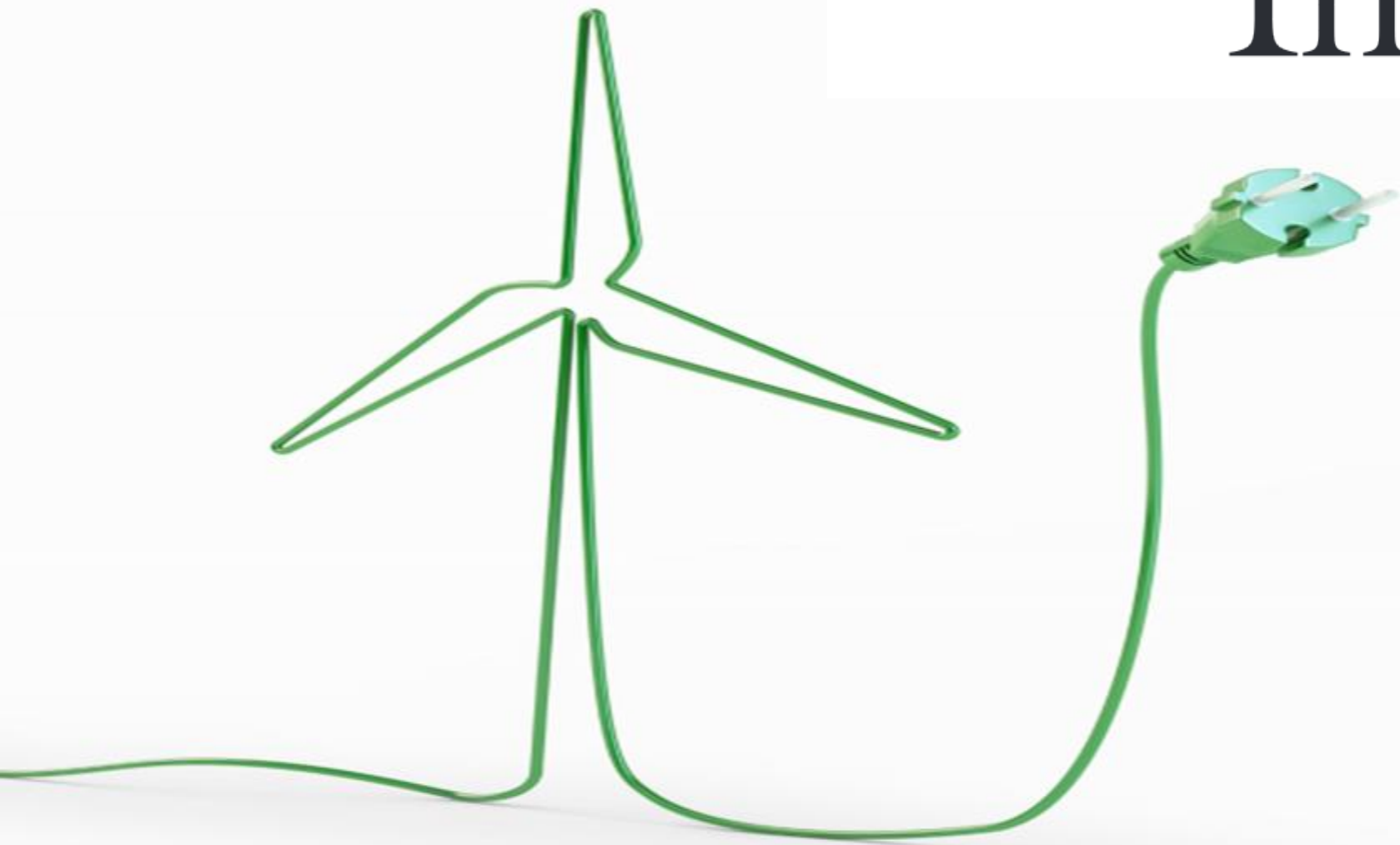




# LEADING WITH INNOVATION

**How to Future-Proof Yourself, Fearlessly  
Innovate, and Succeed in the New Normal**

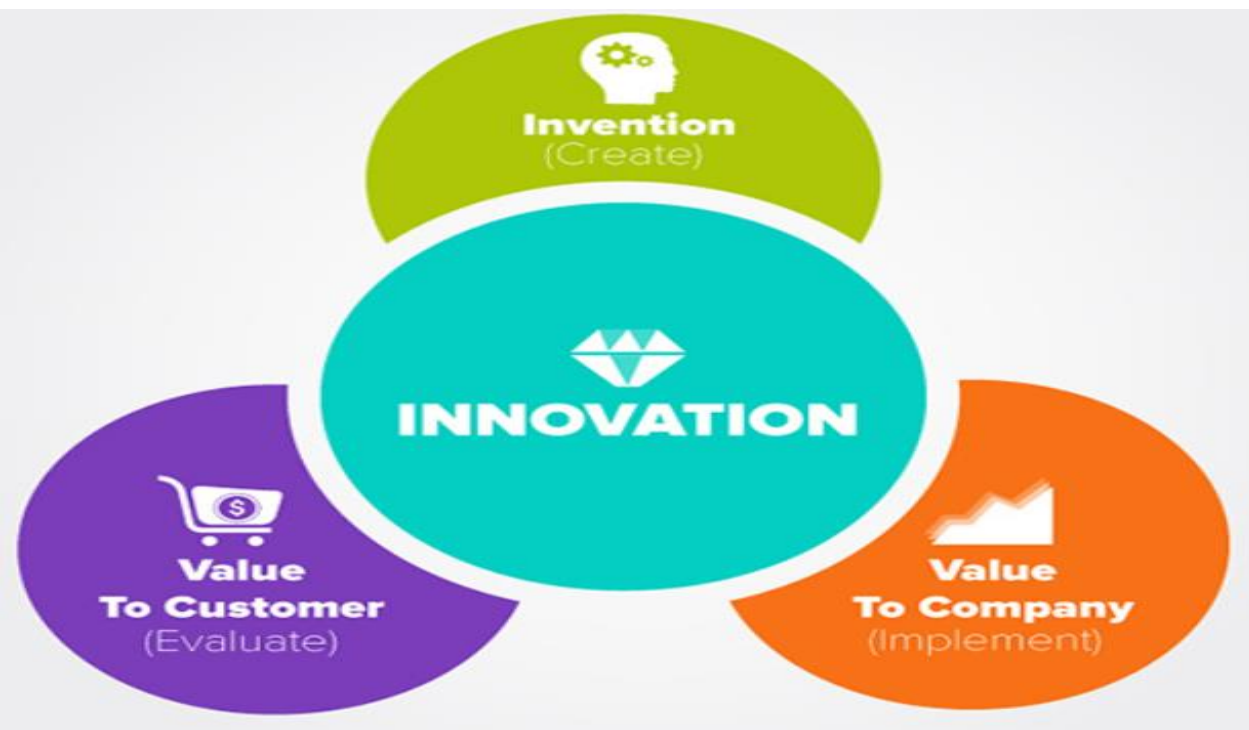
# Sustainable Innovation





# Why Culture Is Key

Booz & Company's annual study shows that spending more on R&D won't drive results. The most crucial factors are strategic alignment and a culture that supports innovation.



