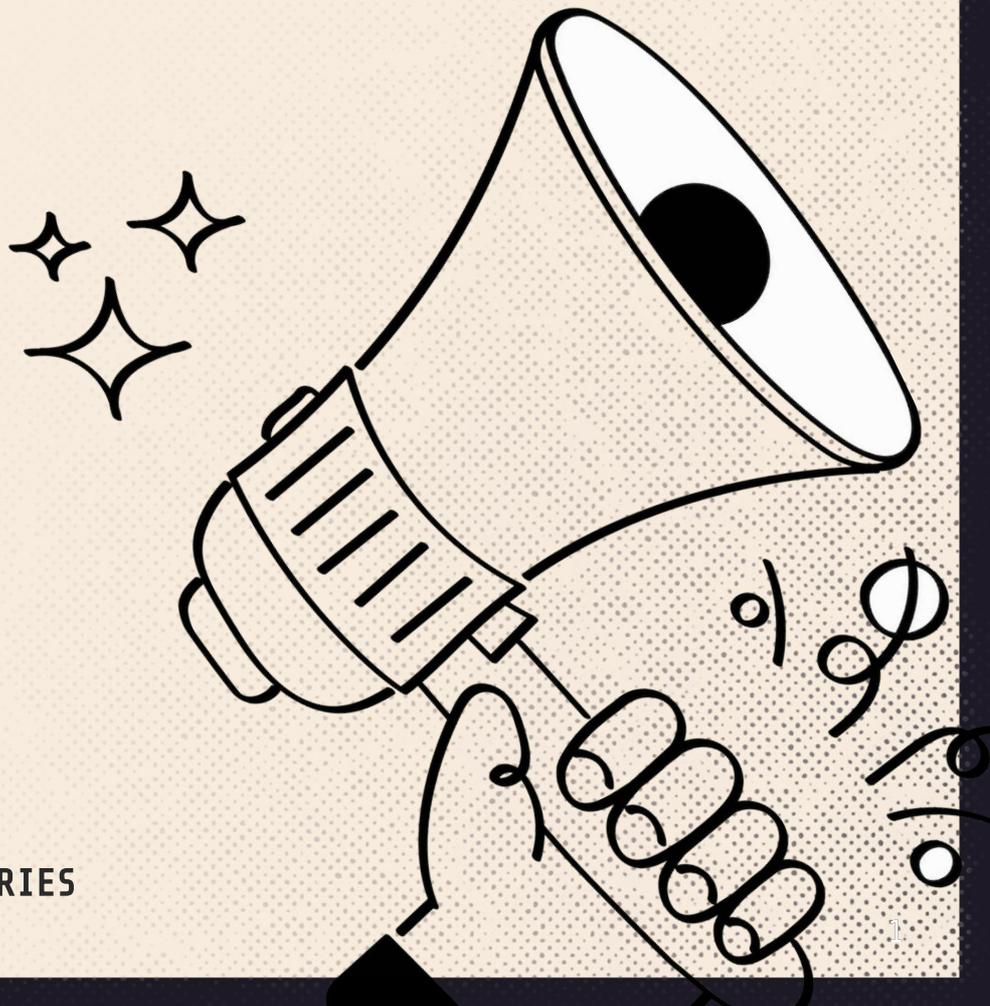


# THE **NEW** INNOVATION STANDARD.

HOW THE FLYWHEEL  
IS TRANSFORMING THE  
INNOVATION FUNNEL



# THE INNOVATION GAME HAS CHANGED



"Innovation is key. Only those who have the agility to change with the market and innovate quickly will survive."

Robert T. Kiyosaki

# FOREWORD

**The secret is out. While everyone and their dog wants to innovate, innovation has changed.**

It's time for innovation professionals at all levels and in all industries to face some hard truths about our profession: Today, innovation and idea management is no longer a magic science mastered by a lucky few innovation gurus. Access to the tools of innovation is democratized and more accessible than ever before. Every company knows they need to innovate to survive on the global marketplace.

At the same time people are tired of buzzwords and ideas getting lost, and customers don't care about a company's self-aggrandizing 2030 vision.

To put it bluntly, *innovation is mainstream*. So that's the end of this book, right?

Not so fast.

The reality is that the expectations of the workforce and customers evolve. As CIOs, innovation managers, and project leaders, we need to evolve alongside them.

People want autonomy and purpose. They want down-to-earth results. They want transparent processes. We need to develop a new way of doing things. We need to be more resourceful, more open, more playful, more simple and more engaging.

Here at Ideanote we're all about making ideas matter. We've changed the way we think about innovation. And you know what? It's working.

**Jakob Bo Storjohann**  
CEO, Ideanote

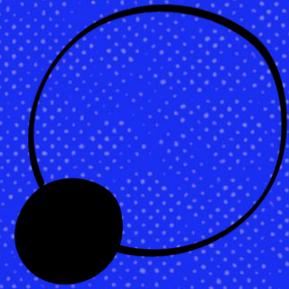
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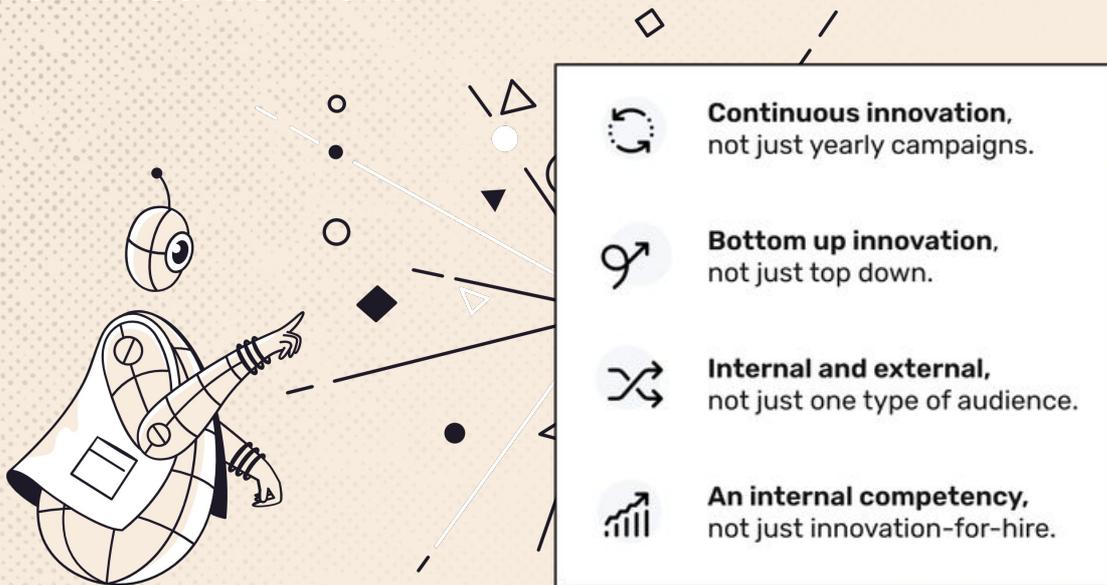
Planning and Implementing  
Innovation-Led Growth



"Starting and growing a business is as much about the innovation, drive, and determination of the people behind it as the product they sell."

Elon Musk

**Innovation has become easier. More prevalent. Faster. But expectations have shifted as well.**



**Continuous innovation,**  
not just yearly campaigns.



**Bottom up innovation,**  
not just top down.



**Internal and external,**  
not just one type of audience.

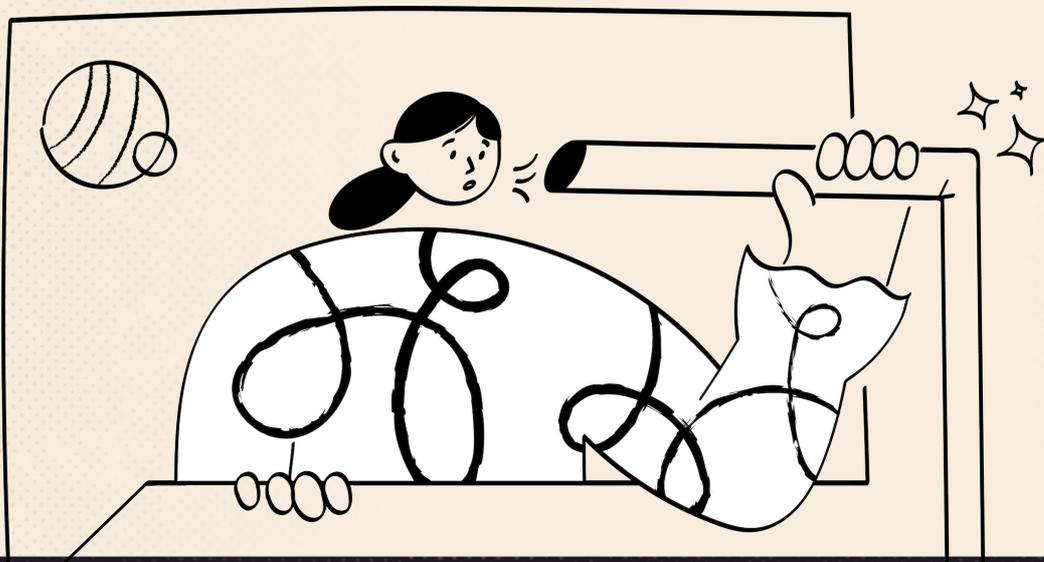


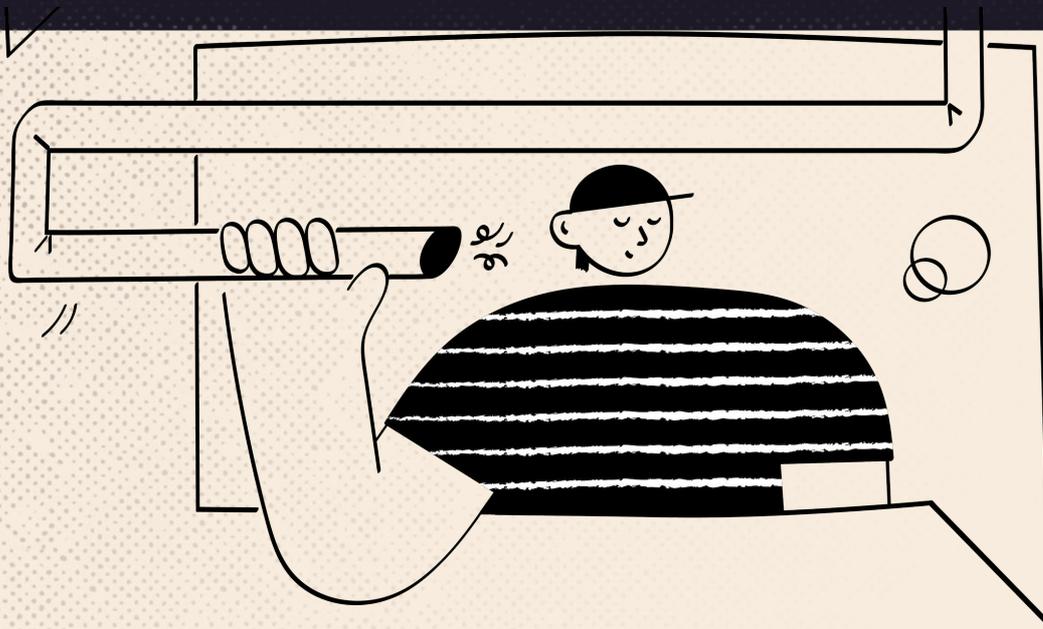
**An internal competency,**  
not just innovation-for-hire.

Employees are fed up with top-down management and expect to be met with transparent innovation processes that empower and are full of purpose. Customers expect to be listened to and want to co-create solutions. Managers expect to receive value quickly and with minimal effort.

Meeting these expectations means delivering frictionless and goal-driven innovation – or losing your revenue, your customers and your employees to companies that do.

That means leaning into your innovation as the single greatest lever for future growth.





## THE FUTURE IS **INNOVATION-LED**

**Better innovation processes lead to faster and more profitable growth.**

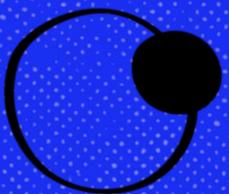
The world's top-performing companies are leading with their innovation to drive key business results and increase their organization's competitiveness on the global marketplace.

This means implementing an innovation process that's easy to adapt, proves its value quickly, and is largely self-service. It means understanding that frictionless, goal-driven innovation help kickstart a virtuous cycle that keeps employees engaged and customers happy.

Innovation is needed more than ever, and the right innovation platform is the difference between blending in or standing out. With Ideanote you can collect, engage, manage, measure, and get ahead with more meaningful innovation at scale.

“Competition is one of the most important drivers of innovation because you have to stay in the race. You have to think of something new, and if you don't, well, of course you should leave the market.”

