



# How do you build an incredible corporate innovation team?

CEO blocks



## Is the big boss behind you?

Don't start an innovation team if the CEO, board of director or some other boss supports you and your team.



## always ask why

Why does your company has an innovation team? Improve innovation culture? Get more disruptive ideas? Implement more H3 projects? Please ask.



## protect the team from politics

You as a CEO must protect your team from internal politics, processes and corporate sh\*t. Be a sh\*t umbrella for your team.



## trust your team

Dear CEO your innovation team is different. They will explore, let them fail, learn and surprise you. Join them on their journey. But trust them.



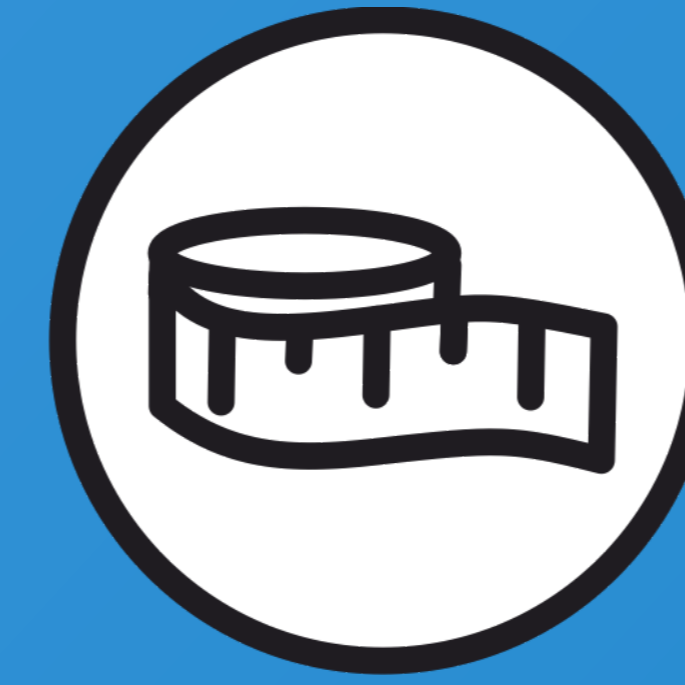
## let them work with you not for you

As an CEO your innovation team is not working for you, but working with you. Innovate with them. Just do it!



## jobs to be done

What are the jobs to be done for your team? Ask your boss, your stakeholders. What keeps them awake at night? Can you as a team help?



## measure behaviours not outcomes

In the first months of your team focus on the behaviors. The first results will take a while.



## evidence based decisions

Rather than guess, innovation teams should make decisions based on evidence. We must go wherever the evidence takes us.



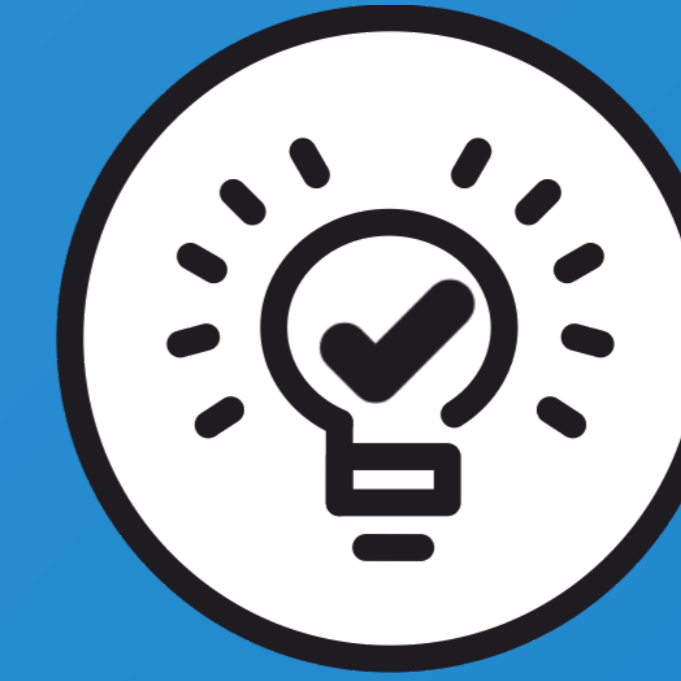
## don't create silos

An innovation team needs different roles, different ages, different visions.



## diversity

An innovation team needs different roles, ages, visions, backgrounds, experiences. Designers, nerds, hustlers and more.



## get things done!

Innovation is not about fancy powerpoint, inspiring keynotes or some random hackathons. If you do not deliver, you will not exist for long.



## be a facilitator

Innovation is not a department, not a team. Innovation is something for the whole company. And you as a team must facilitate that.



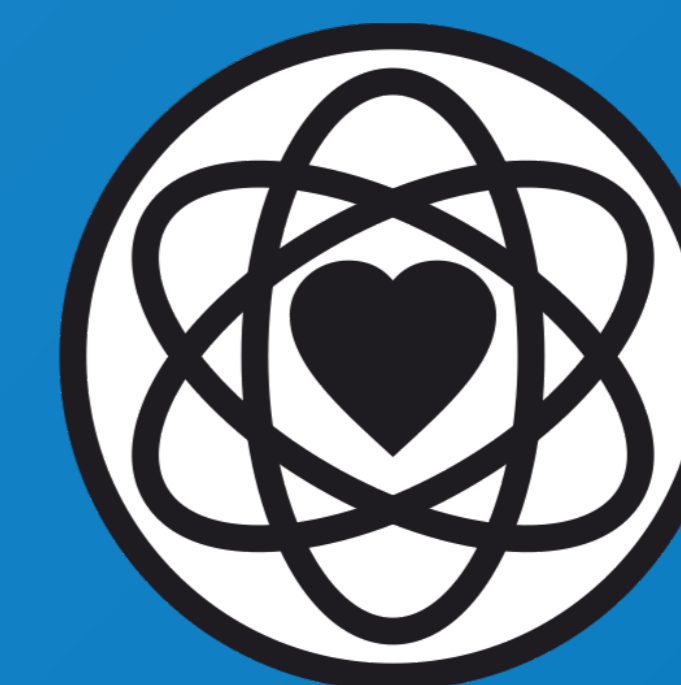
## Open communication

An innovation team needs different roles, different ages, different visions.



## create a team identity

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## build a strong culture

Innovation teams need to build a culture that encourages employees to fail, celebrates quick wins and promotes experimentation.