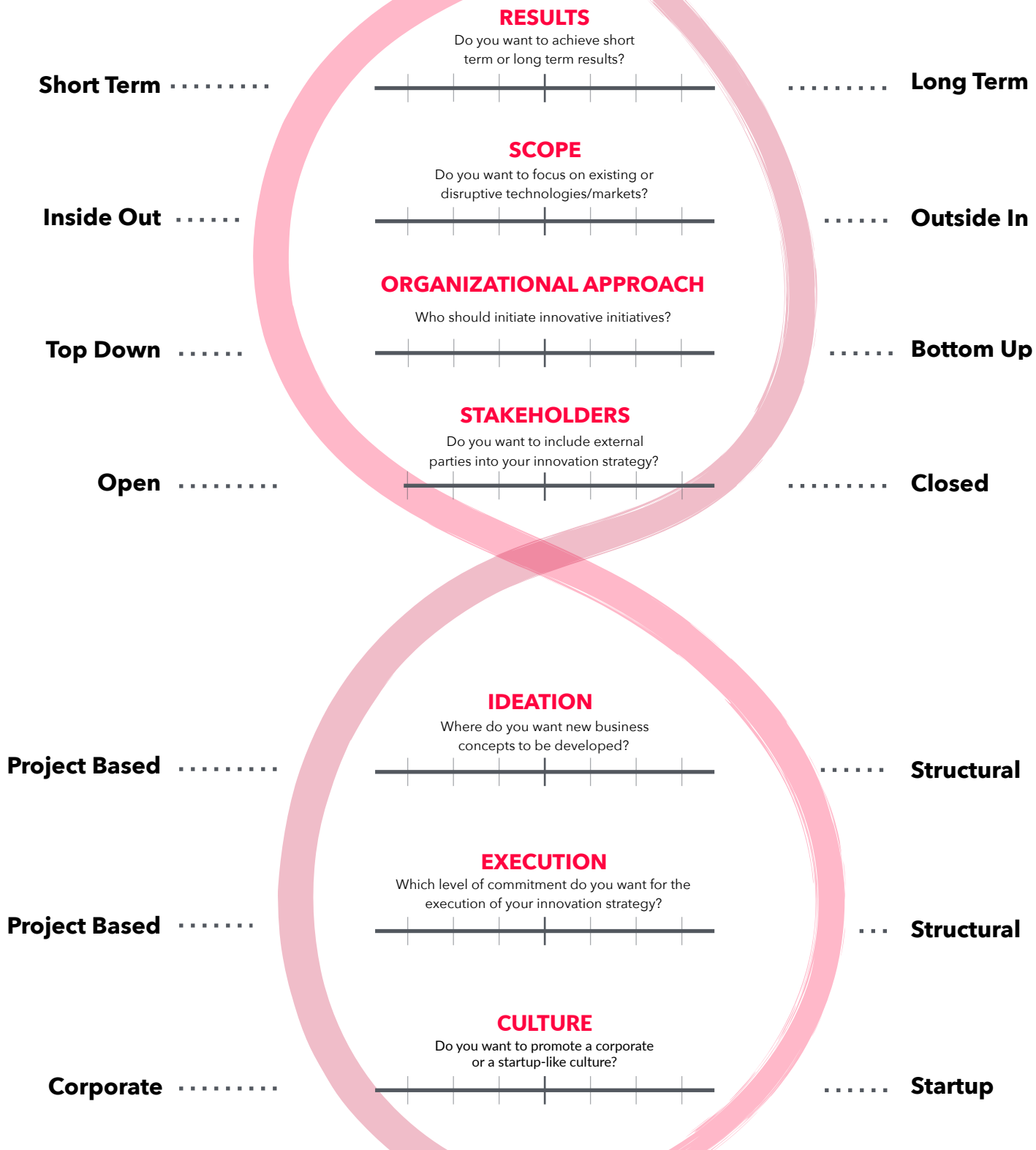


# Innovation DNA

Team  

Approach	TOPs	What to expect?
<ul style="list-style-type: none"> <li>Focus on quick wins.</li> <li>Close to current offering.</li> </ul>	<ul style="list-style-type: none"> <li>Capitalize on low hanging fruits.</li> </ul>	<ul style="list-style-type: none"> <li>More incremental concepts with quick ROI.</li> </ul>
<ul style="list-style-type: none"> <li>Start from existing technologies and customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>Stay close to expertise.</li> <li>Satisfy current customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>More incremental concepts.</li> </ul>
<ul style="list-style-type: none"> <li>Start from C-level and roll out across the organization.</li> </ul>	<ul style="list-style-type: none"> <li>Top management commitment.</li> <li>Cross division approach.</li> </ul>	<ul style="list-style-type: none"> <li>Longer process, but higher chance of long term success.</li> </ul>
<ul style="list-style-type: none"> <li>Integration of external stakeholders (open innovation/co-creation/...).</li> </ul>	<ul style="list-style-type: none"> <li>External input.</li> <li>Customer validation.</li> </ul>	<ul style="list-style-type: none"> <li>Capture external insights.</li> </ul>
<ul style="list-style-type: none"> <li>Focussed ideation sessions on selected projects.</li> </ul>	<ul style="list-style-type: none"> <li>Clear scoping on specific division.</li> </ul>	<ul style="list-style-type: none"> <li>Focussed set of ideas within project scope.</li> </ul>
<ul style="list-style-type: none"> <li>Focused collaborations e.g. hackathons, project accelerators, ...</li> </ul>	<ul style="list-style-type: none"> <li>Focused usage of resources.</li> </ul>	<ul style="list-style-type: none"> <li>Concepts within specific departments?</li> </ul>
<ul style="list-style-type: none"> <li>Planning &amp; structure focussed.</li> <li>Shareholder focussed.</li> </ul>	<ul style="list-style-type: none"> <li>Effective in 'scale' phase.</li> <li>Clear company fit.</li> <li>Strong scalability.</li> </ul>	<ul style="list-style-type: none"> <li>Good for incremental innovations.</li> <li>Strong business focus.</li> </ul>