Margrethe Vestager



# INNOVATION-LED BUSINESSES ARE **OUTPERFORMING THEIR PEERS**

Innovation is needed more than ever, and the right innovation platform is the difference between blending in or standing out. With Ideanote you can collect, engage, manage, measure, and get ahead with more meaningful innovation at scale.



## **Increase revenue.**

Reach your sales targets with continuous or radical improvements.



## **Reduce costs.**

Identify and implement cost-saving opportunities across the company.



## **Achieve goals.**

Use the collective mind of your workforce to achieve strategic goals.



## **Engage people.**

Empower employees and customers to lift the bottom line of the business.



## **Outcompete.**

Act on customer needs better and faster than your competition.



## **Increase revenue.**

Make innovation a core competency to stay agile in times of crisis.

JOIN  
**THOUSANDS OF  
SUCCESSFUL  
INNOVATION-LED  
COMPANIES**

It's pretty simple, just like our software. Get started by creating a free workspace for your business or [schedule a personal meeting](#) with one of our product specialists, for free.



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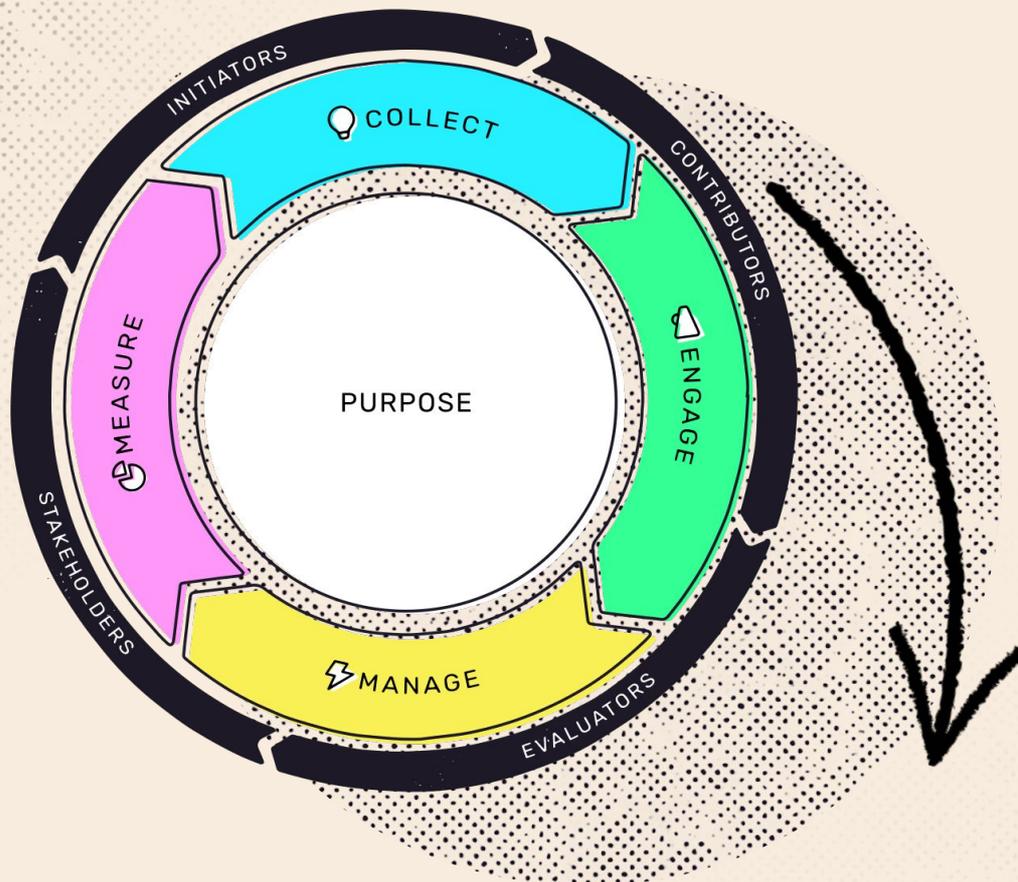
**Getting Started with the  
Innovation Flywheel**

**Planning and Implementing  
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“Innovation is not these random unpredictable acts of genius. One can be very systematic in creating things that have never been created before.”

Andrew Ng





INTRODUCING:

# THE FLYWHEEL

We've created the Innovation-Led Growth Flywheel as a framework that's easy to start with at any scale.

The Innovation-Led Growth Flywheel is a proven framework for growing your business through investing in a company-wide ability to innovate at a moment's notice.

It's how leading companies are optimizing their innovation journey to fuel exponential growth.

# HOW IT WORKS

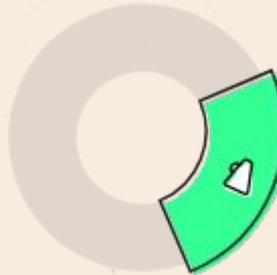
## 1. Collect ideas.

Launch goal-driven idea collections to capture more of your people's best ideas.



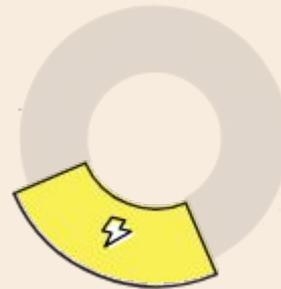
## 2. Engage people.

Involve the right people in innovation across teams and areas of expertise.



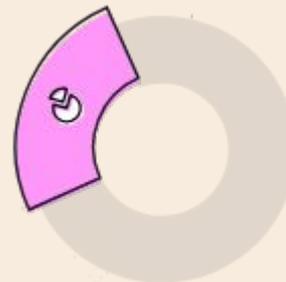
## 3. Manage ideas.

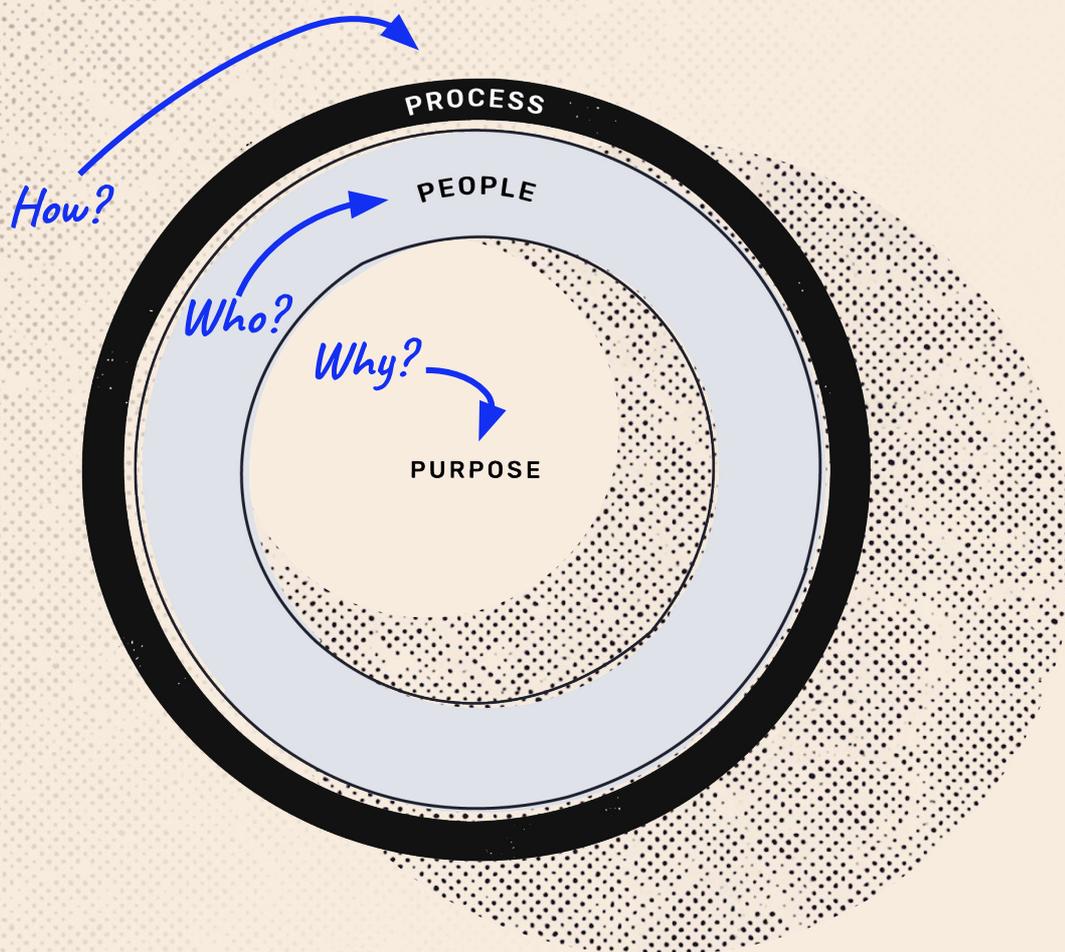
Move ideas forward with the right pace through phases that match your way of working.



## 4. Measure impact.

Set goals, track progress and celebrate your overall innovation impact from day one.





## THE THREE P'S OF **INNOVATION**

**Your innovation flywheel consists of two circles that together make the Flywheel stronger and easy to follow.**

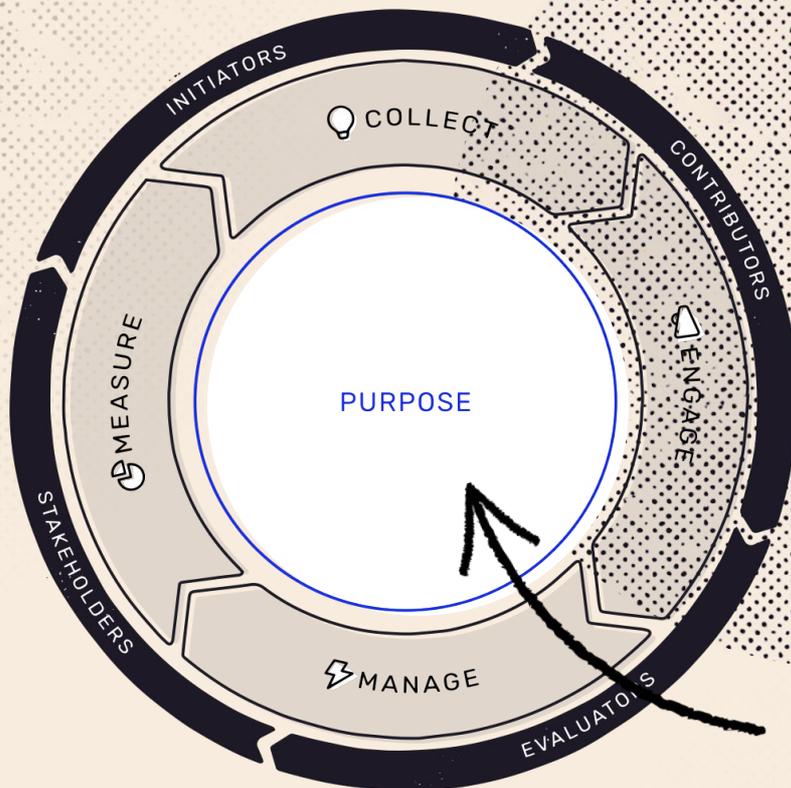
You've already met the other circle – it's all about the process and the actions that you'll want to happen. From collecting ideas to measuring impact. With the inner circle, you'll also know all about the people you'll need to involve and the order in which they will be needed.

With the center, the inner circle and outer circle, the Innovation Flywheel covers the process, people and purpose that you need for Innovation-Led Growth.



"Things don't have to  
change the world to be  
important."

Steve Jobs



# PURPOSE

**At the center of every flywheel there is a purpose; a goal-driven idea collection that challenges people to come up with ideas.**

As you encourage a healthy innovation culture, it forces you and your organization to keep a single purpose when innovating.

You can keep as many Flywheels spinning as you'd like but every one of them needs a strong purpose at their core.

## TIP #1

### **Define Purpose**

If you want to engage people in innovation, it is important to ground it in a purpose they can understand and relate to.

It is also important from a strategic standpoint to keep innovation within the general business goals of the company.

Together with the Initiator sketch out the core of why it is important to the team, department or your entire organization to solve a particular problem by tying it to overall strategic business goals.

If you can't come up with a succinct purpose, your Innovation risks failing to engage enough people or to deliver measurable results, so don't skip this step.

