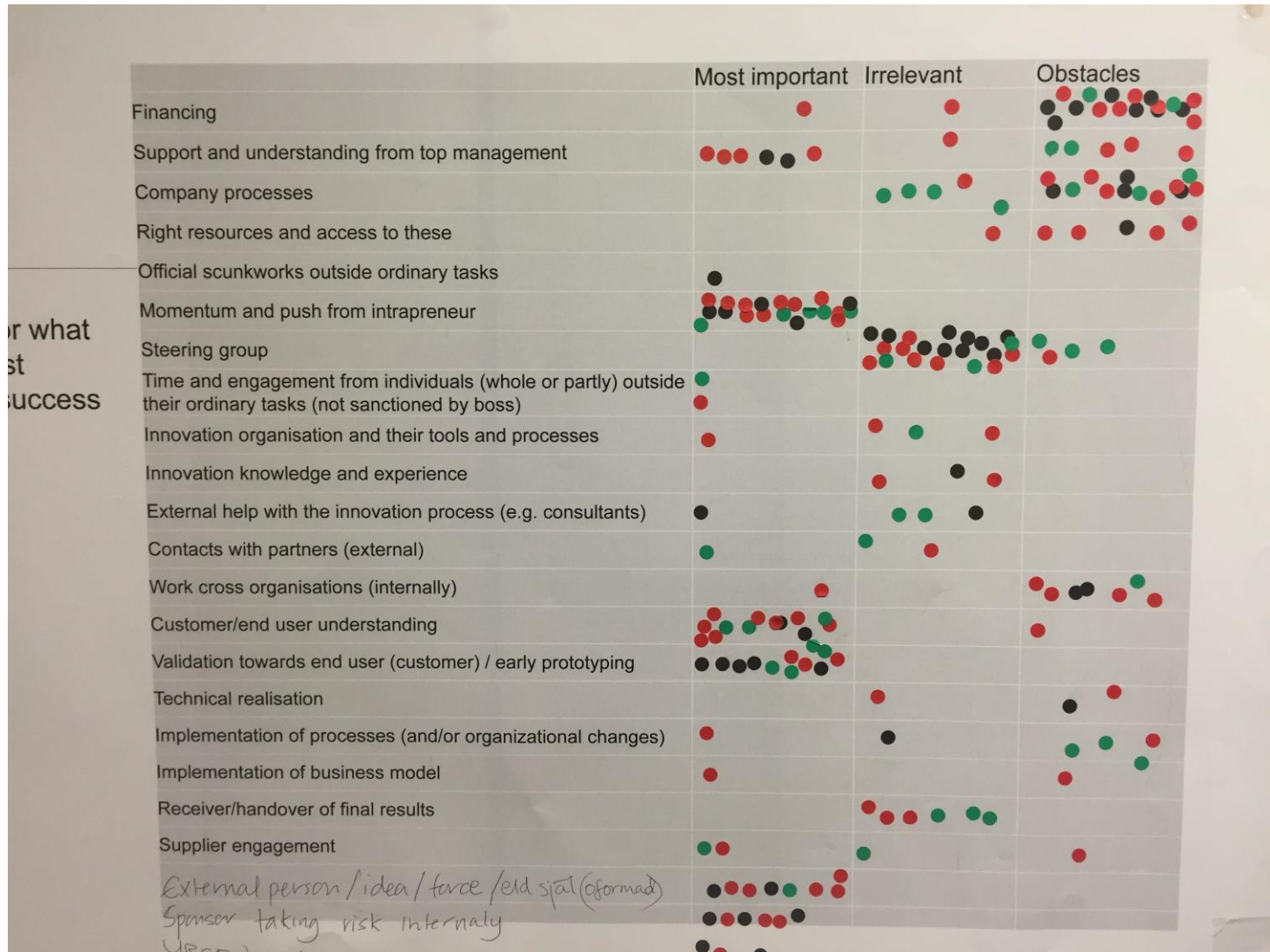




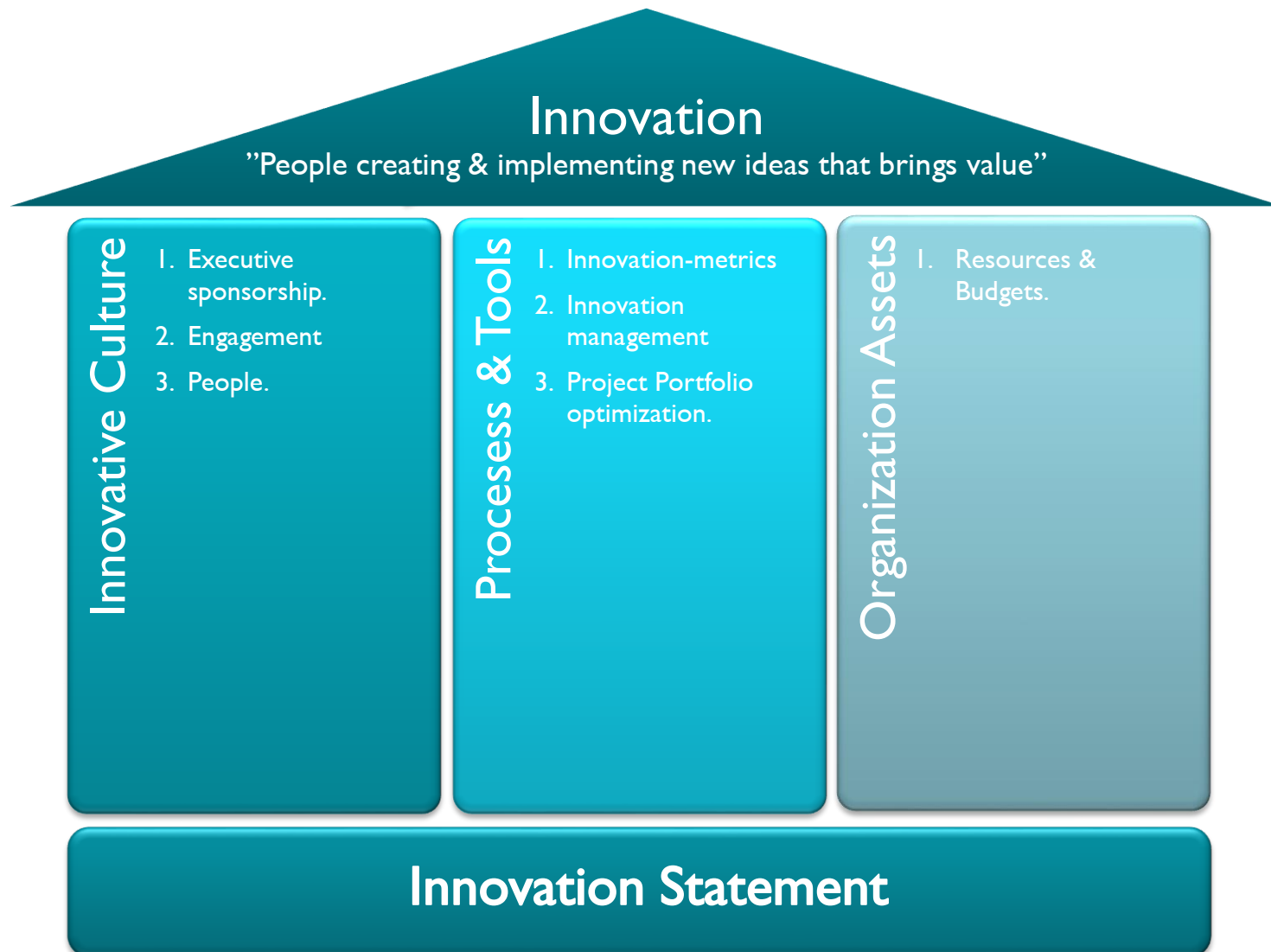
Culture beats strategy

Tankmeeting – Innovation Pioneers

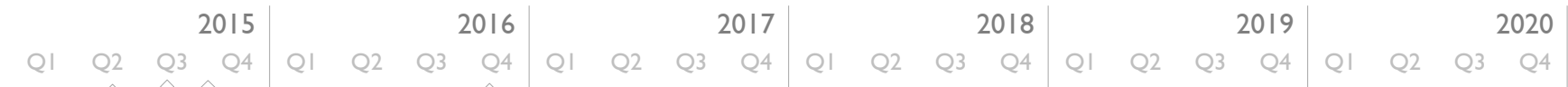
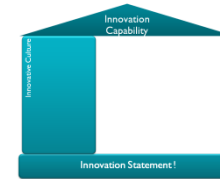
Recap Volvo Cars



The Husqvarna House of Innovation



Executive sponsorship



I-Strategy actions approved.

Approved actions, timeframe and resource plan to start implementation of strategy into actions..

Leadership.

Innovation must be sponsored by you. The ideas presented today needs your full support to become reality. My expectation is feedback, sponsorship & a click in the box-what actions to be executed,



Innovation Strategy (Roll-out).

Roll out of the innovation strategy to all Husqvarna division R&D / product departments.

Communication of a clear message answering the questions, what is innovation for us and why is it important. Communication of selected action points and timeframes.

