

# DRIVE

## AN INNOVATION CAMPAIGN THAT BRINGS TEAMS FROM IDEA TO CONCRETE OUTCOMES WITHIN 6 MONTHS

### Objectives

#### Deliver concrete results

Most organizations have plenty of innovative ideas, prioritization & execution are the bottlenecks. That is why we propose to organize a DRIVE, an idea campaign that brings teams from idea to concrete outcomes within 6 months.

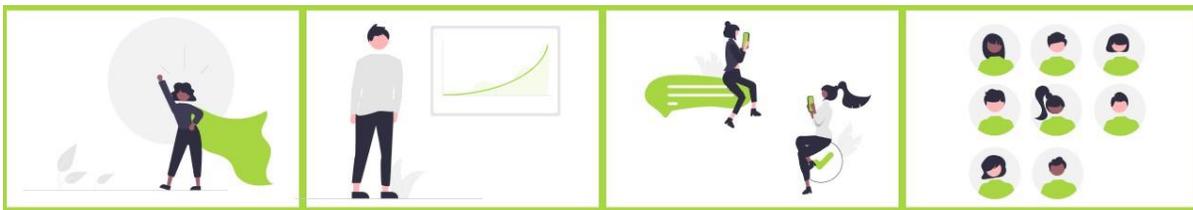
#### Make the organization rally around innovation

Innovation campaigns are great to rally the troops. While the Drive lasts for 6 months, we will make sure you get to capture that energy and in a lasting way.

#### Create forward looking employees and leaders

By enabling your employees and leaders to embark on an innovation journey, they get the opportunity to experience first-hand what it takes to innovate. In other words, participating in the Drive will teach participants valuable lessons that will benefit them in their daily jobs.

# DO IT RIGHT & GET IT DONE!



Lead your organization

Add Value

Impress clients

Retain Talent



Take the lead in digital business transformation

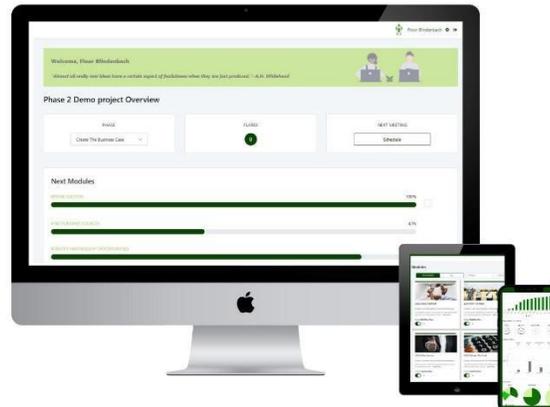
Walk the talk when it comes to ESG performance

Proactively address client needs and wants



## The Steering Wheel Platform

During the DRIVE, we will use the Steering Wheel Platform to guide the teams on their innovation journey. The platform is designed to guide teams through the START, VALIDATE, TRANSFORM, and SCALE phases of the innovation process. It comes with bite-size educational modules that explain all the concepts and provide many examples.



## A 4-Tier program

The training modules of the Steering Wheel are divided into 4 tiers. Below is a short description of the outcomes of each of the 4 tiers.



### START

2 weeks: Clarity

- After the first 2 weeks  
A project description that brings clarity on what the project entails



### VALIDATE

12 weeks: Buy-in

- Within 14 weeks  
The business case that explains why now is the best time to take action, what the team will deliver, and how