## TIP #2

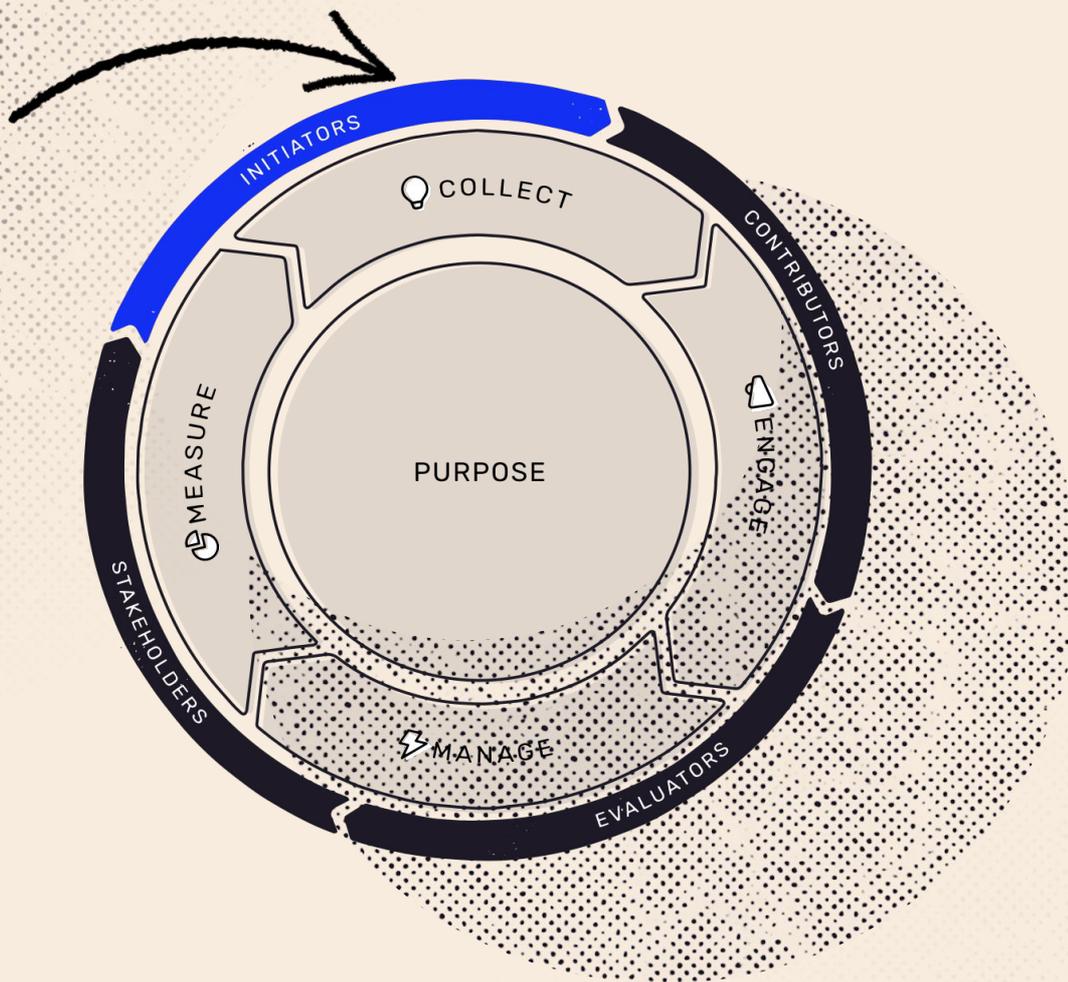
### **Set KPIs**

As part of their responsibilities in helping run innovation, you should ensure measurable and achievable goals are set at the outset.

What are your goals and how will you know we've reached them? Talk about how to best quantify your innovation success and define your success criteria, for example engaged people, collected ideas, implemented ideas or dollars saved.

"Finding opportunity is a matter of believing it's there."

Barbara Corcoran



# INITIATORS

**Your first stage of the Innovation Flywheel is triggered by initiators.**

Initiators are cautiously excited about the innovation Flywheel as a potential solution to their business goals. They don't care about the wide range of use-cases that can be addressed, but they are focused on their particular business area and how they could source new solutions.

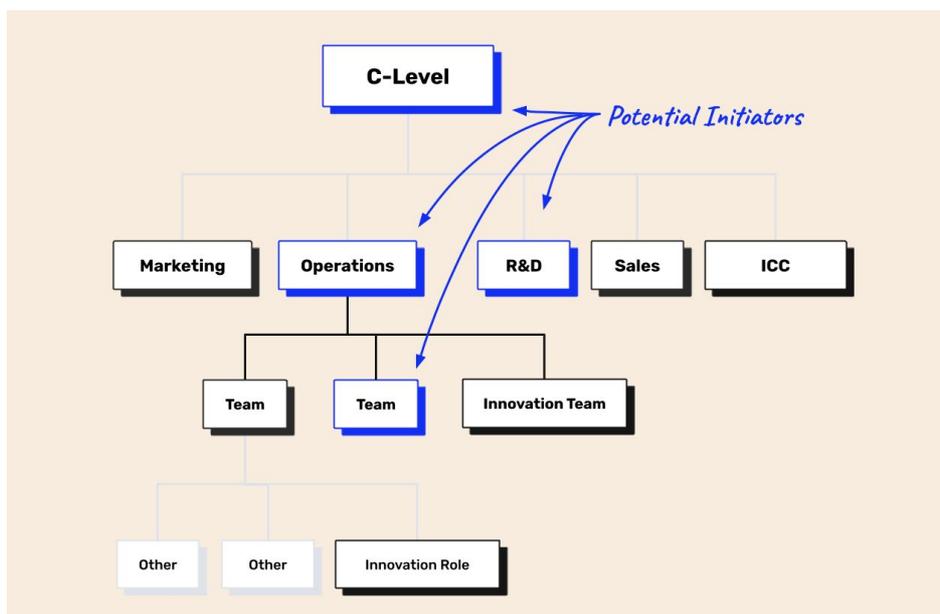
### TIP #3

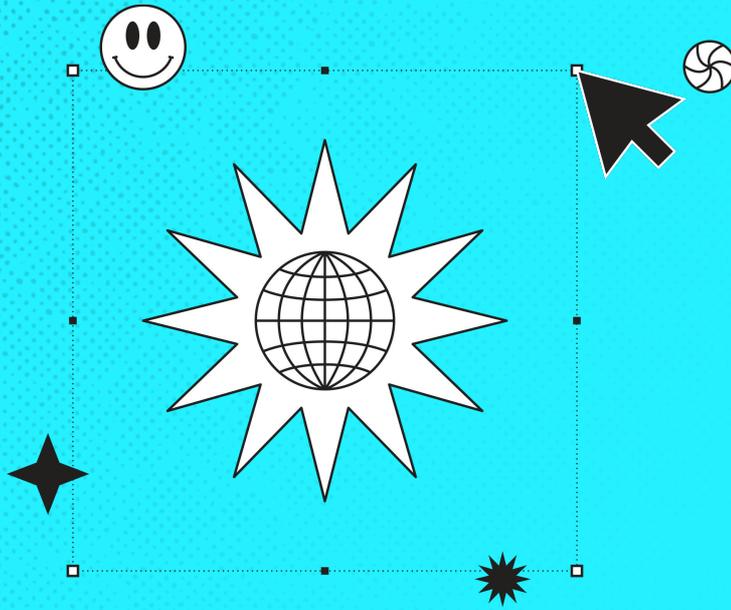
## Identify an Initiator

Without a senior executive taking an active role in a project to overcome organizational antibodies, even the most thought-through plans can fail. Initiators provide executive air cover and hold the team accountable to learn what's most important.

An Initiator is someone senior enough to clear roadblocks, but not so senior that they cannot meet with the team. They have an area that could benefit from innovation and are actively looking to innovate or can be convinced to try it out. In the end, it would not make sense to start collecting ideas if no-one has the power to implement them. Innovation needs to work for someone, not just work.

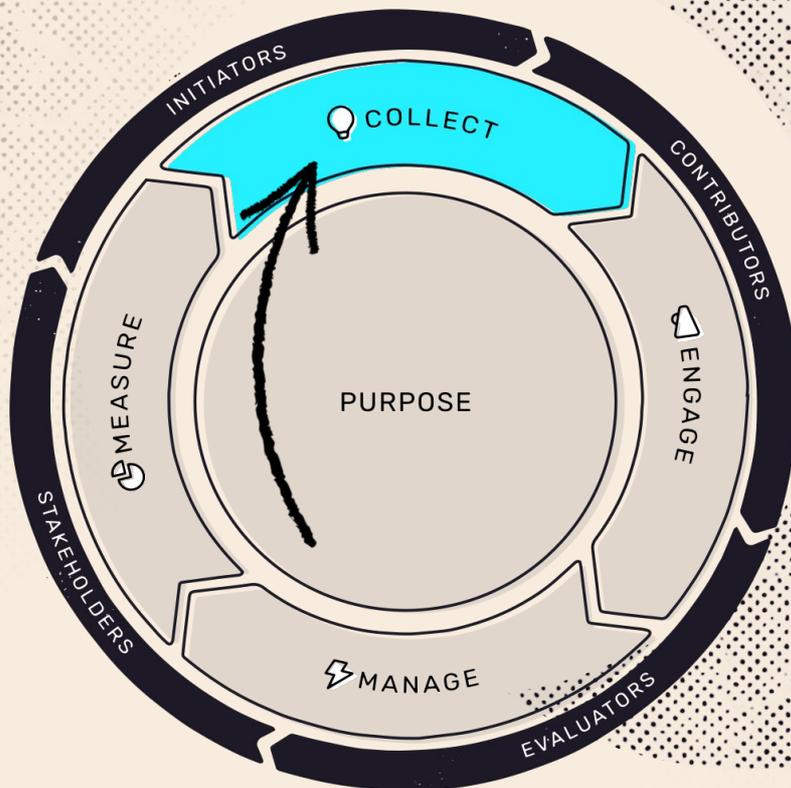
Starting out, the innovation team might have to look for an initiator, but as the Innovation-Led Growth approach spreads, the organizations initiators will start reaching out on their own, initiating and sponsoring their own idea collections.





"Ideas are useless  
unless used."

T. Levitt



# COLLECT

**Time to take action – start spinning the Flywheel by capturing ideas.**

You've identified the Purpose and an Initiator. Now, the single most important step is defining how you are going to collect ideas.

Asking for ideas in the best way and defining how detailed you want the ideas has a big impact on the rest of the Flywheel.

## TIP #4

### **Define Idea Template**

An idea template is like the empty skeleton that people fill their ideas into. It inspires and provides context when needed.

Ideanote offers plenty of custom fields to choose from. Adding helpful contextual clues like placeholder texts means you're basically side-coaching people; helping them submit ideas in a format that has a better chance at being chosen as a winner.

From your perspective, depending on how broad your audience and question is, you might want to add qualifiers like a checkmark field asking "Which area is this idea impacting?".

Need some type of legal consent? Add a checkmark field. Need estimates? Add a slider field. Need to know what type of idea it is? Add a radio-button field.

But remember: while people love submitting ideas they do not like wasting time. Only ask the questions you absolutely need to ask. Best practice is about 4, max. 6 questions.

## TIP #5

### **Define How-Might-We-Question**

In Ideanote you can launch goal-driven idea collections that center around a challenging question to inspire people to come up with ideas.

We recommend to pose focused, open-ended questions with the How Might We (HMW) method. How Might We questions help people think differently and come up with new, valuable ideas. The better the question, the better the ideas.

Posing too narrow a question might mean you're already pre-defining the solution. For example "How might we deliver food via drones?"