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**HEAR PARTNERS' VOICE**

**EMPOWER STAFF TO SPEAK UP**

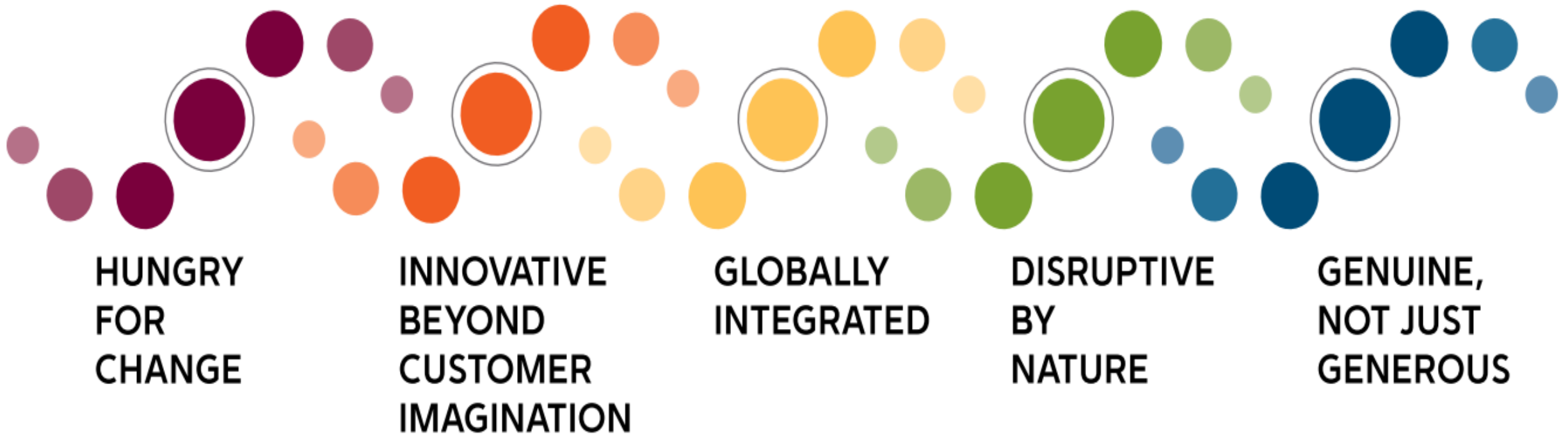
**TRANSFORM INSIGHTS INTO ACTION**

**INSPIRE ACTION/LEADERS AT EVERY LEVEL**

# MAKING CHANGE WORK

CHANGE IS THE NEW NORMAL

IT'S  
ABOUT  
PEOPLE





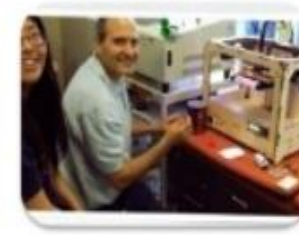
# HOW DOES FEDEX INNOVATION KEEP DRIVING FORWARD?



