



1. DEFINE OUR OPEN INNOVATION STRATEGY
VECTORS.

“Perception is strong and sight weak. In strategy it is important to see distant things as if they were close and to take a distanced view of close things.”

MIYAMOTO MUSASHI

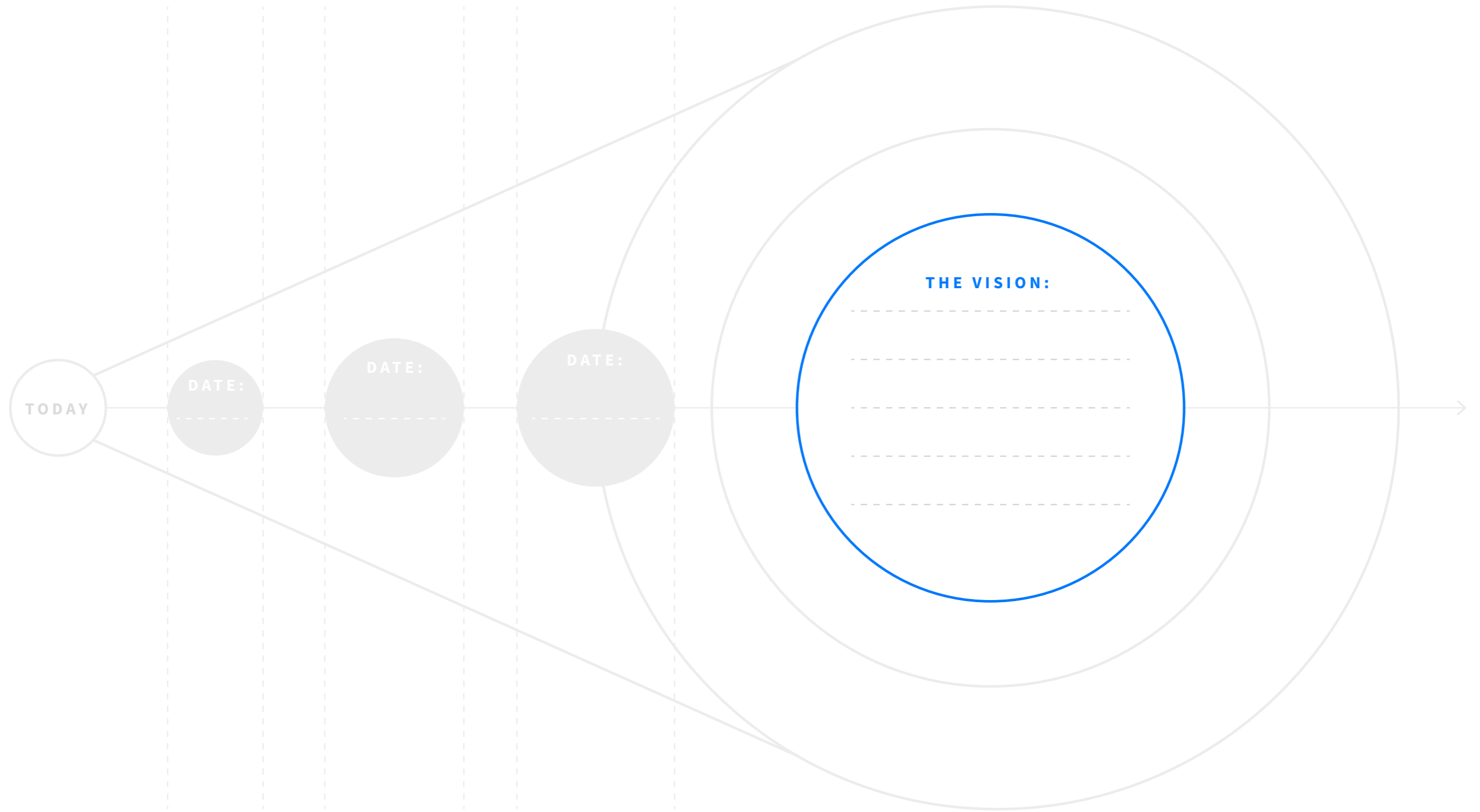
Vectors is a graphical representation of our innovation strategy over time. It shows what we are intending to innovate, the steps along the way and how innovations relate to each other.