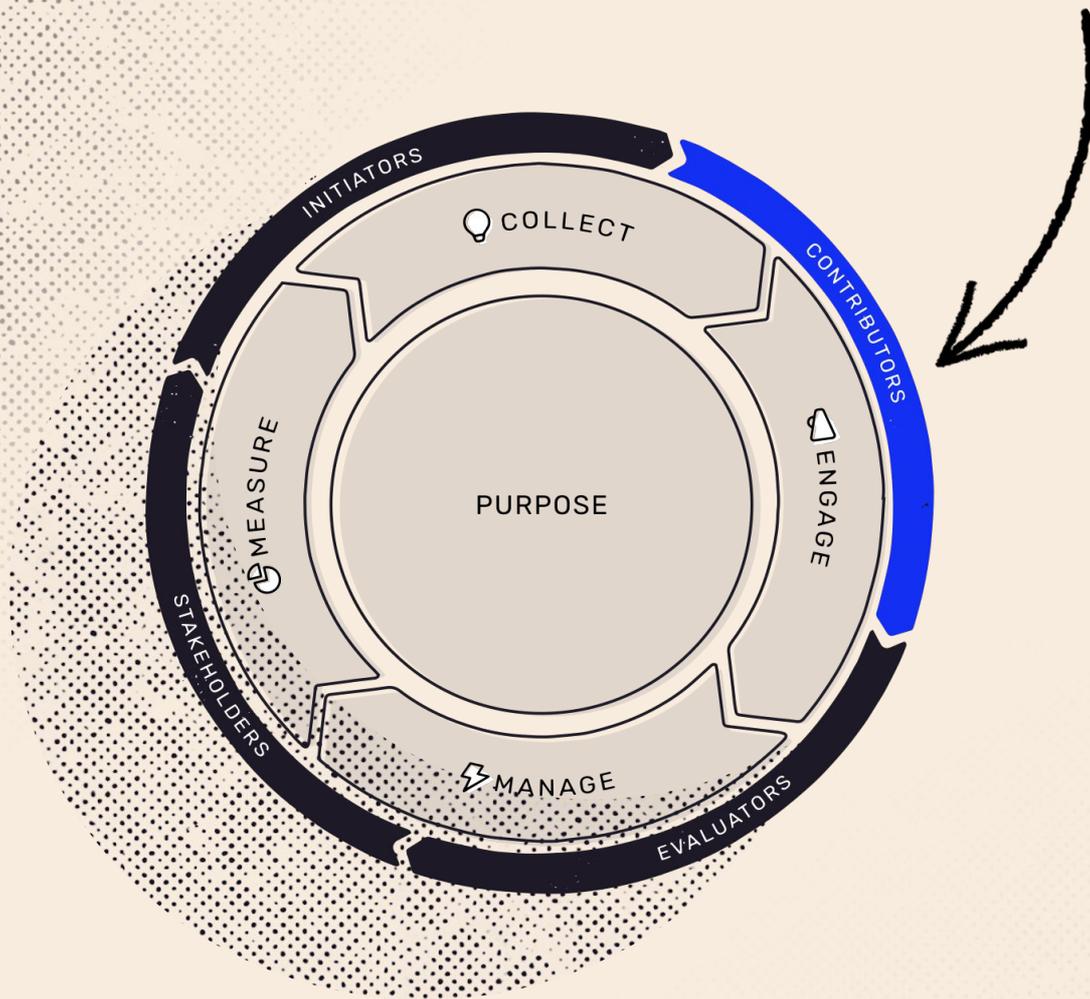
Posing too broad a question might leave your people wondering what exactly you are looking for. For example "How might we earn more money?".

It's all about striking a balance. A good question provides people with focus, yet leaves enough room to explore even the boldest of ideas. Ask a question that inspires, instills purpose and is easy to understand.



"Innovation comes out  
of great human  
ingenuity and very  
personal passions."

Megan Smith



# CONTRIBUTORS

**Innovation is a team sport and it's time to get more people on the field.**

You know who wants to innovate and what type of ideas you want to collect. For your next stage you'll scout for contributors, the people that are going to submit ideas.

You can designate your own team, a department, the entire company or even some of your more engaged customers, partners or clients as contributors. It's up to you.

## TIP #6

### **Define Contributors**

Contributors understand and identify with the purpose at the heart of your Flywheel – and they're excited about it!

This excitement is driving them to spend the time needed to submit quality ideas and to explore other ways of contributing or understanding the problem at hand more deeply. Perfect contributors are heavily invested in your company, emotionally connect with the purpose and care about your success.

You can cast a wide net or be specific but research shows that having a diverse group of contributors makes for more interesting and better solutions. What kind of people you ask depends on what kind of ideas you are looking for too.

Are you looking for radical new product ideas? You could go for both internal teams or external clients. Want to cut costs in the HR department? No need to ask your customers.

## TIP #7

### **Define Access**

But how much should they be able to see? Best practice is to allow them to submit ideas, see other ideas as well as like and comment incoming ideas.

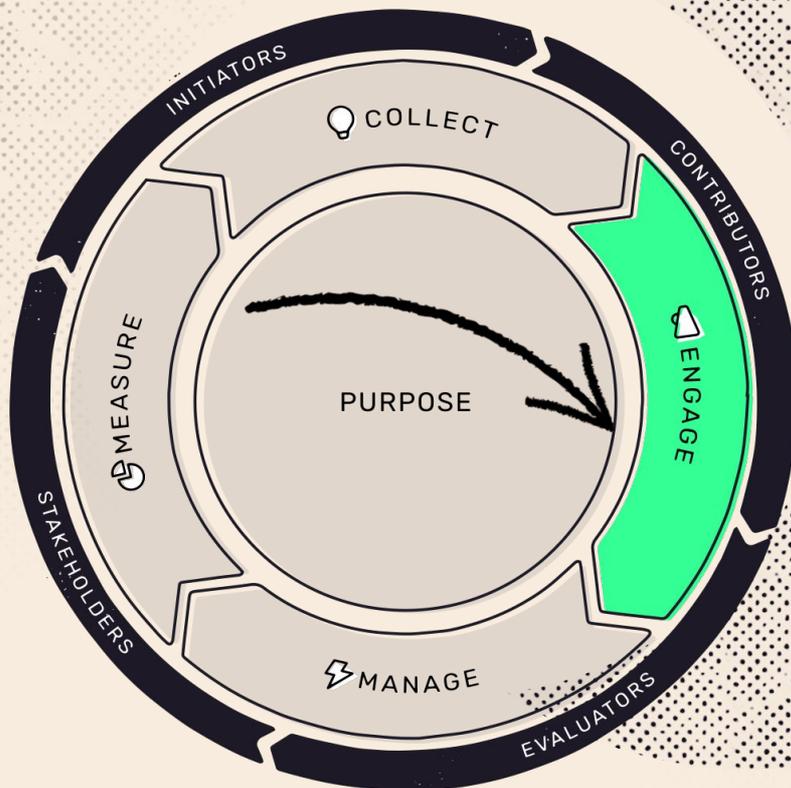
You can be more restrictive if you have legitimate concerns about privacy, IP rights or destructive behaviour. If you want to be completely open just generate a shareable link.

With Ideanote all these settings can easily be defined for individual Members, Teams or even the entire Workspace.



“Having influence is not about elevating self, but about lifting others”

Sheri Dew



# ENGAGE ○

**Breathe some life into the Flywheel by involving a larger crowd.**

Engagement is about going from just a goal to making it real. How are you going to get people involved in the innovation process?

It's about planning and making sure that your innovation gets the attention and engagement it needs to reach your KPIs.

## TIP #8

### Define Rewards

Now that you've got your greenlight and you're ready to engage people take a moment to consider what kind of rewards you want to offer Contributors to maximize or focus engagement.

- Research shows that in the long run intrinsic (purpose driven) rewards fare better for innovation purposes than extrinsic (monetary) rewards.
- Extrinsic rewards might lead to higher engagement numbers the first time but they do create pressure that hinders creativity and they permanently damage engagement over time as expectations rise.
- Instead, focus mainly on no rewards at all or rewards and celebrations that tie back to the bigger purpose.
- Don't cast too narrow a net either. If only the winning idea gets something this might keep people from submitting their ideas if they underestimate their idea.
- Encouraging a friendly competition between teams, departments or geographic regions can boost engagement too - even without rewards.
- Still want to do an extrinsic reward? Take a look at these <https://ideas.lego.com/guidelines> for inspiration. They are a classic model that has proven to work for them.

## TIP #9

### Plan Outreach

You know you're allowed to collect ideas from your Contributors and what type of reward you are offering. Now walk through how you are going to reach out and engage your Contributors.

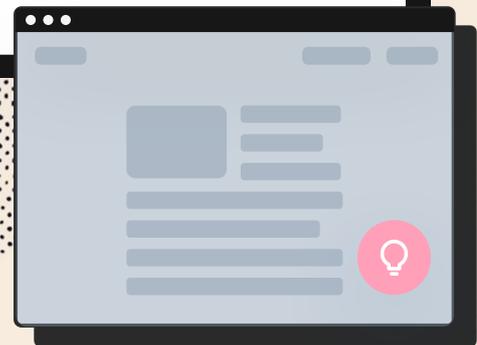
- You have a good starting point with a lot of ground covered but you still need to ensure that idea submission is as easy, clearly communicated and accessible as possible.
- Meet people where they are. If you want to collect ideas from people don't ask them to install an app or follow instruction - be in their face. Send them a link, put up a poster or add a widget to the website or intranet they are already visiting.
- Tell a story. If you want to make a splash having some strong visuals and a strong story helps. Add a Description, a Cover image and maybe even record a short personal video with the Initiator.
- Be transparent. If possible add a small FAQ or about page somewhere for people that want to know more about the purpose, the team behind, the rewards or the newest stats.



*How about a poster?*



*How about a short video from the CFO?*



*How about a widget on your intranet?*

## TIP #10

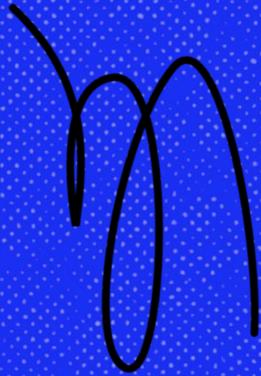
### **Get Sign-Off**

You are potentially going to involve a lot of people. Before you do, it's best practice to get a final sign-off from stakeholders. You don't want to step on anyone's toes and want to make sure that what you are doing is seen as within the company's goals.

Remember, if you don't then this can erode your position and the perception of innovation in the company over time.

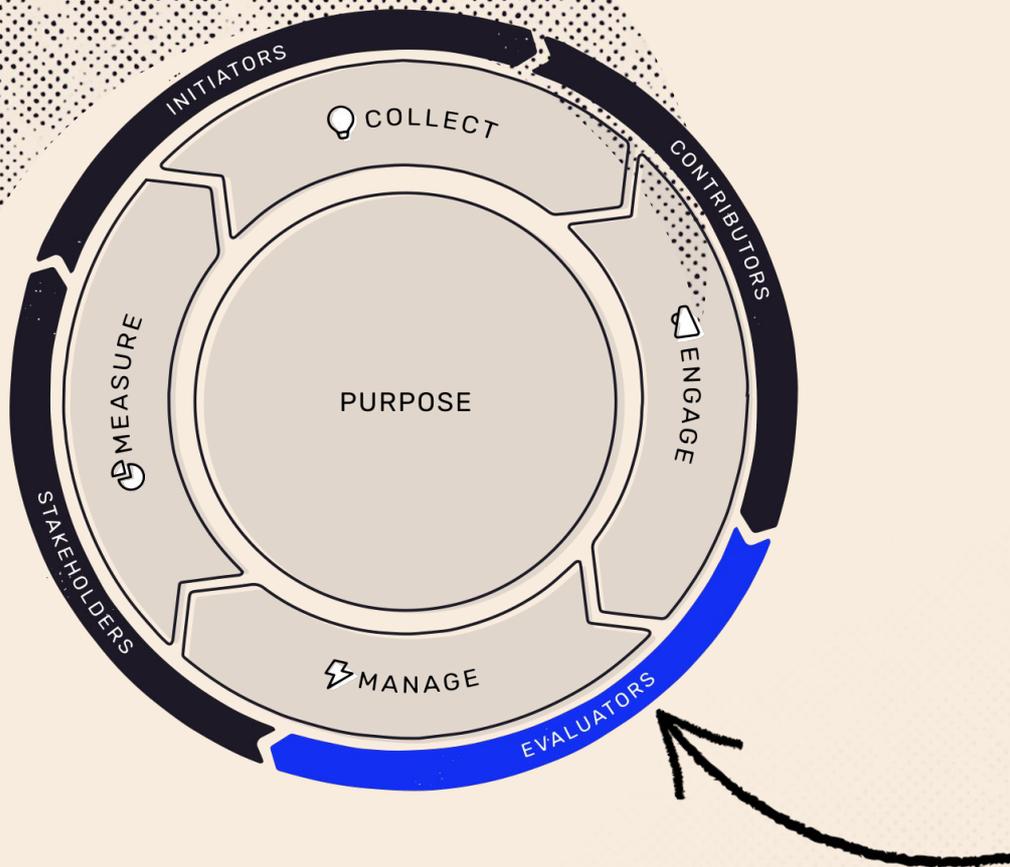
You should make the sign-off happen but can involve the Initiator when needed. Depending on how many contributors you plan to involve, how flat your organization is and how defined your processes are this can turn out to be anything from a fast and simple green light to a drawn out negotiation between departments.

But don't worry. Getting innovation greenlit should not be a problem. Innovation is a top-three management priority for almost two-thirds of companies.



"If at first the idea  
is not absurd, then  
there is no hope for  
it."

Albert Einstein



# EVALUATORS

## Time to get some experts on board.

For your next stage you'll need to identify evaluators.

Evaluators have core knowledge about the different business areas involved in your purpose-driven idea collection. They are able to understand the potential use-cases of incoming ideas and can help turn chaos into order.