Increase commitment by directly conveying the message to managers that innovation (implementation) is an organizational priority.

Commitments from each team to be made.



Workshop to set foundation.

A workshop to set the foundation and focus areas for a innovation statement. Select 3 /10 types of innovation.

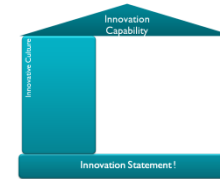
OUTCOME;

A relevant, communicable and actionable innovation strategy. Commitment and buy in from the organisation, start of executing plans to actions. Commitment must be made at the very top of the organization to create an innovative organization, followed by a series of appropriate actions.



An insightful organization engaged in long-term performance and organizational actions that puts innovation in focus. Improved networking and cooperation over functions and divisions.

People



OUTCOME;

A talented & motivated organization. By an extensive employer branding program we will attract young talents needed to develop our future. By Strategic workforce planning also directed towards innovation we will be able to identify capability gaps and over time fill those needs. We can also improve understanding between product planning and R&D, development of our future leaders.

Workshops

6 workshops with different themes

***Initiatives that direct or indirect
creates a good innovation culture***



What is a culture?

***The way of living, thinking and act
in a certain area and at a certain time.***

***Människors sätt att leva, tänka och verka
inom ett visst område och vid en viss tid.***

1 How do you grow intrapreneurs?

“a person within a company who promotes innovative product development and marketing”

Characteristics

On all levels in
the organisation?

Employment

What do
they do?

How to
protect them?



2 How do you execute an innovation event?

"time limited event to create lots of ideas"

