

#NUDGE CATALYST INNOVATION MANIFESTO

The Innovation Manifesto gives us the strategic rationale and development plan for our innovation programme. It makes the case for innovation and helps communicate the programme effectively. It's a manifesto because it is a statement of belief and intent.

1 WHY are we innovating?

2 WHAT are our objectives?

3 WHO will help make it happen?

4 WHERE is the value being created?

5 HOW are we going to achieve our objectives?

6 WHEN are the significant milestones?

PHASE 1:

METRIC:

PHASE 2:

METRIC:

PHASE 3:

METRIC:

PHASE 4:

METRIC:

NAME:

DATE:

TEAM:

// I keep six honest serving-men, (they taught me all I knew); Their names are What and Why and When, and How and Where and Who... RUDYARD KIPLING //