

FULL STEAM AHEAD

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1 INNOVATION FOCUS WORKSHOP

● IDEATION TEAM

2 CORE TEAM INTRO MEETING

● FORTH PLANNING

3 KICK-OFF WORKSHOP

● INNOVATION ASSIGNMENT

● DEPARTURE DOCUMENT

● 6-10 INNOVATION OPPORTUNITIES

BAY OF DOUBTS:
DO WE REALLY NEED
TO INNOVATE?

● POTENTIAL
TARGET
GROUPS

BUSY BUSY BUSY ESCAPE HARBOUR

BUSINESS AS USUAL
SAND BANKS

WE INNOVATE ANYWAY

MY BOSS WON'T LET ME ISLAND

FAILED BRAINSTORM
WRECKS

12 2ND CONCEPT
IMPROVEMENT WORKSHOP

TEST IDEAS