## TIP #11

# Recruit Evaluators

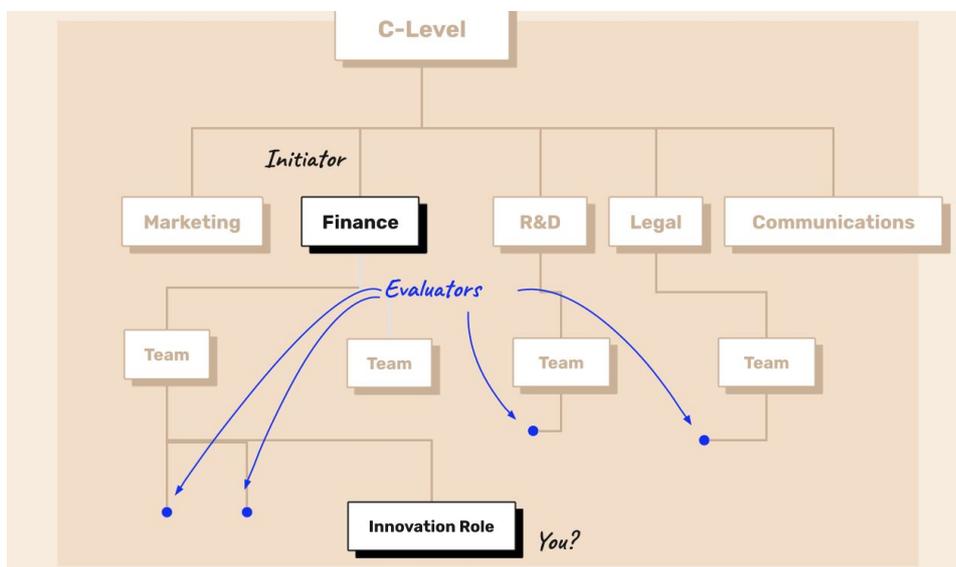
Evaluators help you evaluate the commercial potential of incoming ideas. They help ensure that ideas pass through the idea management process correctly, fairly and efficiently. They help filter out ideas that should not be advanced because they lack strategic fit, lack of resources, or are too similar to products or services that already exist or are in the pipeline.

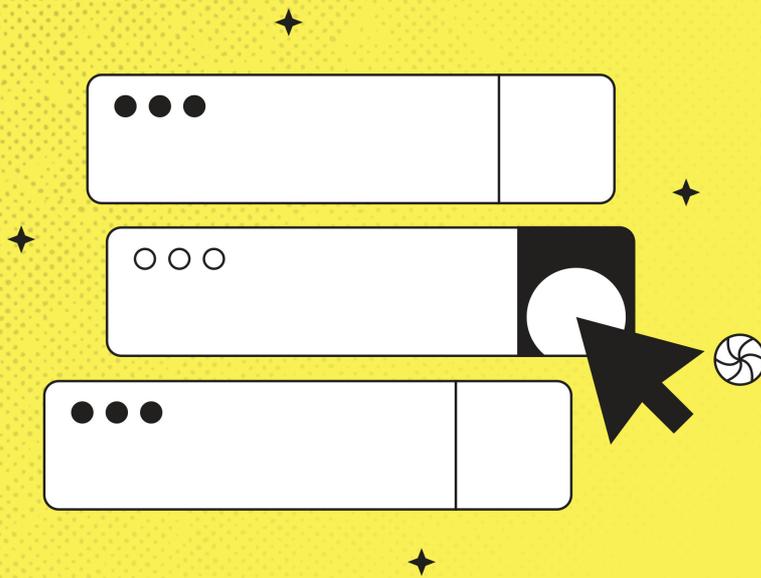
Evaluators do not need to be decision makers or stakeholders but they do need expert knowledge on the feasibility of ideas.

Don't involve too many evaluators. Innovation should stay lean. Try to go for minimum two and at most seven per evaluation step.

Having evaluators from different areas or teams not only ensures a more accurate evaluation, it also keeps the process fair and transparent for everyone.

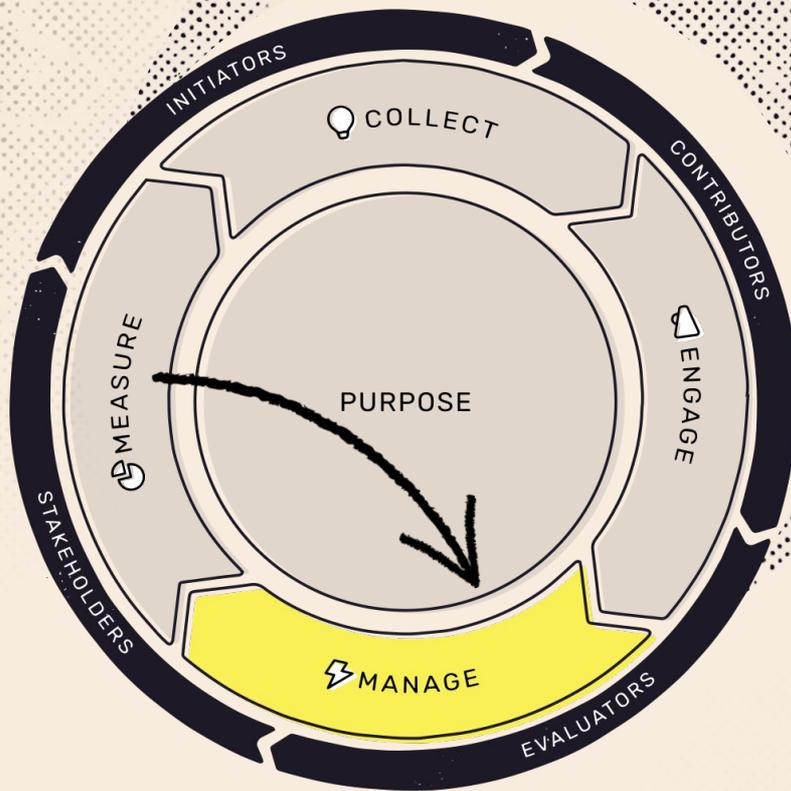
You can recruit evaluators from anywhere in the organization. Just think about what types would be useful. A legal expert to check patents or legality. Someone from the communications department to see if the submission could be published. An expert on business models for, well, business model ideas.





“Daring ideas are like chessmen moved forward; they may be beaten, but they may start a winning game.”

J. W. Goethe



# MANAGE

## Let's move ideas forward.

You've collected plenty of ideas with your push for engagement. Now it's time make them matter.

Ideas need a place to go and a real path to move all the way to implementation. So they can push the limits of what's possible and help you grow.

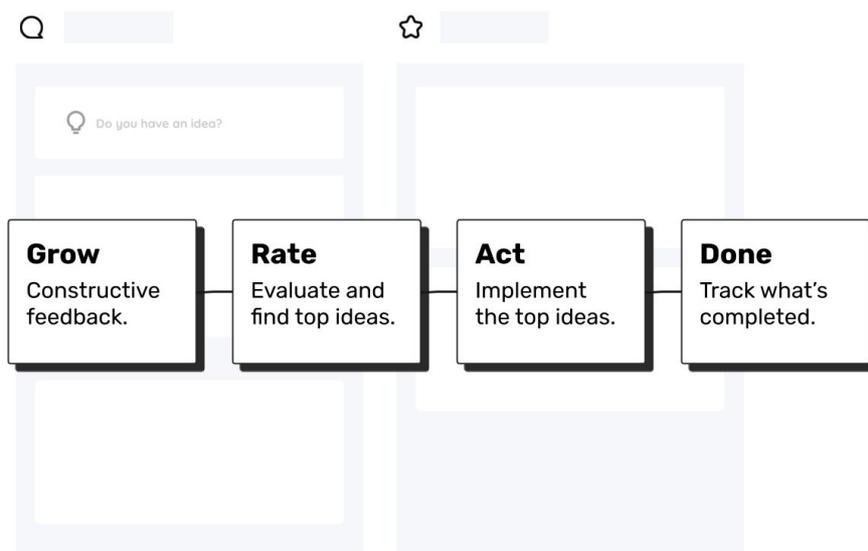
## TIP #12

### Define Phases

You have collected valuable ideas in a goal-driven and structured way. A great way to get the most out of them is to lay down a number of phases they will move through.

Take what's good about your current process for ideas and map that version in a simple and practical way to your idea management platform

If you don't have a process yet, we suggest the simple idea funnel mapped below. It makes sure every idea gets a chance to be improved before it is evaluated. That keeps things positive and everyone gets feedback.



Every phase you add to your funnel is an opportunity to involve Evaluators and make smarter decisions together.

You might invite 5 evaluators to rate ideas in one of the phases or project leaders to an implementation phase. It's all up to you and about who you can mobilize.

## TIP #13

# Set Evaluation Criteria

Sometimes evaluating ideas is as simple as skimming them and moving the best ones along on first look.

With larger outreach involving more than 50 ideas it is best practice to structure and streamline that evaluation process.

When defining the phases you can set up evaluation criteria to match your way of identifying the ideas that are most likely to succeed.

You are free to shape the evaluation criteria any way you like and you can even add weighting to make some of them more impactful but in the end it is good to keep it simple.

**Evaluate** ...

Description

Evaluate ideas together and find the best.

 **Ask people to evaluate ideas**  
What should people evaluate ideas on?

 **Impact**  
How impactful is this idea?

 **Ease**  
How easy is this idea to implement?

*Add some rating criteria.*

A best practice example is the ICE evaluation scale - asking your Evaluators to rate ideas on the Impact, Confidence and Ease of the submitted ideas.

## TIP #14

### **Find Winners**

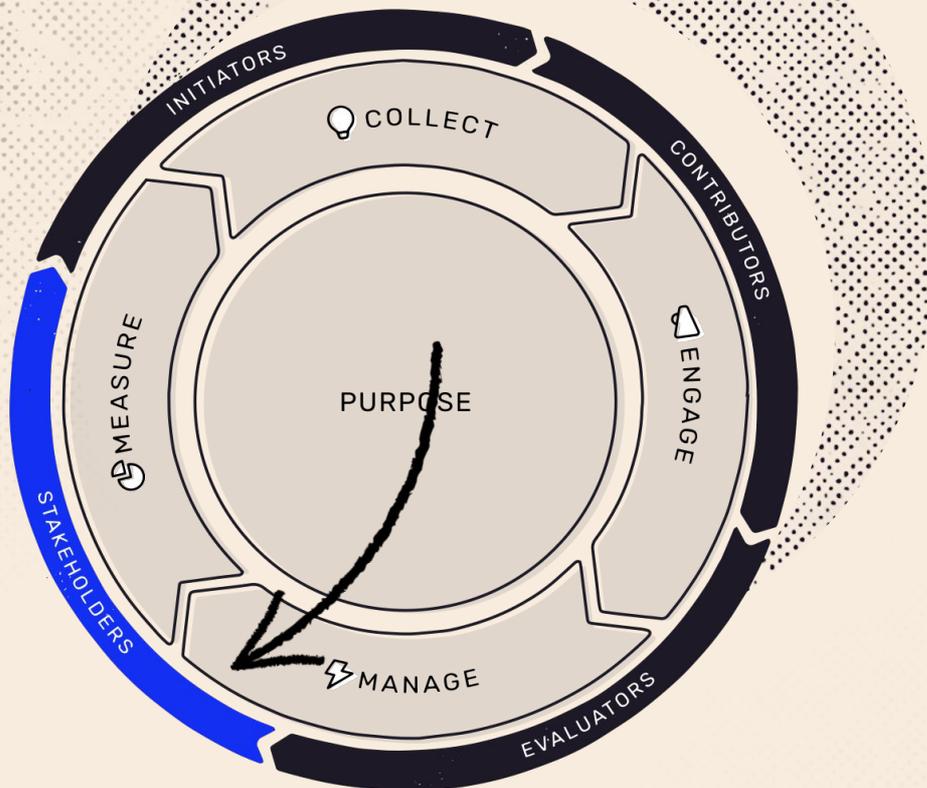
You've shepherded ideas all the way through the Phases, evaluated them and found the best.

- **Sort by highest average rating.** You've let people evaluate ideas. You can easily sort and filter in the interface.
- **Move the best ideas to a separate phase.** Make it clear for you, the evaluators and stakeholders which ideas have been selected by moving them to a separate phase.



“Innovation is change  
that unlocks new  
value.”

Jamie Notter



# Stakeholders

## Time for a hand-over.

Stakeholders are heavily invested in the business impact of the ideas. These are the people who can take ideas on to their teams, departments or committees.

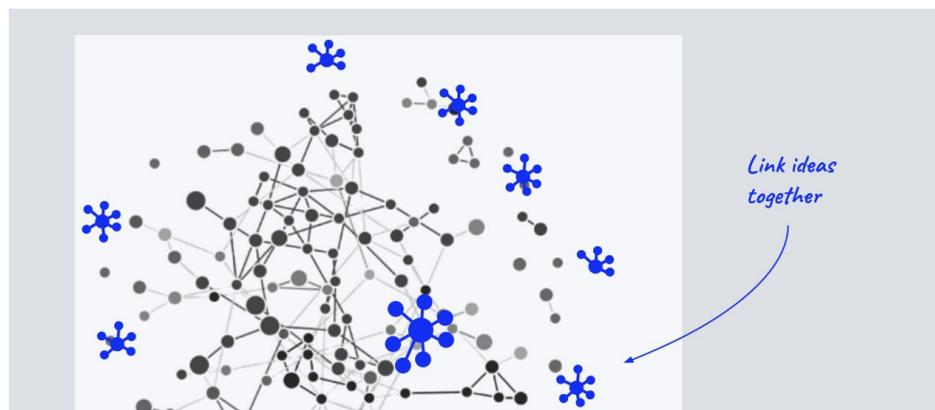
They can help draw value out of the the ideas you are managing in your Flywheel.

