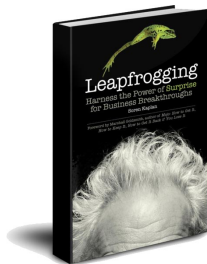


How to Create a Culture of Innovation

Download presentation and resources at: www.leapfrogging.com/chevron

Innovation:	<i>New things that add value (products, services, processes, & business models... for consumers, customers, partners, employees, communities, etc.)</i>
Culture:	<i>The underlying norms, beliefs, assumptions, and values that influence people's behavior</i>

Strategy	Questions	Examples
#1 Be intentional with your innovation intent	<ul style="list-style-type: none"> <i>How do you want to change the world for your customer?</i> <i>What is your innovation intent?</i> 	<ul style="list-style-type: none"> “To deliver ‘financial insight’ to drive strategic business decisions (Finance) “To recruit top talent to shape the future of the industry and our business” (HR) “To provide seamless IT services and tools that enables leading-edge innovation inside for employees and outside for customers.” (IT)
#2 Fall in love with problems, not solutions	<ul style="list-style-type: none"> <i>What problems keep your customers up at night?</i> <i>What problems do your customers have but can't articulate?</i> 	<ul style="list-style-type: none"> Stanford D-School Bootleg Intuit Catalyst Toolkit Various other innovation tools such as: <ul style="list-style-type: none"> ○ SCAMPER ○ Analogical thinking ○ Mindmapping
#3 Go outside to stretch the inside	<ul style="list-style-type: none"> <i>Who can you talk to that will reveal insights into the problem or opportunity?</i> 	<ul style="list-style-type: none"> X% Free time “FedEx Days” Customer Office Hours Expert Acceleration Session Adapt a Business Model



Soren Kaplan is the author of the award winning book *Leapfrogging* and the founder of InnovationPoint where he works with companies including Cisco, Colgate, Disney, Medtronic, Red Bull, Visa, and others. He led the internal strategy group at HP and is an adjunct professor in the Imagineering Academy at NHTV Breda University of Applied Sciences in The Netherlands. To learn more about the book *Leapfrogging* or contact Soren, visit www.innovation-point.com.