1 h or 1 week

Internal event
External leaders
External partners

Creates ideas
out of box

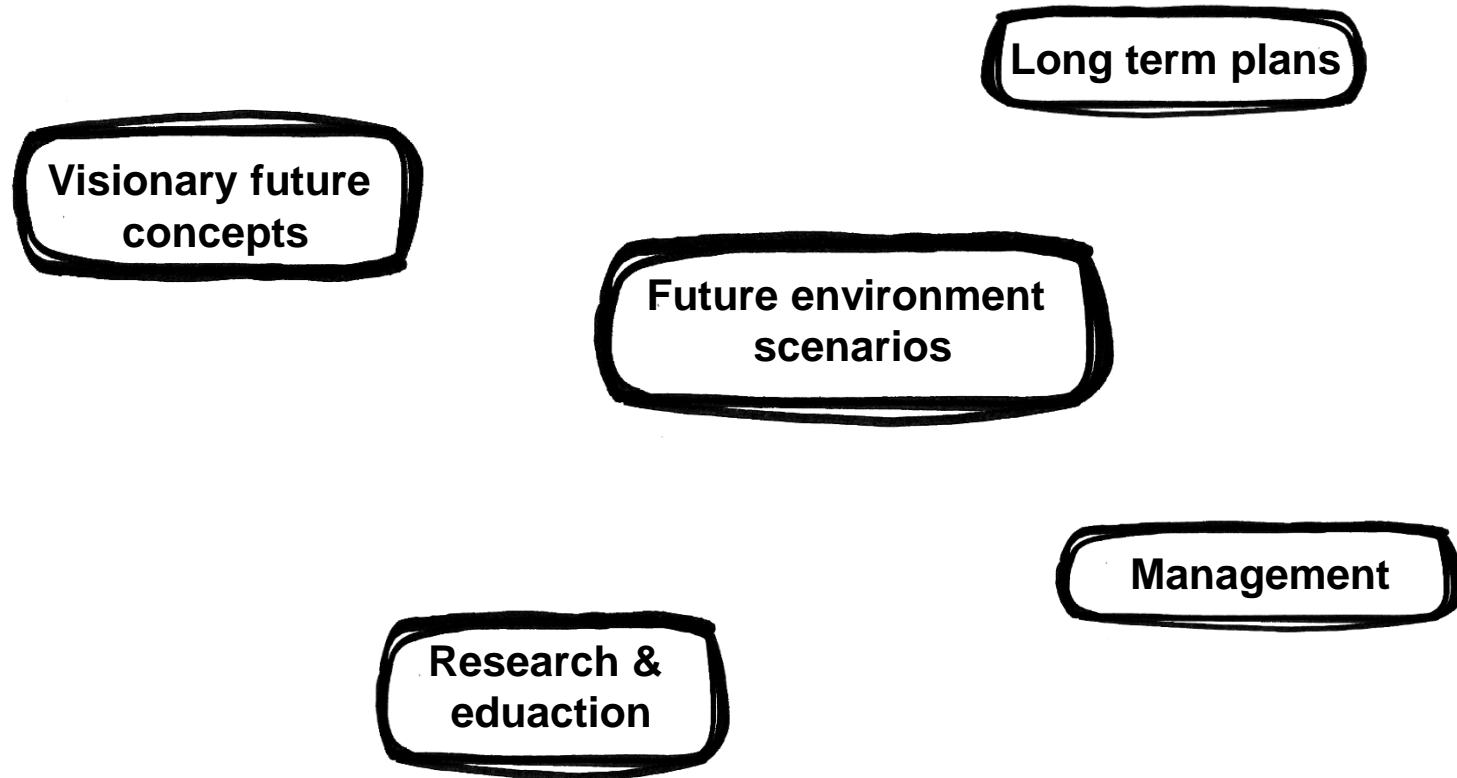
Fun, sharing,
openess...

Reward

Co-opetition

For blubberies bread
and new concept car

3 How to create belief in the future?



4

How do you create an innovative working environment?