## TIP #15

### Combine Ideas

You've collected valuable ideas. Depending on how many you've collected you might want to group larger patterns and identify similar ideas.

- **Fair to winners.** It might create backlash if you send one idea further than another one just like it.
- **Efficient for stakeholders.** Give people that are going to work with the ideas more context and save them time by pre-grouping ideas. Just link ideas right within Ideanote to help organize your output with ease.



## TIP #16

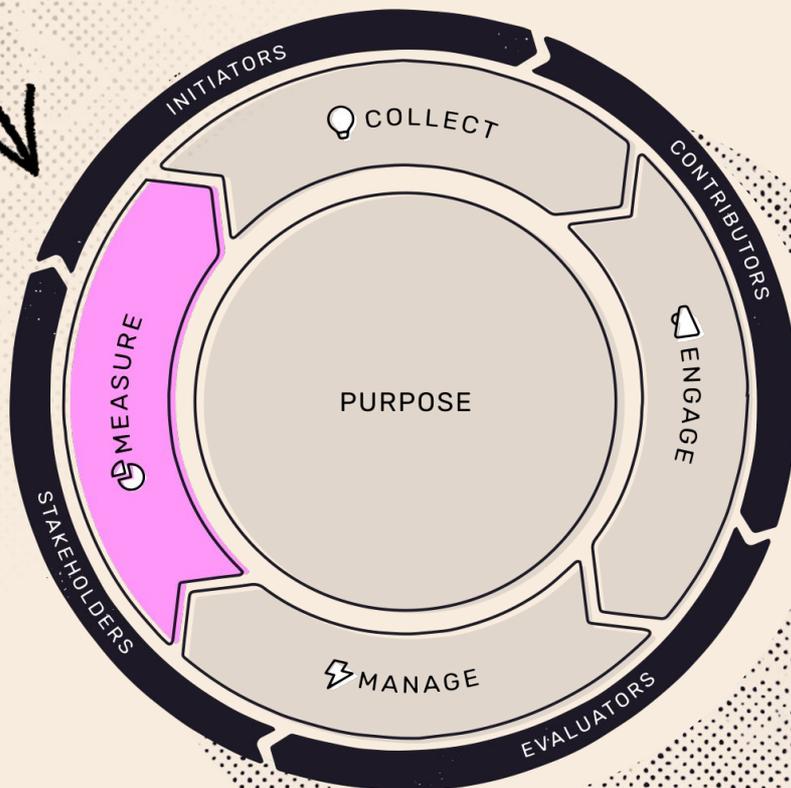
### Hand over Winners

You might have identified several stakeholders in different areas. Now it's time to hand ideas over to the right ones so they can take action on ideas and help realize their value.



“The way to succeed  
is to double your  
failure rate.”

Thomas Watson



# MEASURE

## Complete the Flywheel.

Measuring impact – tracking your KPIs, taking ideas to implementation, sharing success stories – completes the cycle by driving awareness and engagement.

Having secured measurable impact for your stakeholders you can spike initiator interest for spinning the next Innovation-Led Growth Flywheel. Or keeping this one spinning.

## TIP #17

### **Close the Loop**

If you want to keep engagement high over time you need to make people feel a part of it. Keeping the process transparent and closing the loop at the end is a big part of it.

Thank people for their participation. Find a good moment to reach out to people that have submitted ideas and let them know that their ideas have been received and what's going to happen next.

Reach out to winners. If you have some more specific information, want more

It's best practice to close the so-called "feedback loop" this way. It keeps the wheel spinning and helps your innovation grow.

## TIP #18

### **Celebrate Impact**

Turning innovation into a strength for your organization means having people behind you. You'll need to return for

The innovation Flywheel is about people and you'll need to communicate clearly and simply.

- Share Success Stories.
- Announce Winners, if there is a Reward
- Share Final KPIs.
- Communicate to Segments. You might have divided contributors into different segments by location or department. Communicating final engagement numbers out to these segments will help keep the process transparent.

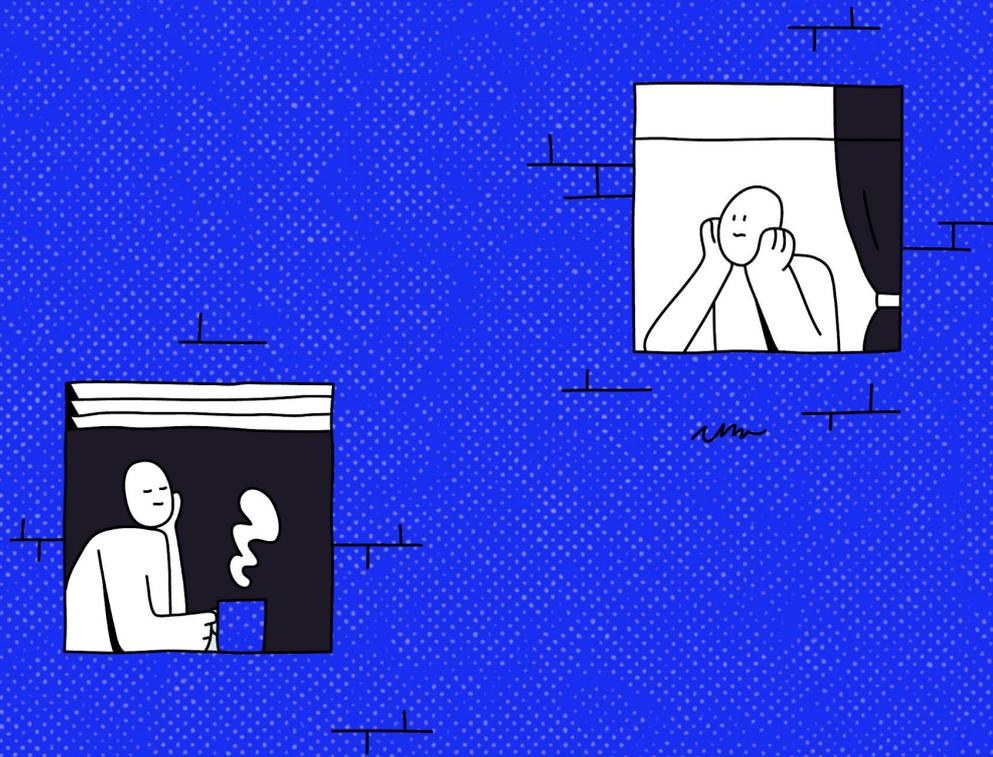
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"If you look at history,  
innovation doesn't come  
just from giving people  
incentives; it comes from  
creating environments  
where their ideas can  
connect"

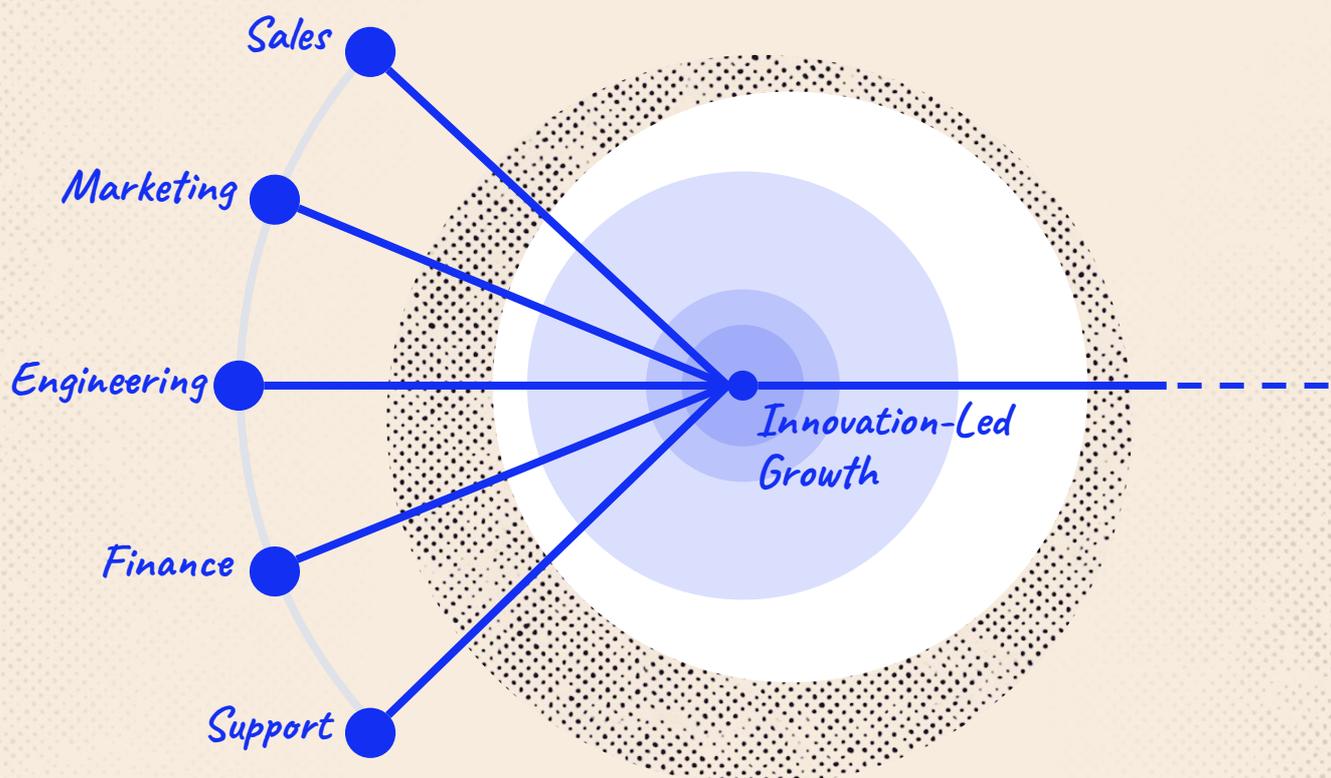
Steven Johnson

# IT'S TIME TO **INNOVATE, TOGETHER**

**Gone are the days when a central innovation team would check off an annual innovation campaign like some technical beancounter.**

Today's innovation leaders obsess about over delivering high-value experiences at every stage of the innovation journey.

They team up with marketing and sales. Find initiators in engineering. Collect ideas from sales. In other words, innovation is woven into the fabric of modern companies. We call these organizations "innovation led."

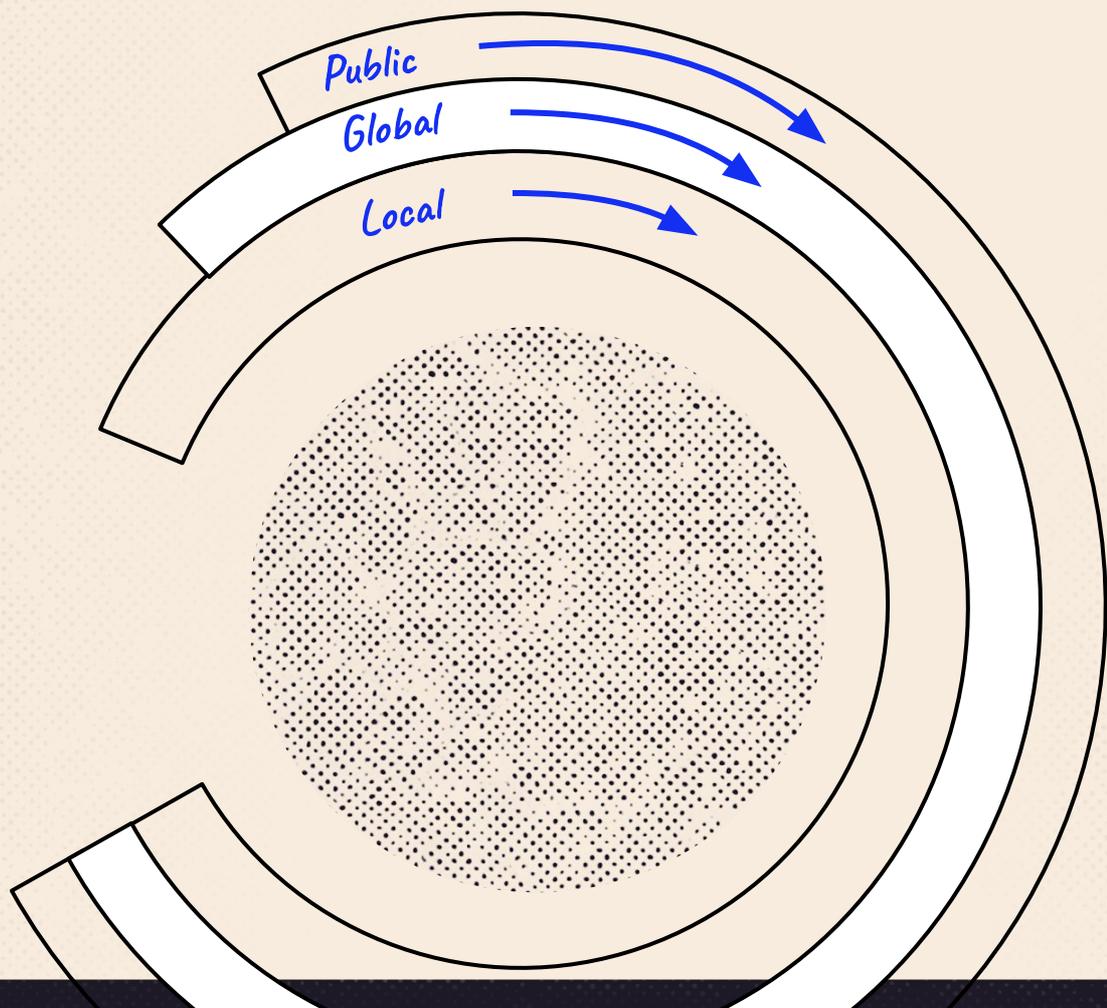


# ADD LAYERS FOR INNOVATION GROWTH

Innovate on a spectrum of openness.

