

4 key steps to building an innovation-led culture



01

Embrace diverse thinking

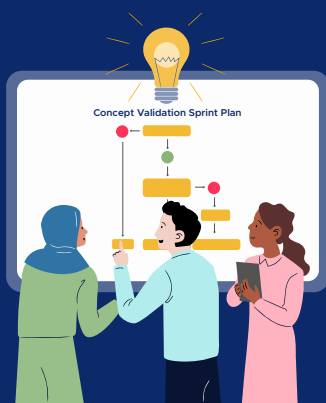
Corporates* must be proactive in adopting new approaches and processes to encourage intrapreneurs, who have the skills and ability to bring new ideas that drive growth for the company.



02

Empower your employees

Corporates can nurture intrapreneurs by providing opportunities to upskill or diversify their skillsets. To help develop an entrepreneurial mindset, potential venture leads from within the company should also be offered agency to make key decisions pertaining to a new venture.



03

Be agile in implementation

Intrapreneurs should be provided resources to constantly test their ideas and validate their concepts through **sprints**, to identify problems early, remedy them, and secure management sponsorship of the venture concepts.



04

Play the long game

Innovation requires time and carries a degree of inherent risk, so all ventures must be afforded a realistic timeline to grow and deliver returns. Executives should ring-fence funds to prevent anxious pivoting to short-term opportunities.

*Corporates are business leaders and decision makers from companies embarking on corporate venturing.