

Where are your greatest urgencies for *being innovative* and *producing innovations* that make a difference?

Revenue-producing (top-line) innovations

Aim: to optimize revenues and growth. *For example, innovations in:*

- Products / services
- Technologies
- Design
- Marketing and sales
- Advertising

Process (mid-line) innovations

Aim: to optimize productivity, quality, time and costs.

For example, innovations in:

- Re-engineering
- TQM / Kaizen / Six-sigma
- Productivity improvement
- Supply-chain management
- Distribution channels

Talent and knowledge innovations

Aim: to strengthen knowledge, wisdom and talent.

For example, innovations in:

- IT systems for Knowledge Management
- Knowledge creation
- Talent and character development
- Centers of Excellence
- Communities of Practice

Organization innovations

Aim: to inspire and guide decisions and behavior organization-wide.

For example, innovations in:

- Business models
- Business strategy
- Organizational culture
- Organizational design
- Leadership development
- Management practices

Stakeholder innovations

Aim: to create synergy with external stakeholders.

For example, innovations in:

- Supplier relations
- Customer loyalty
- Academic alliances
- Strategic partners
- Community relations
- Environmental sustainability
- Corporate Social Responsibility