



1. DEFINE OUR OPEN INNOVATION STRATEGY

OPEN INNOVATION NAVIGATOR.

"If it scares you, it might be a good thing to try"

SETH GODIN

The **Open Innovation Navigator** enables us to explore proven open innovation techniques and processes. It then enables us to select a method that fits our appetite for risk, the maturity of the innovation and the degree of openness that is appropriate for our company and for our target audience.



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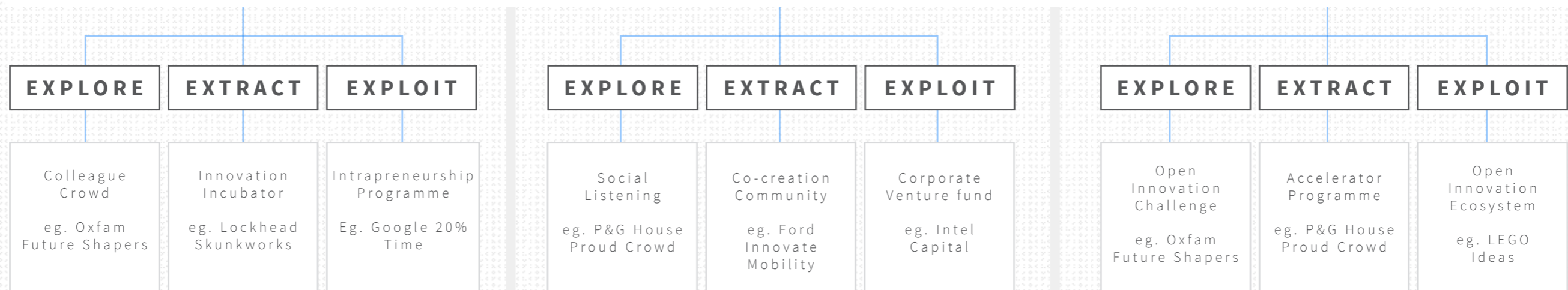
SETH GODIN

Create two paths.
Mark X for what you could be doing now.
Mark O for what you should be doing next.

1 How open are we?



2 What is the level of your innovation?



NAME:

DATE:

TEAM:



OPEN INNOVATION NAVIGATOR.

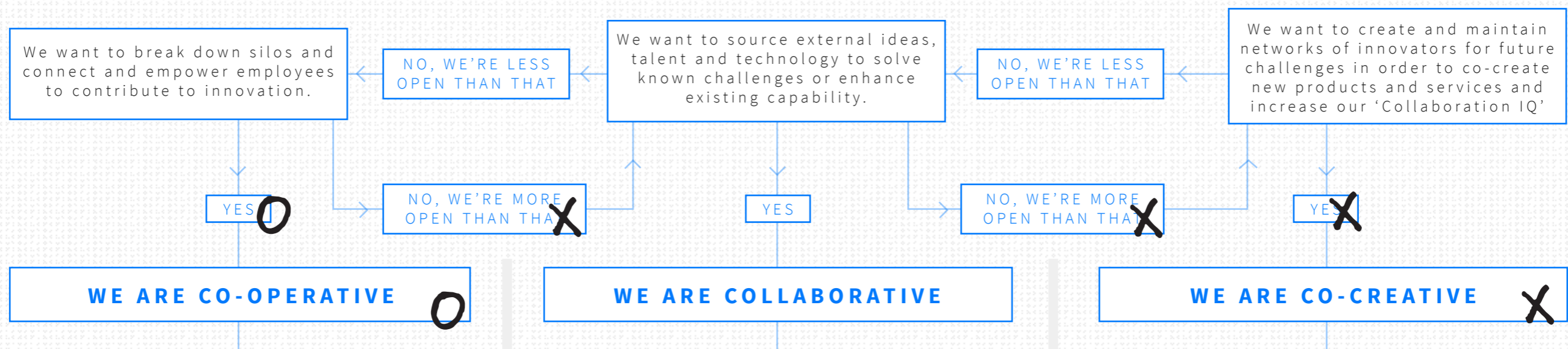


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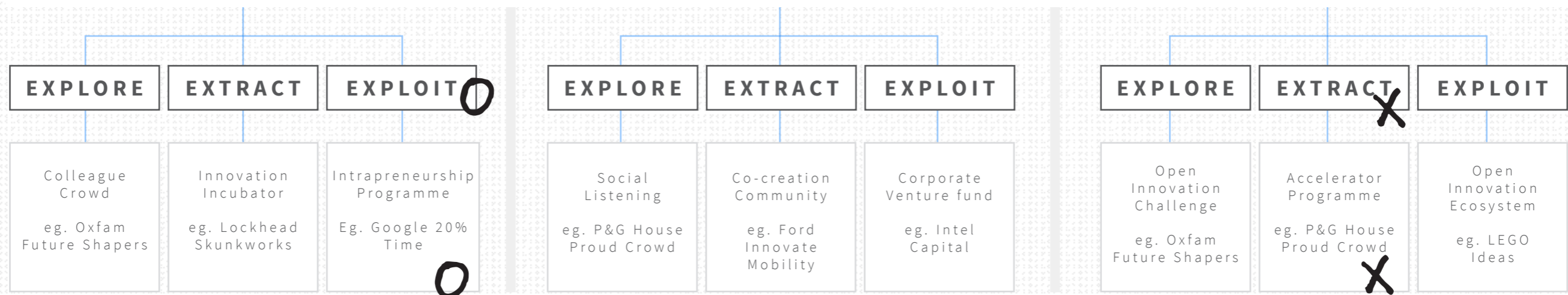
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NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation