

# What is the INNOVATION Process?



EMPATHIZE | FRAME | IDEATE | CREATE | TEST

## INNOVATION

Is an enabler for  
creating  
incremental value  
and long-term  
profitable growth  
for the company



Used for when we don't understand what is in front of us. Innovation is a creative process to develop ideas and capture and capitalize on creativity and provide a new foundation for the future

INNOVATION is about doing something  
**different**, not differently