- **Local** idea collections are middle-management driven with a narrower focus and audience.
- **Global** idea collections are top-management driven with a broader strategic focus and audience.
- **Public** idea collections involve customers and partners in co-creation.

The key is to choose initiatives that complement each other to create a mini-ecosystem of initiatives that feed off each other and drive growth.



# START LOCAL

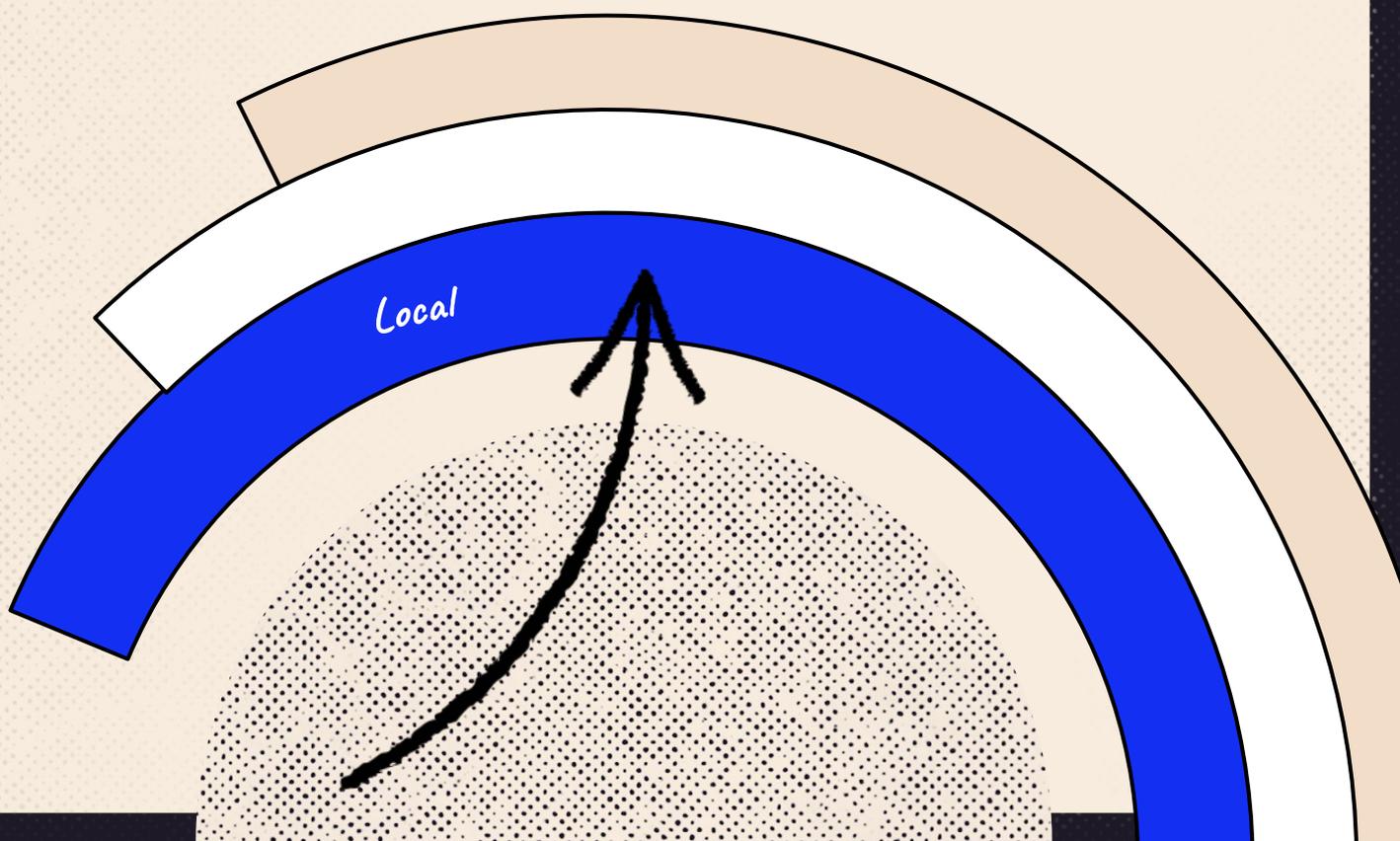
**Starting out, you'll have to make a tough decision: Where do you want to start?**

Do you want to launch a one-off idea collection campaign? Do you want to go for continuous idea collection right off the bat? Do you want to collect ideas internally or launch open innovation?

If you are new to idea management, we recommend starting out with a single limited-size internal innovation idea collection.

A local idea collection.

It's best if at least a part of your organization has made it part of their DNA before you push it out all the way. Of course, if you're a veteran don't let us stop you from starting big.



# SCALE WITH **PATIENCE**

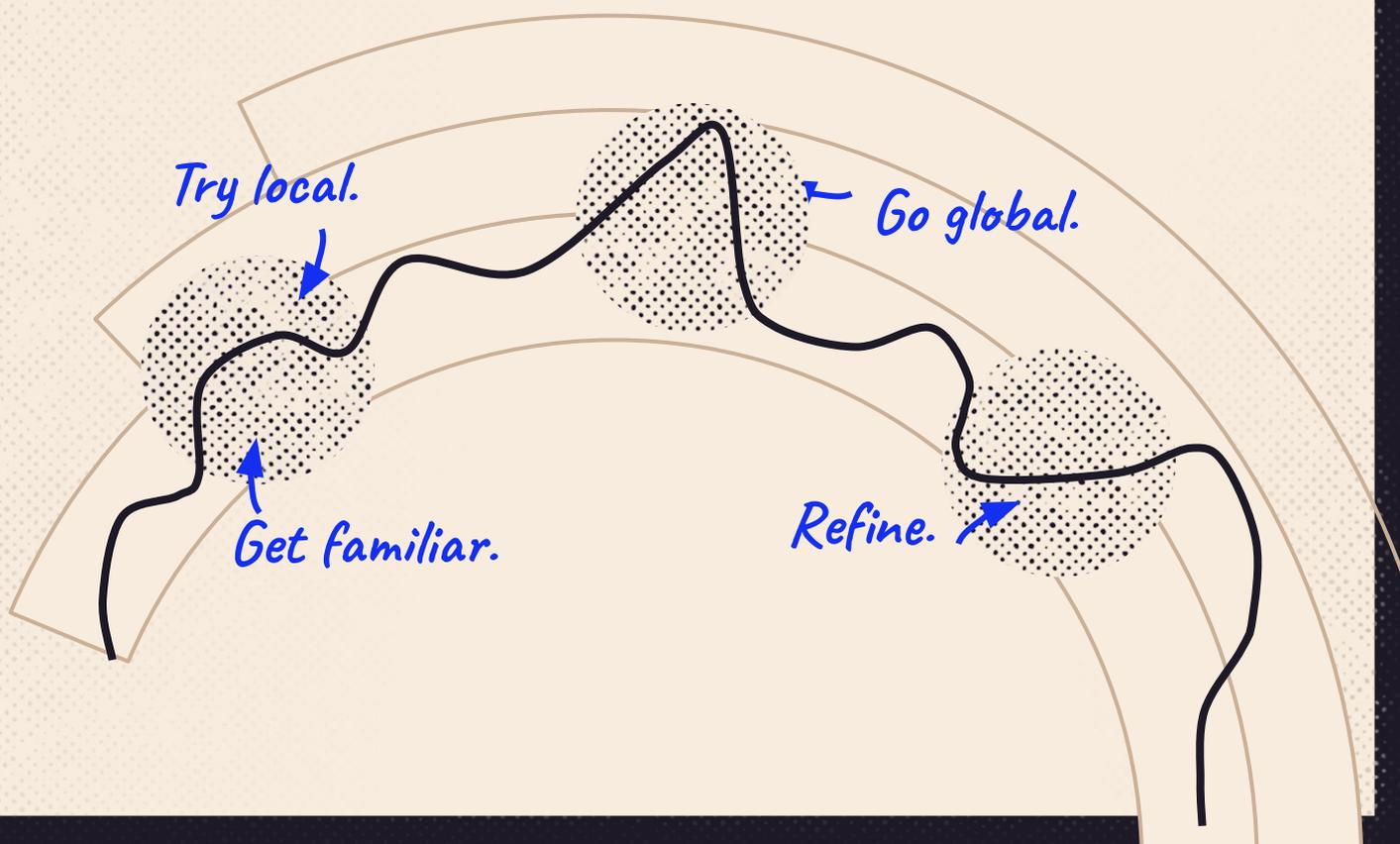
**Good innovation is like really good cheese:  
It takes patience.**

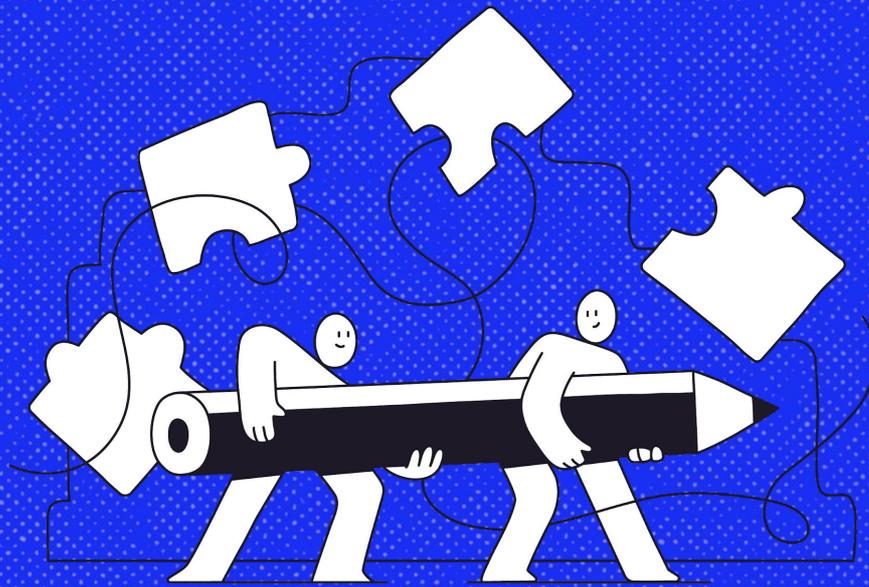
Do you want to launch a one-off idea collection campaign? Do Good innovation is like really good cheese: It takes patience. If you want the very best innovation, you must let it ripen slowly as you perfect it over time.

If this is your first time introducing idea management into your organization, it's important not to rush things.

Instead, take your time and slowly find your legs by letting things grow organically from one local campaign to your first global campaign and on.

We recommend starting out in e.g. one team and then adding from there as you test, improve, and reiterate to find your own unique style that fits both your innovation goals and your internal culture





"Without trust, no organization can sustain innovation because without trust, no one is willing to take the risks that innovation requires."

Helen Johnson-Leipold

# MIRROR EXISTING STRUCTURE

You could structure the platform in a thousand different ways - so where to start?

