



BUILDING A CULTURE OF INNOVATION AND CREATIVITY


A Leader's Guide



Give people the **time** and
space to think, read,
collaborate




Even with back
to back
meetings...



Encourage
people to block
out time in their
calendar

A modern office interior with a ceiling of white umbrellas, a yellow slide, and people working at desks. The scene is bright and open-plan, with a mix of white and yellow accents. In the foreground, there are several bicycles with baskets. In the background, people are working at desks, and a large yellow slide is visible. The overall atmosphere is creative and fun.

Make the work
environment fun and
different



Because a boring
office doesn't
inspire anyone

zzzzzz.....



It can be as easy as putting in some interesting pieces of furniture to add colour





Empower
people
to be the best
they can be

A black and white photograph of a mountain range. The central peak is covered in snow and has a sharp, jagged summit. The surrounding mountains are rocky and have some snow patches. Below the mountains, there is a valley with a river or stream, and some small settlements or villages. The sky is cloudy.

Don't micro-manage

Set shared goals.
Make them accountable.
Build trust



Encourage **all wild ideas**
Move from ‘yes, but...’
To ‘yes, and...’



Introduce a
**rewards &
recognition**
system



It costs very little
but makes a
huge impact

Champion Failure





Congratulate people
when they fail


because they were
proactive...

And took the risk
in the first place



Encourage the
sharing and
collision of
ideas





Because the
collision
of ideas can

create something
amazing



Kick people
out of the
building....

Literally

So they can go and
observe and talk to
customers

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