

Corporate Manual

Building Startup Mindset the Safe Way

How to Act Like a Startup
Without Actually Being One.



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Embrace the 'fail fast' philosophy

... but only if you're sure you won't actually fail.

Stay daring, as long as there's no real risk involved!



Measure Success with Traditional KPIs.

Forget market feedback or product validation—just focus on quarterly profits. If it's not instantly profitable, it must be worthless.



Create an Innovation Lab Filled with Creative Touches.

Stock it with bean bags, foosball tables, and motivational posters. That's all it takes to turn your risk-averse company into a hive of entrepreneurial genius.



Organize Tours of Silicon Valley for Senior Executives.

Nothing inspires innovation like a week-long trip to California to see where the magic happens. Bonus points if you bring back souvenirs and selfie photos in front of tech company logos.



Innovation Theater

Host hackathons and events
to look busy while doing
nothing substantial.

Encourage everyone to team
up, share ideas, and then... do
absolutely nothing to help
them after that.



Master the Buzzwords

Keep the conversation flowing with terms like “disruption” and “synergy.”



Endless Meetings, Minimal Action

Stay aligned without ever
actually moving forward.



Allocate a Generous Budget to Your Program.

0.01% of your total revenue
should be plenty. It's not
about the money—it's about
the vibe, right?



Play It Safe with One or Two Trendy Ideas.

Don't bother with many ideas; they might fail, and failure is scary! Instead, put all your eggs in one or two 'hot' ideas that sound great at cocktail parties and can be summed up in a single sentence.



Stick Close to the Core Business.

Only support ideas that directly relate to your existing products. Because who needs 'out-of-the-box' thinking when you have a perfectly good box already?



Schedule Weekly Mandatory 'Ideation Sessions.'

Nothing sparks creativity like sitting in a fluorescent-lit room with the entire team and a whiteboard. Remember to leave room for 'Action Items.'



Encourage Bold Thinking, But Within Established Boundaries.

Innovation is fine, as long as it doesn't involve any real change or risk to the current business model.



Give Your Innovation Team a Trendy Name.

Go with something like
'Disrupt-X' or 'The Inno-
vators.' A catchy name is
crucial—it's 90% of the
startup battle.



Select a Risk-Averse Executive to Lead the Team.

Nothing says 'startup spirit' like someone whose favorite words are 'cost-cutting' and 'efficiency maximization.'



Encourage Taking Selfies During Meetings to Capture 'Innovative Moments.'

Because nothing says "we're
working hard on new ideas"
like a carefully curated photo
for LinkedIn.



Fill the Calendar with Endless Meetings to Stay 'Aligned.'

The more meetings, the better!
There's no better way to
generate fresh ideas than by
talking about them in circles
for hours.



Bring in High-Priced Consultants to Guide the Process.

Because who better to teach you about startups than someone who charges \$1,000 an hour and has never worked in one?



Make a Big Splash with Every New Initiative.

Issue a press release for every brainstormed idea, no matter how half-baked. Remember, it's the headlines that count, not the follow-through.



Appoint a Chief Innovation Officer to Lead the Charge.

Make sure they have zero
startup experience but a solid
20-year track record of
attending corporate meetings.
Remember, innovation comes
from people who are really
good at staying in their lane



Maintain All Corporate Policies Rigorously.

Especially the 20-page travel
expense report. Because
what's more inspiring than
paperwork?



Introduce a Dress Code to Foster Creativity.

Allow hoodies, but only if they have your corporate logo and match the company colors. Creativity thrives best when it's well-branded.



Final Words from the CEO:

As we close this guide, remember:

“true innovation isn’t about taking big risks
—it’s about looking like you are.”

Stick with safe, trendy ideas, sprinkle in
some buzzwords, and host a few
hackathons for good measure.

Celebrate the illusion of change while
keeping everything comfortably the same.

Thanks for joining us on this journey to
innovation—corporate style!

“Keep innovating... cautiously!”