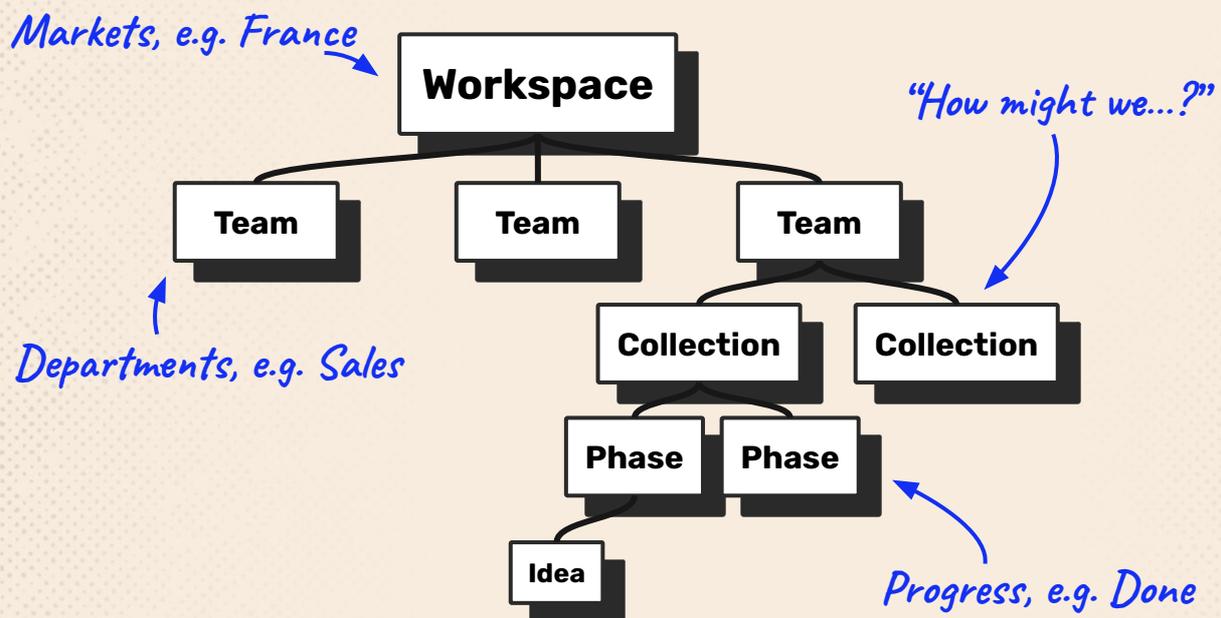
Most idea management platforms offer a flexible structure that caters to a wide variety of possible setups.

Our advice for 90% of companies is to mirror their existing business structure. Create a workspace for each major market to keep things secure and separated. Create team folders for every department. Business challenges are then created in a department and shared from there.

Mirroring the structure is a surefire way to be able to scale the structure across the entire company.

People understand it because it's familiar and you're never in doubt. Where's that marketing challenge? It's in "Marketing". Easy.

*Example workspace structure.*



SET

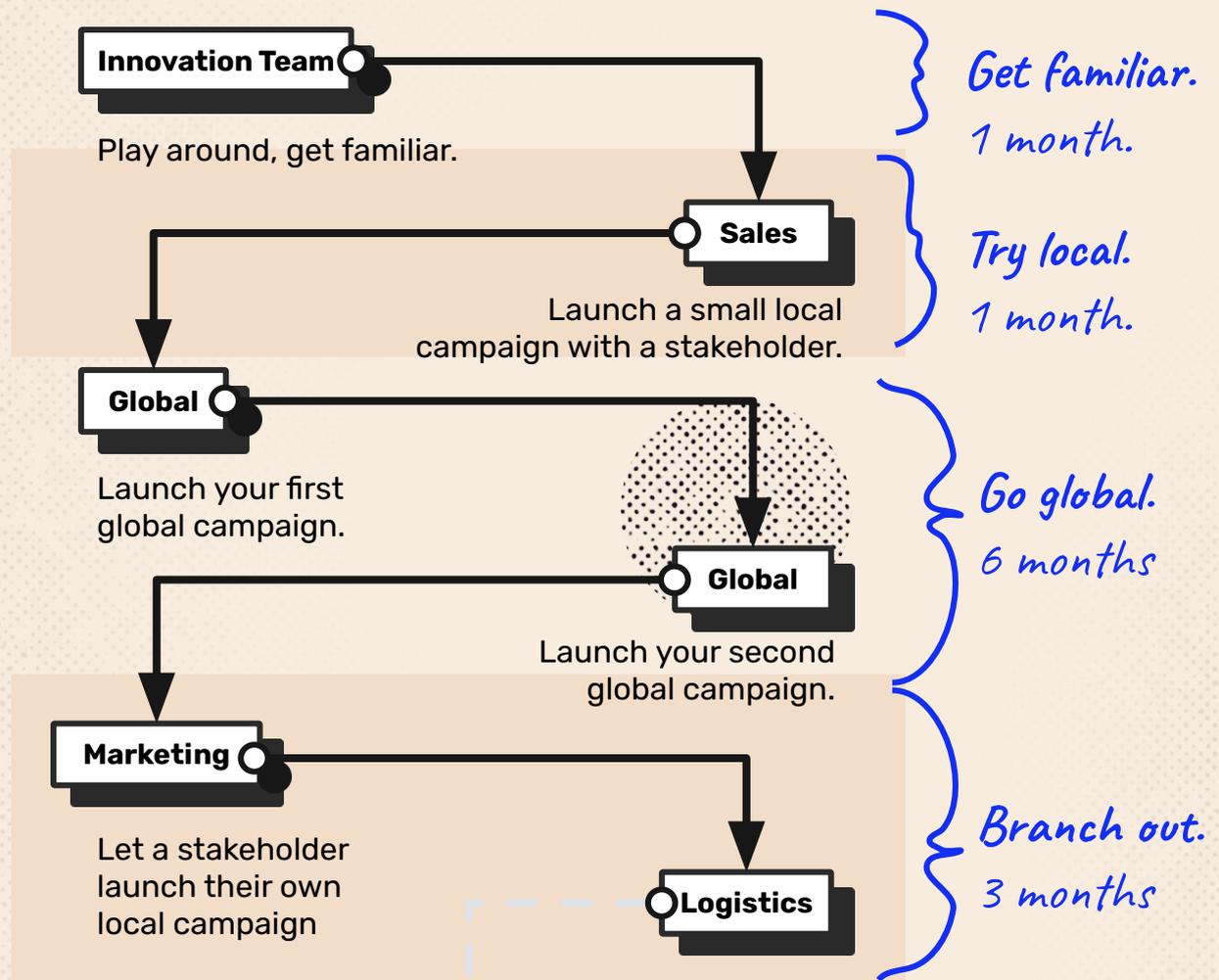
# EXPECTATIONS

## So, what can you expect to achieve in your first year of Innovation-Led Growth?

It's important to settle on the right expectations with leadership on your goals for the first months of Innovation-Led Growth.

In our experience it is possible to get familiar with the platform in a day. But give yourself a month to get the basics in place and involve the right people.

In the first year you might not run concurrent Flywheels. It might take a week of planning and some weeks of execution to get the first on the road. The following Flywheels will be bigger in scale and take a 3-4 months to plan and execute.



HOW TO

# GET FAMILIAR

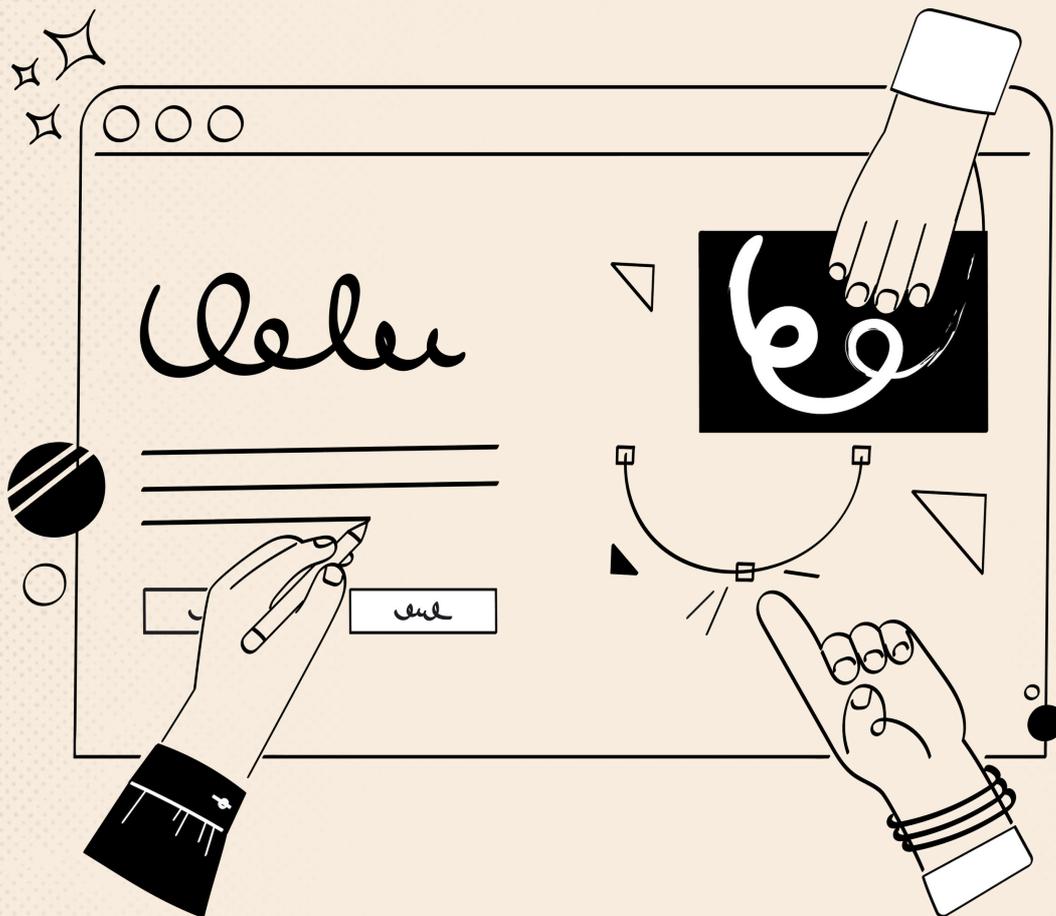
Idea management platforms have come a long way since 1990.

It's really just clicking around. It's all there. And if it isn't, a friendly helpchat is just one click away.

You want to feel ownership of the platform and make people you invite feel at home.

Add your brand colors. Choose a font. Add a logo. Reach out to IT to get Single Sign-On up and running.

This might not seem important but it is surprising how it's sometimes the little things, you know? For someone visiting the platform for the first time a little familiarity can go a long way.



# WHY IT IS TIME TO **BE OPEN**

**Get some of your people on board today.  
Being coy has no place in innovation.**

One of the best ways to do this - apart from meetings - is by inviting them to the platform as early as possible. Just add 2-5 relevant people you think might be useful on your shared journey.

Let them know you're still in the early stages. Most people appreciate openness and who knows, you might uncover some hidden innovator geniuses in the organisation already.

Idea management platforms have come a long way since 1990. It's really just clicking around. It's all there. And if it isn't, a friendly helpchat is just one click away.



**Charlie McGowan** 9:10 AM

**Alec, I'm looking at a platform for our innovation initiative. I was thinking maybe you'd be interested in having a look around and talk possibilities next week?**

**You can join the platform [here](#).**

9:12 AM **Alec Kangaatsiaq**



**Ah - thank you Charlie. I'll have a look later today. Looking forward to our talk on Friday and the innovation initiative.**

**We're ready.**

# MAKE INNOVATION AN **INTERNAL COMPETENCY**

**Your culture will make Innovation-Led Growth a habit, not the exception.**

To be able to consistently outcompete other companies, while keeping innovation lean and inexpensive your company needs to build innovation muscle.

An internal competency is a consistent pattern of behavior that your organisation learns to apply.

By spinning the innovation flywheel across different layers and business areas over time your people will train the right skills, knowledge, goals and motivations to excel at out-innovating your competition.

Innovation will be a natural behaviour. A trained muscle. A known skill. Not an expensive, external measure.





**MAKE  
INNOVATION  
SIMPLE,  
EFFICIENT AND  
ENGAGING FOR  
EVERYONE.**

"What we've done to  
encourage innovation is  
make it ordinary."

C. Wynett, Procter & Gamble



# AHOY

## Where will innovation-led growth lead you?

- You'll master frictionless and goal-driven innovation across all layers.
- You'll make innovation an internal competency not just an external resource.
- You'll benefit from internal, external, continuous and bottom up innovation.
- You'll use innovation to as a lever to drive cost-savings, revenue increases and reach strategic goals.

Innovation-Led Growth will make you a more resilient, more competitive and future proof business.

When Ideanote was founded by Rune and Andreas Mehlsen in 2015 it was to make ideas matter. We believe every idea has a right to be considered; and every team deserves a simple and efficient workflow for their ideas to make that possible.

Let's make ideas matter together.

**Jakob Bo Storjohann**  
CEO, Ideanote



ideanote

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HOW THE FLYWHEEL IS TRANSFORMING YOUR  
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