### TRANSFORM

Month 6: Celebrate

- Within 6 months  
The first results



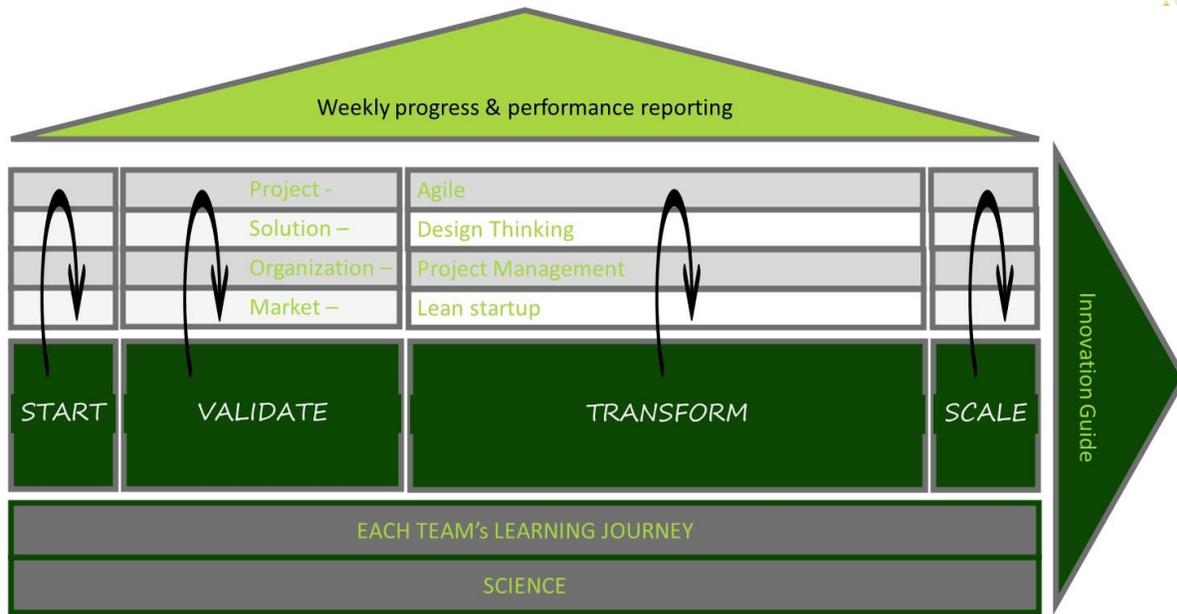
### SCALE

Maximize the return on investment

- After 6 months  
Scale successful solutions to maximize the return on investment

## DRIVE program

The ideal length of a DRIVE is 6 months, with all teams beginning within the START program and the winning team(s) progressing through the VALIDATE and TRANSFORM phases, until they deliver concrete outcomes.



*Learn faster, succeed sooner!*

### Roles and responsibilities

For the duration of the DRIVE, Organizing4Innovation will:

- Assist the client with defining a suitable theme
- Host the launch meeting in collaboration with the client
- Provide the support and assistance as defined in this DRIVE program description
- Sign participating teams up for the Steering Wheel Program.
- Provide the deliverables, including progress and performance reports on the participating teams
- Provide monthly feedback about the progress of the active teams
- Capture all the learnings of the teams



The client will:

- Decide on the size of the DRIVE – that is how many teams get to advance to the Validate and Transform phases.
- Rally the troops in the organization
- Select the winners of each round

### Conditions

The pricing is depending on the size and duration of the DRIVE.



Sign up for a [25-minute DRIVE Enquiry](#) session to learn more.

## About organizing4Innovation

Acting upon innovative ideas is one of the greatest forces for personal development and change in organizations.

We believe that every team has limitless potential when they align their innovation project's goals with what their clients/users want and their organization's mission.

By offering a tailored, team & project-based learning process, we make sure each team focuses on the right things at the right time and realizes the outcomes they desire in a timely manner. By bringing data, experiments, and examples into the innovation journey of each team, we spark breakthroughs, insights and inspiration.

We understand pursuing novel opportunities and leading change can bring up a mixed bag of emotions, fears, judgments, and concerns. We embrace the good, the bad, and the ugly. We don't try to sweep things under the rug or pretend they don't exist.

We practice what we preach and work hard to make sure all innovation teams and innovation functions are set up for success. Our current track record of teams getting to concrete results within 6 months, having a 5x higher chance of success, and moving 3x faster than the industry average is just the beginning!

We're not content to simply do business as usual, we embody our beliefs and lead the way to a new paradigm of enabling talent to pursue novel opportunities, add value to their work, and impress clients. Our approach is built on the 20+years of research and practical experience of our founder, [Dr. Floor Blindenbach](#), who has studied and coached hundreds of innovation teams and organizations. Learn faster, succeed sooner.

Results within 6 months, 5x higher chance of success, 3x faster



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[SIGN UP FOR A 25-MINUTE DRIVE ENQUIRY SESSION](#)

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