VECTORS.

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MIYAMOTO MUSASHI



NAME:

DATE:

TEAM:

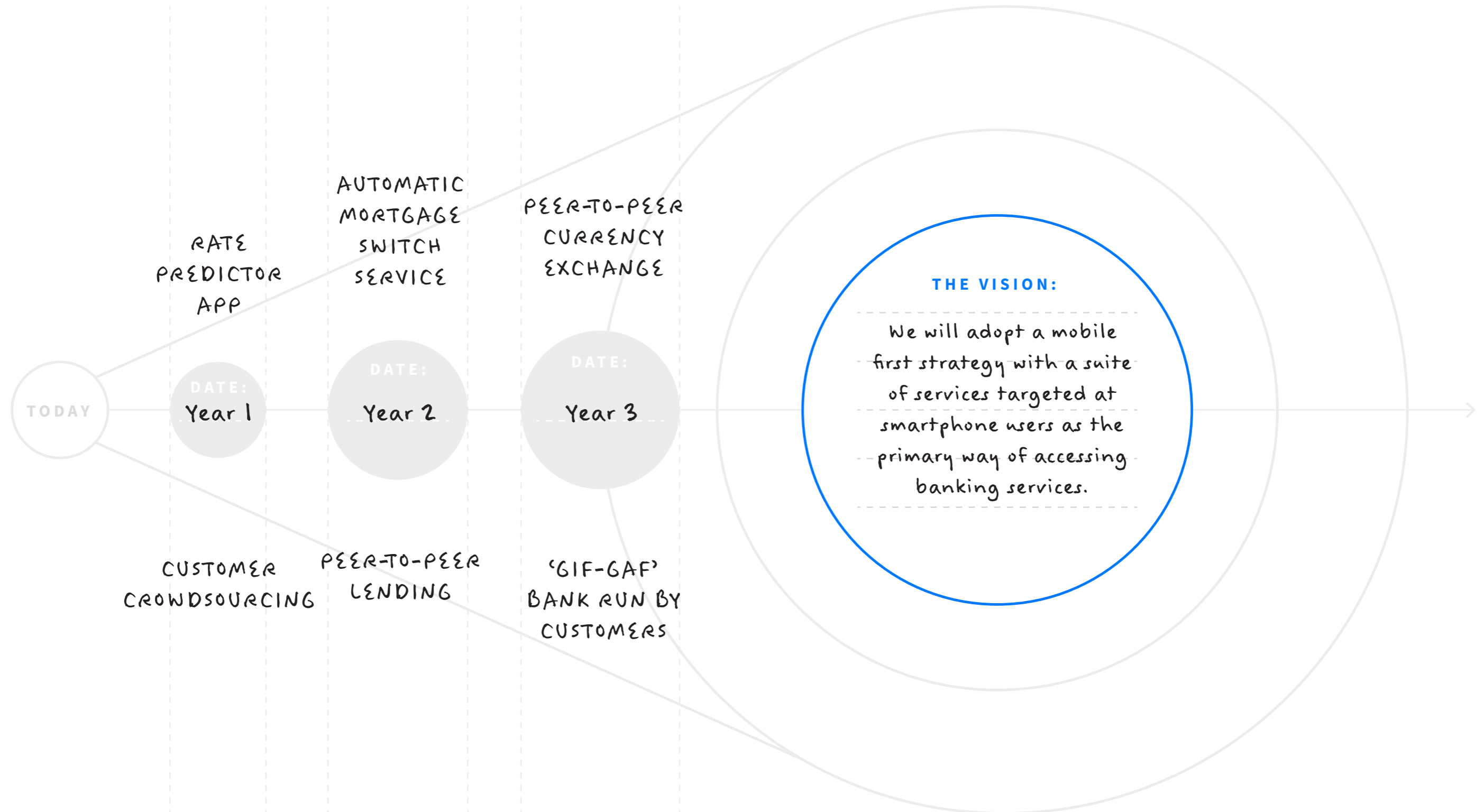


VECTORS - EXAMPLE.



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MIYAMOTO MUSASHI



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DATE: 1st March

TEAM: Open Innovation