



Innovation Playbook

With the right tools, enable your teams to act with confidence.

Create a vision for your organization's practice of innovation, based on your unique goals, culture and needs. Maddock Douglas will use their decades of experience with design thinking and culture-building to give you a jump-start on creating — and activating on — its Innovation Playbook. With the right tools and decisions at your fingertips, you can strengthen entrepreneurial teams who know when, how and why to take action on new insights and ideas.

- +** Drive alignment and arrive at critical decisions faster
- +** Create a mission statement for your program
- +** Empower on-the-ground teams to experiment and get results
- +** Bring innovation leaders and practitioners together

Set the foundation & start practicing

THE CHALLENGE

You know it's important to make progress on innovation, but leaders and teams disagree on what opportunities to pursue, how things get done, and even why you're doing it. Isolated and disconnected efforts aren't producing the results you want to see.

THE SOLUTION

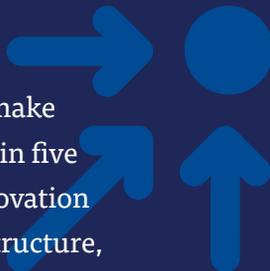
With help and best practices from Maddock Douglas, your leaders will create the foundation of your custom Innovation Playbook. With your goals, roles, metrics, processes and best practices in place, you can equip your teams with the mindsets and tools they need to make tangible progress at all levels.



The Maddock Douglas approach

1 Align & Decide

Leaders will align and make foundational decisions in five key areas critical to innovation programs: objectives, structure, process, culture and resources.



2 Create the Playbook

Maddock Douglas will write and design a guidebook to innovation, custom to your organization. Theory and practice are interwoven in an engaging format.



Ready to get up and running?
Let's talk about how we can help!
hello@maddockdouglas.com



3 Execute a Pilot Project (or Two)

Projects make a program real. Test-run your new Playbook by spearheading a real project.