Approach	TOPs	What to expect?
<ul style="list-style-type: none"> <li>Focus on longer strategic opportunities.</li> <li>Broad exploration of value proposition.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure long term existence.</li> </ul>	<ul style="list-style-type: none"> <li>More radical concepts with longer term ROI.</li> </ul>
<ul style="list-style-type: none"> <li>Start from future market trends. Start from disruptive technologies.</li> </ul>	<ul style="list-style-type: none"> <li>Stronger diversity of ideas.</li> <li>Aim for future success.</li> </ul>	<ul style="list-style-type: none"> <li>More radical concepts.</li> </ul>
<ul style="list-style-type: none"> <li>Initiatives within specific business units.</li> </ul>	<ul style="list-style-type: none"> <li>Action driven.</li> <li>Focussed approach.</li> </ul>	<ul style="list-style-type: none"> <li>Faster process</li> <li>Slower structural integration.</li> </ul>
<ul style="list-style-type: none"> <li>Focus on collaboration with internal stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>IP-protection.</li> </ul>	<ul style="list-style-type: none"> <li>Focus on internal expertise.</li> </ul>
<ul style="list-style-type: none"> <li>Ongoing cross division broad captivation of ideas via online platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Capture ideas when they occur.</li> </ul>	<ul style="list-style-type: none"> <li>Broader extensive variety of ideas.</li> </ul>
<ul style="list-style-type: none"> <li>Longer structurally embedded programs e.g. yearly accelerator, incubation units, acquisition scoping, ...</li> </ul>	<ul style="list-style-type: none"> <li>Structural engagement of stakeholders.</li> <li>Long term commitment.</li> </ul>	<ul style="list-style-type: none"> <li>Structurally embedded innovation.</li> <li>Road to culture change.</li> </ul>
<ul style="list-style-type: none"> <li>Execution &amp; failure focussed.</li> <li>Customer centric.</li> </ul>	<ul style="list-style-type: none"> <li>Effective in 'ideation &amp; execution' phase.</li> <li>Customer satisfaction.</li> <li>Lower risk &amp; high speed.</li> </ul>	<ul style="list-style-type: none"> <li>Good for radical innovations.</li> <li>Validated concepts.</li> </ul>