Strategy and  
Technology Research



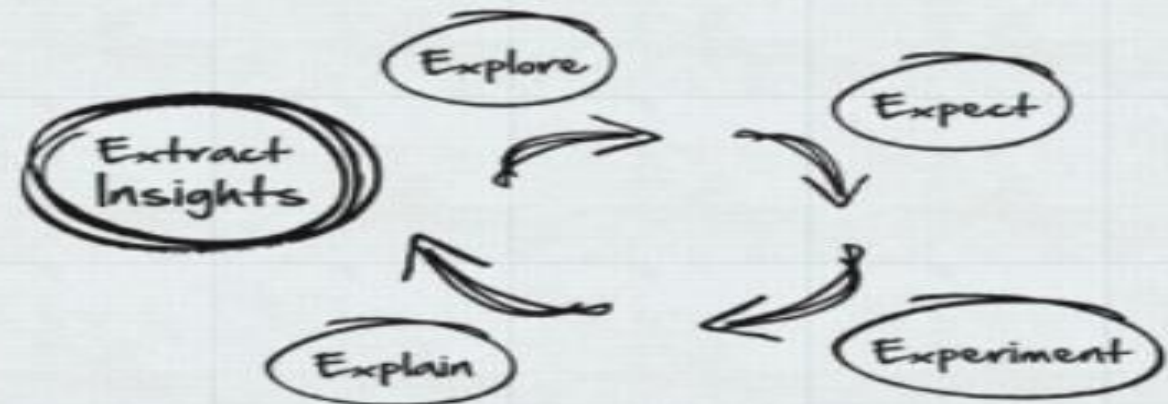
Design Thinking



Prototyping



Co-creation



**Developed a vision**

**Defined a market**

**Created with customers**

**Demonstrated results**

**Iterated on the offering**

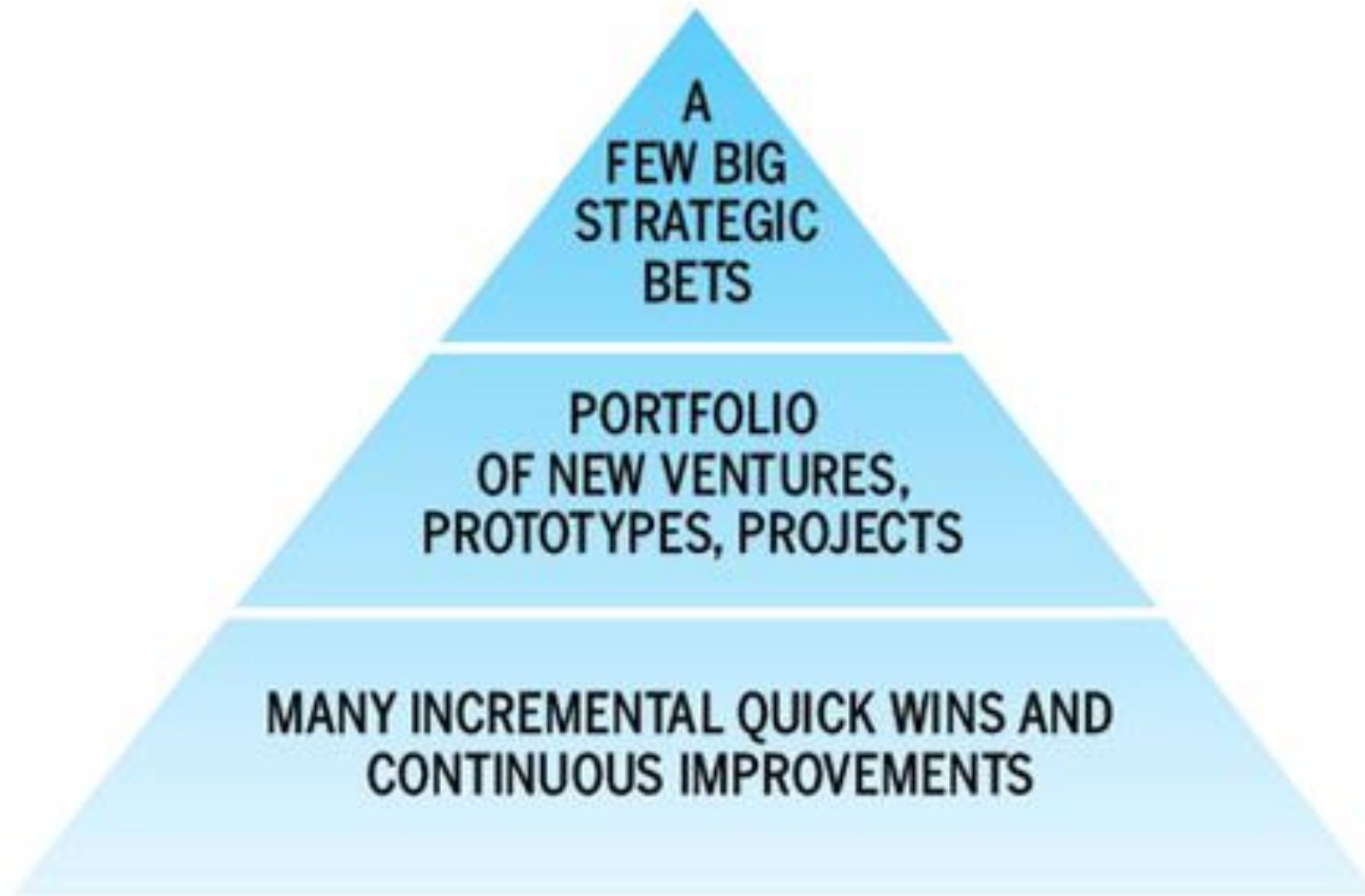
INNOVATE WITHIN YOUR INDUSTRY

**DISRUPT**

YOURSELF, BEFORE YOUR

**COMPETITION**

DOES.



**KANTER'S INNOVATION PYRAMID**



# Personalised Innovation

PEOPLE AND PERFORMANCE

---

CREATE  
CULTURE  
OF  
TRUST

EMPOWER PEOPLE TO SPEAK UP

REWARD THEM: BRING NEW  
OPPORTUNITIES, TRENDS TO LIGHT

SHARE INSIGHTS & INPUT

DON'T OPERATE AT DISADVANTAGE





RETHINK  
IT ALL

# Personalised Innovation

PEOPLE AND PERFORMANCE

---

RECONSIDER PROBLEMS, PERSPECTIVE

DON'T SETTLE FOR STATUS QUO

ASK THE QUESTIONS COMPETITORS DO

REEXAMINE THE WAY IT'S DONE



PROMOTE  
SHARING +  
TEAMWORK

# Personalised Innovation

PEOPLE AND PERFORMANCE

LET IDEAS, INSIGHTS FLOW

COMBINE TALENT, RESOURCES

DON'T SILO INFO, \$, MANPOWER

