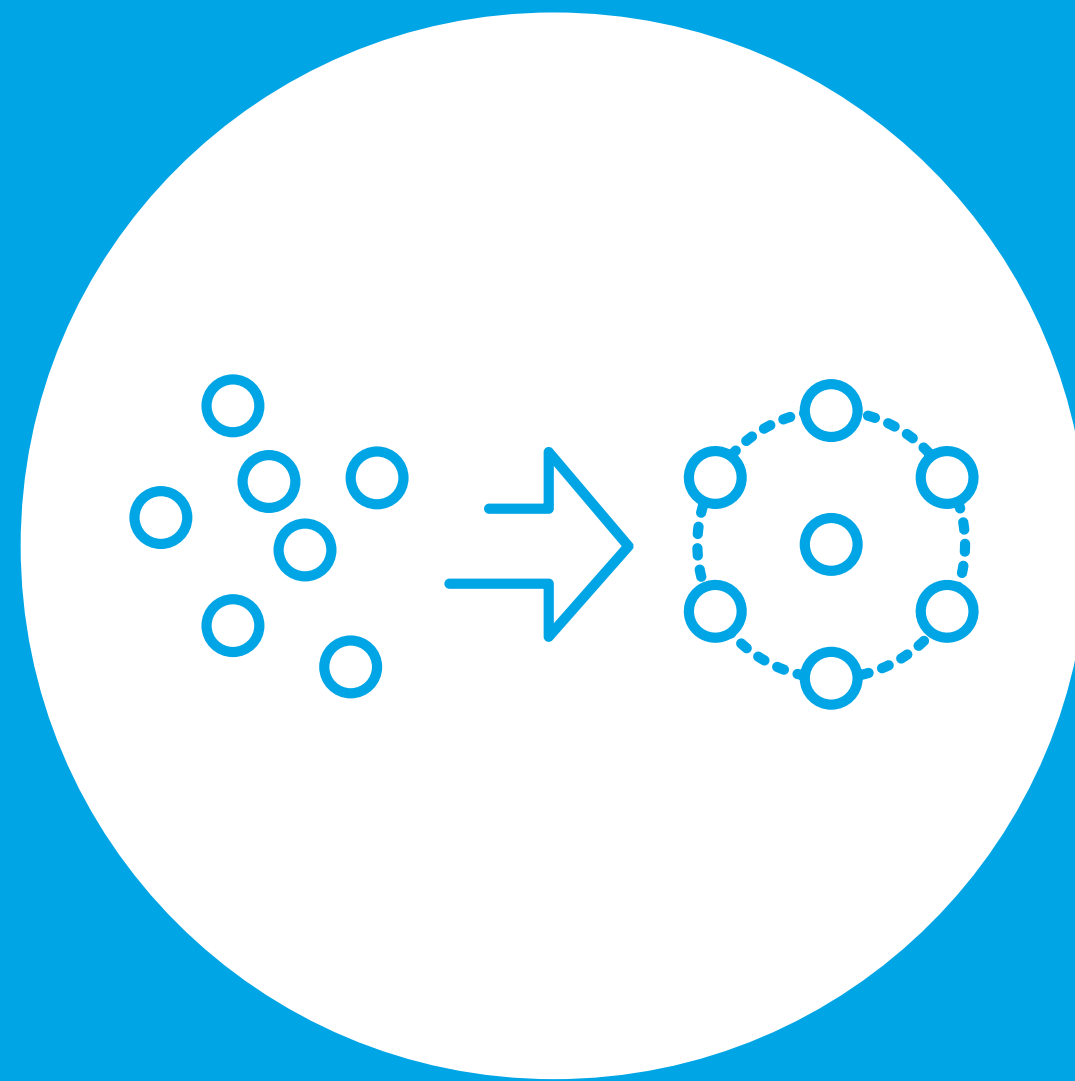
INTRODUCTION



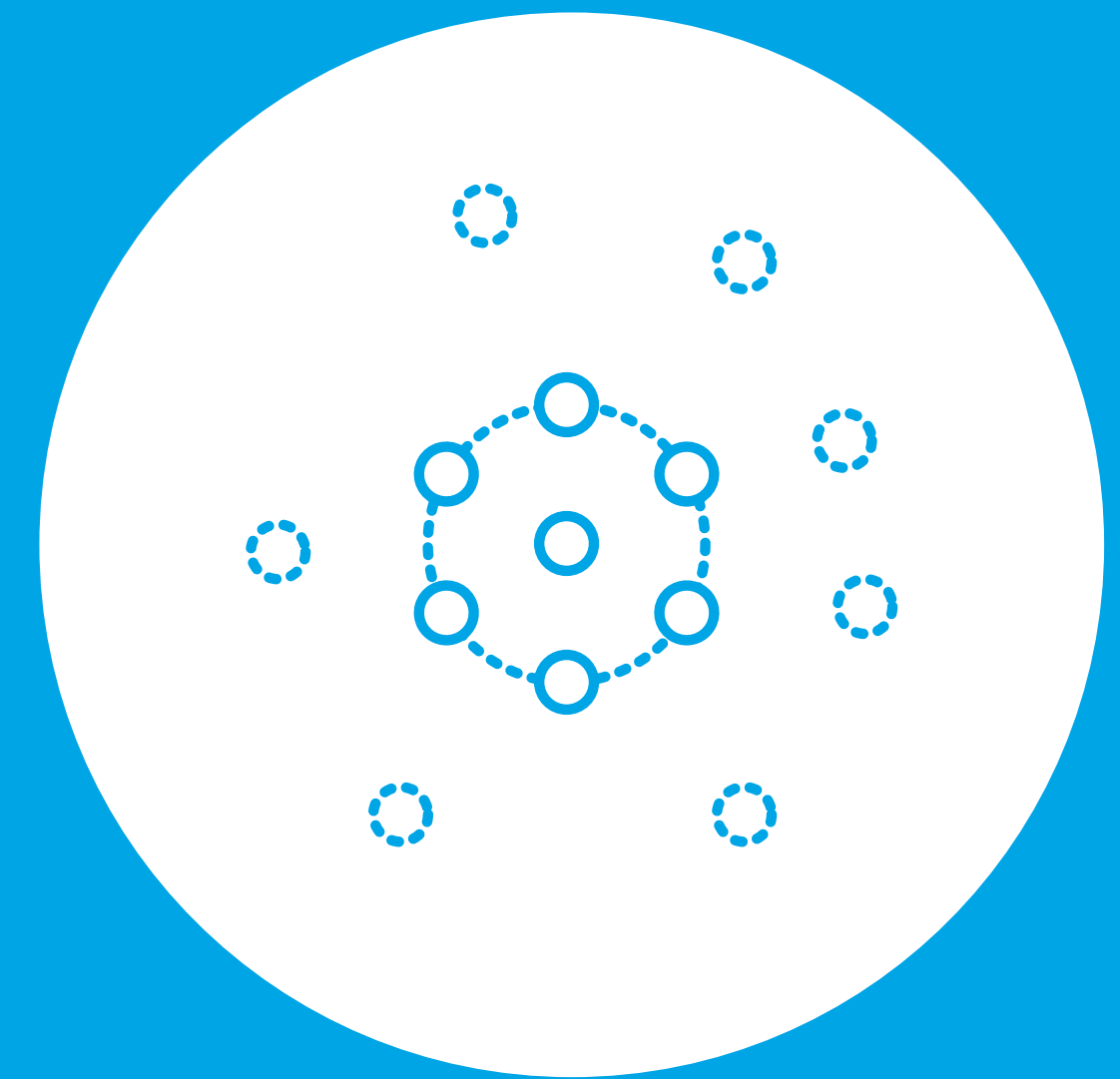
# Spectrum is the tool for building innovation teams in organizations



