

(Source: Rui Patricio)

## Corporate Entrepreneurship Innovation - Manifesto

Leaders must ensure that meaning and purpose are disseminated throughout the organization so that everyone knows their role and embraces the collective goals

1. Promote the debate and a freethinking mind-set
2. Encourage multiple views and contributions
3. Expose the knowledge from the most qualified people
4. Allow people getting to know each other
5. Bring up hidden talent
6. Encourage people to curiously question assumptions
7. Invite a process of collecting and expressing emotions
8. Increase the willingness to take risks
9. Assume that at least one potential solution is better than the existing ones
10. Use interdisciplinary approaches
11. Overcomes obstacles: e.g. too risky, too odd, not meeting our processes
12. Build consensus, get everyone on the same page
13. Help to adopt a common language
14. Allow effective insight gathering
15. Encourage more quality participation
16. Promote bottom-up introduction of new methods and processes
17. Generate fresh insights without typical filters and dogmas
18. Combine creativity (divergence) with discipline (convergence)
19. Adopt very early, low fidelity and fast prototype
20. Explore and communicate potential solutions with prototypes
21. Build more empathy and engagement with users
22. Leverage direct customer feedback
23. Understand how value can be co-created with customers
24. Encourage peer and customer feedback loops
25. Gamify only the practices that make sense
26. Overcome innovation key killers: arrogance and complacency

Innovation leaders should master on a continuous basis the relationship between core business incremental innovation

and the entrepreneur spirit across or outside the core business.