SIX BEST PRACTICES

MAKE INNOVATION HAPPEN
TIPS TO GAIN BUY-IN, PRIORITIZE, AND BUILD AN INNOVATION CULTURE

1. INNOVATION IS A LONG TERM PROSPECT
   Innovation rarely happens overnight. Innovation thrives best when it's supported in an organization's culture.

2. SHARED VISION, SHARED VISION, SHARED VISION!
   Define your purpose—why you are bringing change, create a compelling reason or challenge for your employees and share it frequently.

3. INCENTIVES
   Eliminate complacency. Define your goals, measure them, and compensate accordingly.

4. LOOK OUTSIDE YOUR INDUSTRY FOR INNOVATION IDEAS
   You don't have all the answers. Look outside your industry to uncover new innovations, growth platforms, and ways to improve your current model.

5. CORPORATE VENTURE CAPITAL DOLLARS ARE ON THE RISE.
   Leverage the knowledge of local incubators and entrepreneurs to spark out-of-the-box thinking and ideas.

6. FINALLY.....FAILURE
   Don't be afraid to fail or make a mistake about a mistake. Take lessons from failures and push to overcome.