**Company
history & identity**

**Layout &
collaboration**

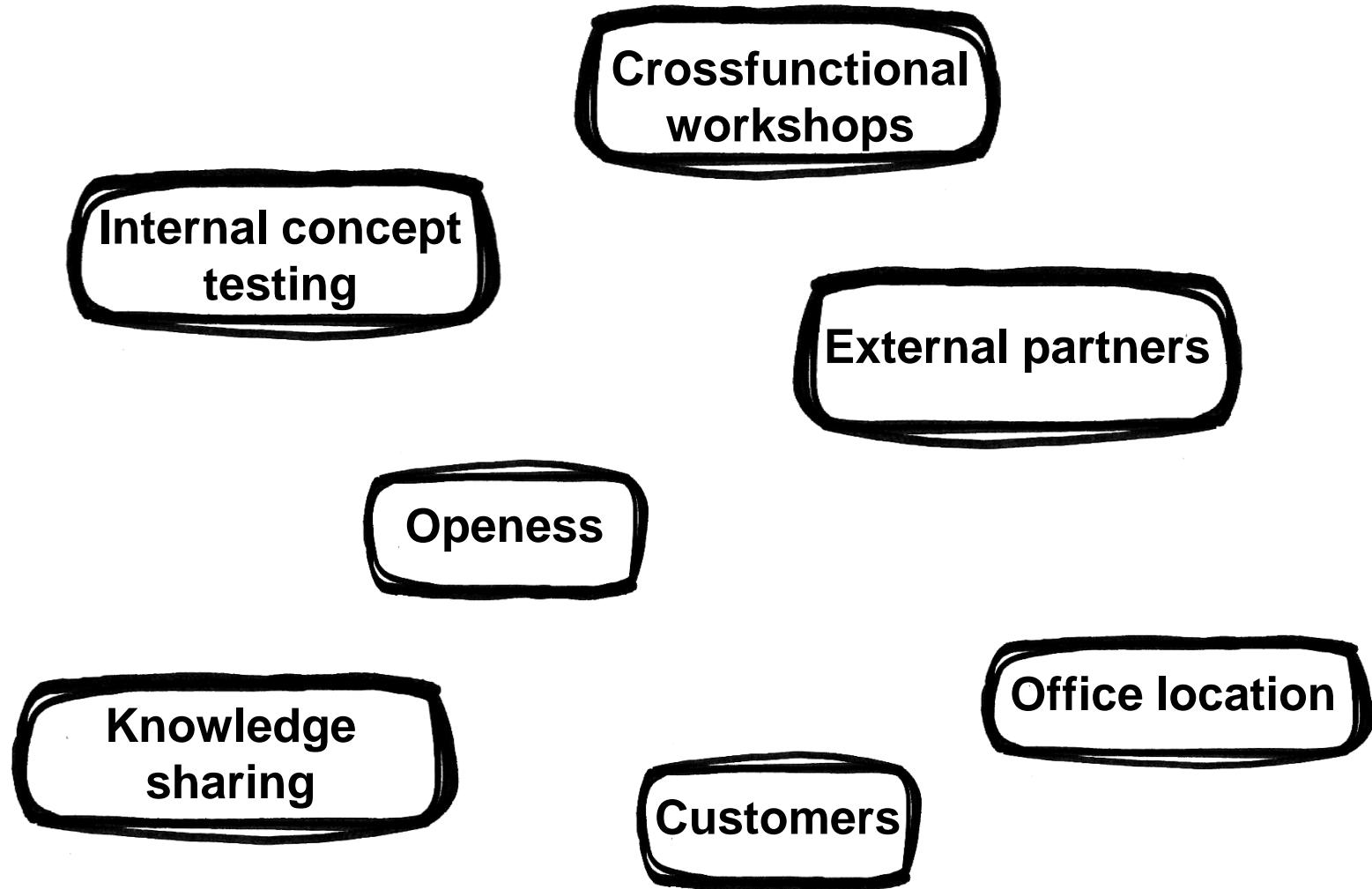
**Empowering
management**

**Time for
reflections & ideas**

Playful interior

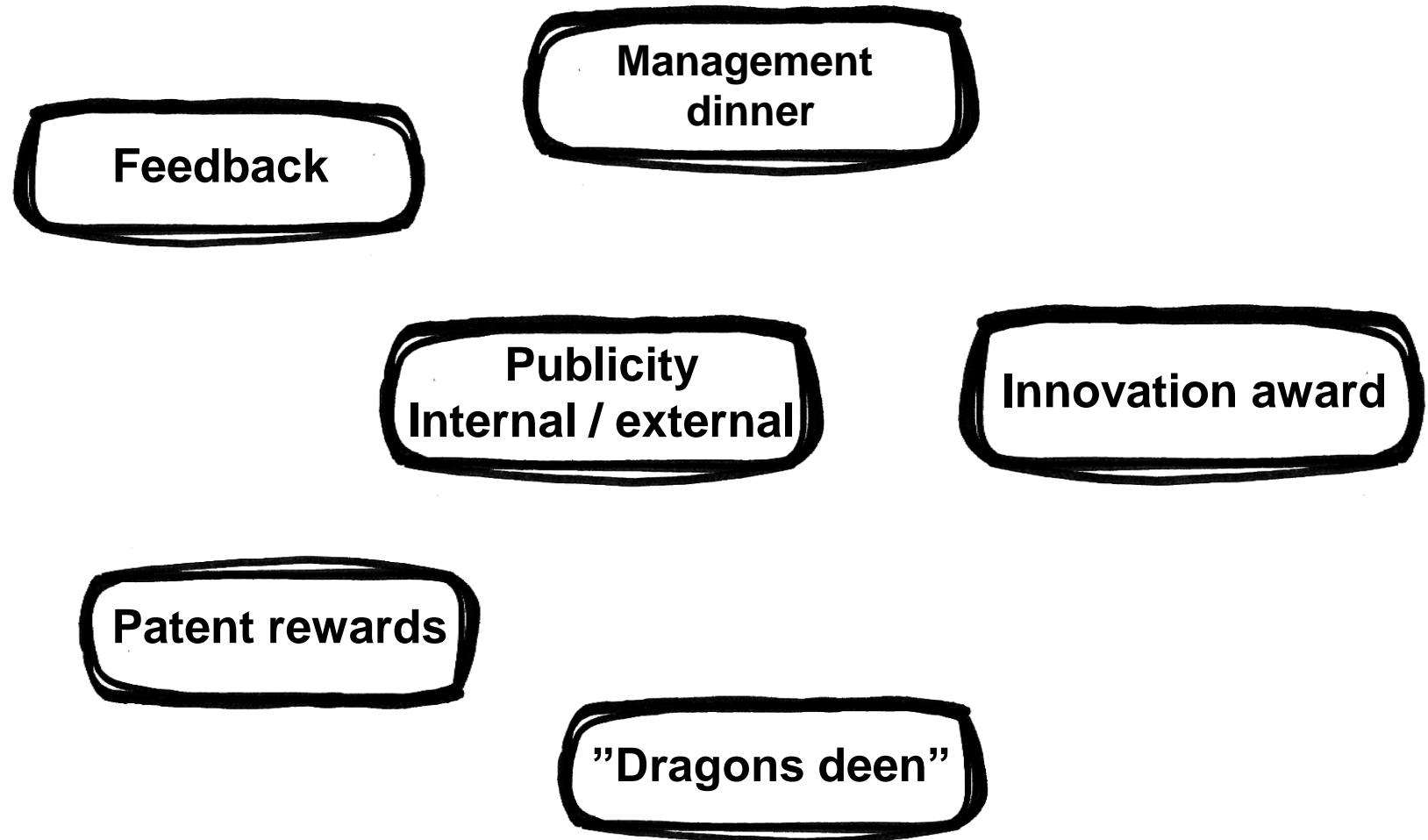
Hierarchies

5 How do you get a collaborating culture?



6

How can you work with rewards and recognition?



Workshop rules

- ...have fun!
- **Feel free** to take the workshop in any direction within the topic
- Try to share and build on **examples from your organization**
- Follow **presentation format** (or make a better one) with detailed notes
- **Outcome shall be some sort of guide / toolbox for how to create a more innovative culture in organizations**
- **10 min oral presentation**, use big papers / ppt if needed



Characteristics in a good innovation culture

curios – nyfiken

responsive – lyhörd

fearless – orädd

prestigeless – prestigelös


passion – “djävlar anamma”

dedicated – engagerad

clarity – tydlighet

pride – stolthet

belonging – känna tillhörighet



**Be aware of
Encourage
Protect**

Pride

- *Best in the world!*

Husqvarna Viking Designer Epic





**Husqvarna
Group**

www.husqvarnagroup.com