UNITE INTRAPRENEURS



# Personalised Innovation

PEOPLE AND PERFORMANCE

---

SEE THE  
FUTURE  
TODAY

DON'T KEEP UP – GET AHEAD

CONSIDER WHERE FUTURE IS HEADED

CUT IT OFF AT THE PASS

PUT CAPABILITIES/RESOURCES IN PLACE



EMBRACE  
CHANGE

## Personalised Innovation

PEOPLE AND PERFORMANCE

---

STAY ATTUNED TO BIZ ENVIRONMENT

LET WORKERS BE FLEXIBLE, CREATIVE

ENCOURAGE SMART, PRODUCTIVE RISKS

CAPTURE FEEDBACK + INSIGHTS





MAKE  
SMART BETS

# Personalised Innovation

PEOPLE AND PERFORMANCE

---

BE RISK-AVERSE, NOT RISK-FREE

MANAGE AN INNOVATION PORTFOLIO

CONSTANTLY TINKER + ITERATE

FAILURE = LEARNING OPPORTUNITY



PLAN FOR  
BAD TIMES  
IN GOOD

Personalised Innovation

PEOPLE AND PERFORMANCE

---

CREATE CONTINGENCY PLANS

CONSTANTLY DEPLOY NEW SOLUTIONS

REINVEST IN YOURSELF

PURSUE ONGOING LEARNING, GROWTH



**“AN ORGANIZATION’S ABILITY TO LEARN, AND  
TRANSLATE THAT LEARNING INTO ACTION  
RAPIDLY, IS THE ULTIMATE COMPETITIVE  
ADVANTAGE.”**

**JACK WELCH**





**THANK YOU FOR  
ATTENDING!**