

IKE INSTITUTE INNOVATION CHARTER



LEADERSHIP

Successful organisations need innovation leadership to remain agile and competitive in order to sustain their success. They need leaders who can operate in unpredictable circumstances, inspire others and provide insight. In order to drive sustained growth, we will support:

- An inspirational approach to leadership, bringing new thinking and fresh actions to how we lead, manage and undertake our business
- Leaders who can inspire others to apply innovative thinking, solve problems and develop new products or services
- Organisational insight into our emerging and horizon markets, opportunities & technologies, customer & competitor analysis and have a broader political, social & economic outlook.

RESOURCES

Successful organisations need an investment strategy which maintains its assets and capabilities. In order to sustain their competitive edge, they need to ensure that their capabilities are exploited to capacity and remain distinctive and protected. In order to drive sustained growth, we will implement:

- An investment strategy, which recognises and maintains the required assets and capabilities, intellectual, physical and human resources, necessary to retain our competitive edge.

PEOPLE

Successful organisations need people who are able to apply insight and ingenuity to current, emerging and horizon issues to invigorate the market, thereby generating and exploiting opportunities. In order to drive sustained growth, we will attract and develop:

- Individuals who are able to apply their ingenuity to analyse and exploit customer and competitor insights
- A diverse team able to invigorate our business with fresh and innovative ideas for product or service developments which sustain our competitive edge.

CULTURE

Successful organisations need an organisational culture which enables it to capitalize on the ingenuity and critical thinking it invests in. They need to foster creativity which will incentivize individuals to share ideas and enable problem solving by improvisation. In order to drive sustained growth, we will foster:

- Idea generation through a system of incentives, sharing, development and testing
- A culture which balances a structured approach to idea generation with a flexible approach to adaptation and improvisation.

Company Name		Signature
Name		
Date		