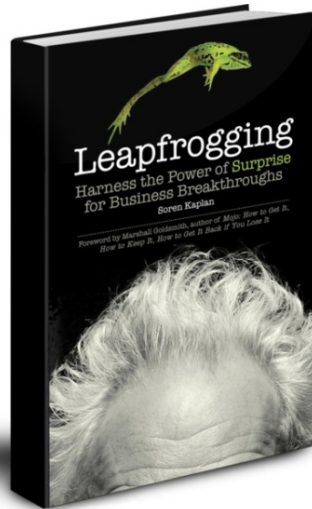


The Innovation Culture Canvas



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FASTCOMPANY



Forbes
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monster



**Every organization is perfectly
designed to get the results it gets**



Technology

Capabilities and tools that allow employees, external partners and customers to connect, share knowledge, and innovate

Leadership

How leaders influence innovation through explicit decisions and subtle behaviors

Structure

The formal and informal organizing principles and functional designs that enable (or inhibit) collaboration and guide mindsets & behavior

Innovation Culture Canvas

The Business Mission that drives innovation targets & behavior

The mindsets and skillsets of employees, leaders, external partners and even customers tied to creative thinking, prototyping, and execution of new ideas and opportunities

How growth strategies and innovation are executed internally and externally including functional activities, customer engagement, information sharing, product and service development, etc.

The formal and informal measures and rewards that drive and support innovation-related mindsets and behaviors

People

Metrics, Rewards, Recognition

Processes

Technology

- _____
- _____
- _____

Leadership

- _____
- _____
- _____

Structure

- _____
- _____
- _____

Innovation Culture Canvas

The Business Mission
that drives innovation
targets & behavior

- _____
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- _____

People

Metrics, Rewards, Recognition

Processes

Innovation Catalyst is a true catalyst for growth

intuit®

*Improve Customers' financial lives
so profoundly they can't imagine
going back to the old way*



Technology

- Catalyst Toolkit
- Intuit Brainstorm
- Innovator's Exchange

Leadership

"Agile Leadership"

- Small teams
- Experimentation
- Prototyping
- Storytelling

Structure

- Autonomous BU's
- 100's of Small Teams
- 1000's of intrapreneurs

Innovation Culture Canvas

Improve Customers' financial lives so profoundly they can't imagine going back to the old way

- 200 Innovation Catalysts
- All employees given innovation competencies

- 10% unstructured time
- Lean Start-Ins
- Customer Office Hours

- Founder's Award
- Wall of Fame
- Time Reward
- Informal Resourcing

People

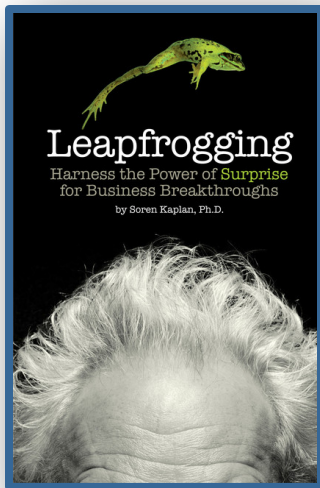
Metrics, Rewards, Recognition

Processes

About



Soren Kaplan is a Managing Principal at InnovationPoint, where he works with organizations including Visa, Disney, Colgate-Palmolive, Medtronic, Philips, PepsiCo, and numerous other global firms. Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was a co-founder of iCohere, one of the first web collaboration platforms for online learning and communities of practice.



He is the author of the *Wall Street Journal* bestselling book *Leapfrogging*, focused on helping innovative leaders disrupt mindsets and markets.

He is an Adjunct Professor within the Imagineering Academy at NHTV Breda University of Applied Sciences in The Netherlands. He holds Master's and Ph.D. degrees in Organizational Psychology.

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