Workshop set-up



From group to team



At the right time

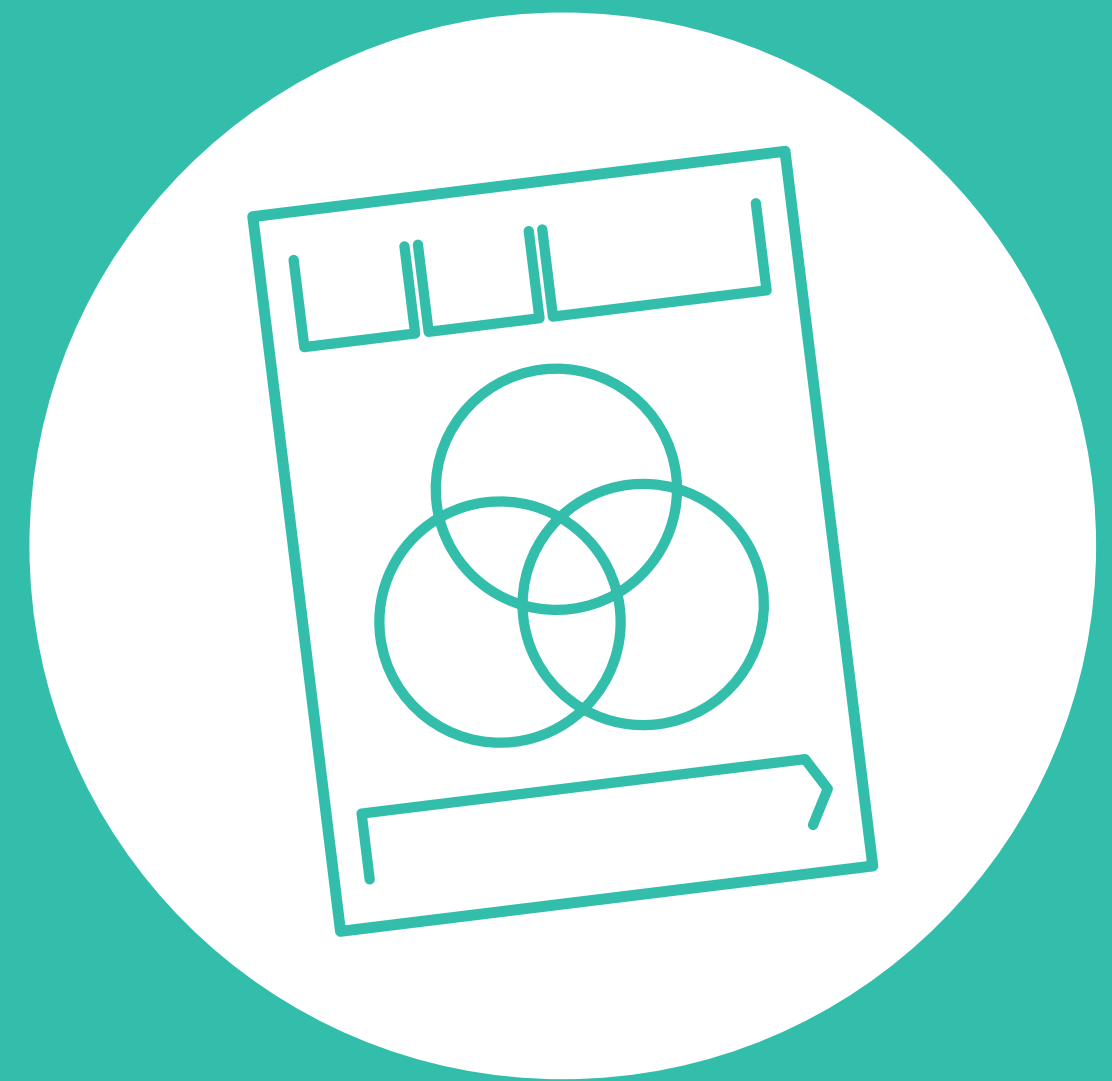
# What to expect from Spectrum



Guided discussions



Team as a project

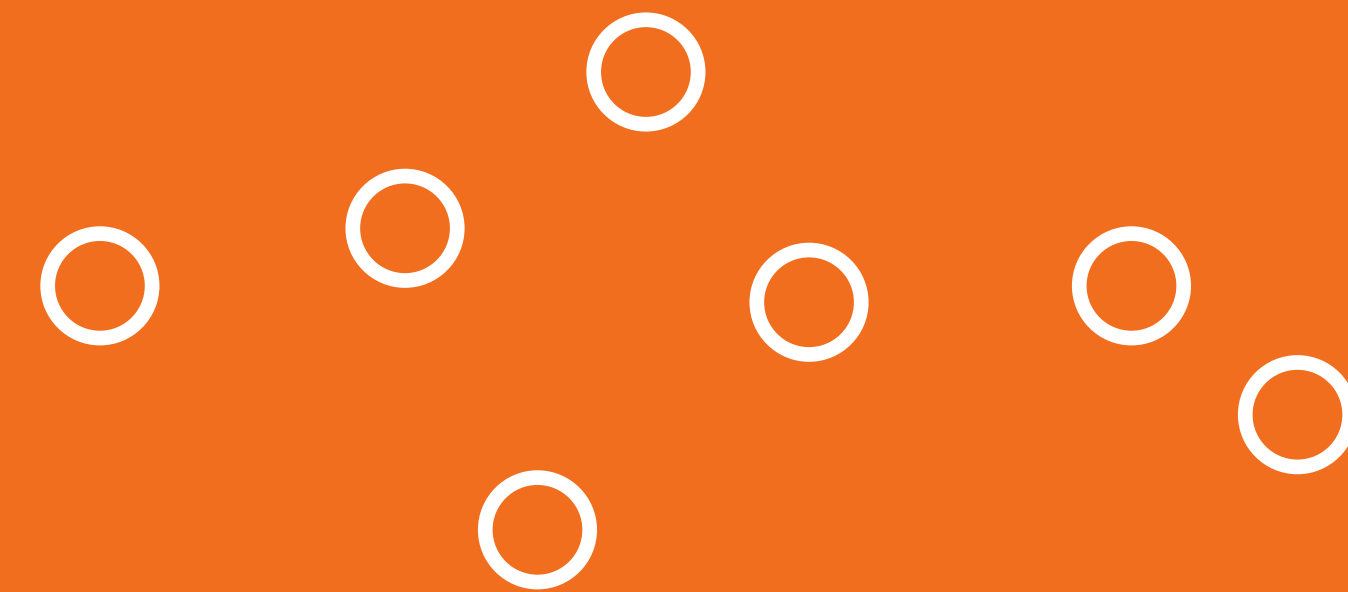
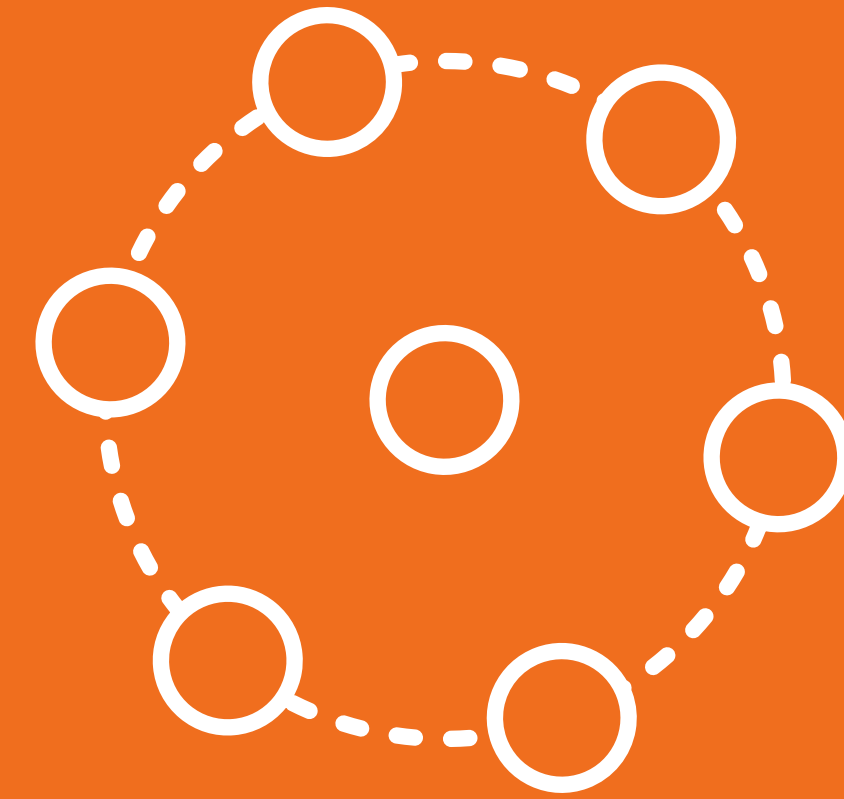


Living document

# One workshop day, four main steps to get to one team



**Organic team growth,  
shared principles  
and values**



# The agenda for the day

9:00 **Welcome**

9:15 **Introduction**

9:30 **Warm-Up**  
How-Teaser

9:45 **Why**  
Magazine Cover Exercise

10:30 **Why**  
Abc Mission Exercise

11:00 **Coffee Break**

11:15 **What**  
Mission Map & Area Redefinition

11:45 **What**  
Category & Headcount Mapping

12:30 **Lunch Break**

13:30 **What**  
Roles Definition Exercise

14:15 **Who Does What**  
Roles & Avatar Selection

15:00 **Who Does What**  
Remaining Roles Assignment

15:30 **Coffee Break**

15:45 **How**  
Team Values Exercise

16:15 **Next Steps**


16:45 **Wrap-Up**  
Feedback Collection

17:00 **End?**

Dynamic  
Changes  
May Occur



**ARE YOU READY? LET'S GO!**



**SPECTRUM**