



**30 minutes
to more
knowledge!**

MINUTES

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Innovation Culture

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You'll know more in 30 minutes!

This book is designed to enable you to absorb concise and sound information in a short time. With the help of a guidance system, you will be led through the book. This will allow you to grasp the essentials within your personal time allotment (from 10 to 30 minutes).

Short reading time

You can read the whole book in 30 minutes. If you have less time, read only those passages that contain important information.

- **All important information is printed in grey.**
- *Numerous summaries within the chapters allow for skimming.*
- The “Fast Reader” at the end of the book summarizes all important information.



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Preface

Innovation is today not only a factor in a company's image but simply vital for survival. Being innovative is also a must if companies want to be in the lead tomorrow.

Much is being done to promote innovation. Creativity techniques, innovation processes, design thinking, and innovation labs—the list of approaches is long, and new ones are added regularly. But often what works well in other companies remains completely ineffective in one's own organization or leads to sometimes very strong resistance in implementation.

In such cases, something crucial was often overlooked: innovation initiatives must take into account the existing corporate culture. Not everything that is possible makes sense. Rather, only the steps and methods appropriate to the respective company are the true success drivers. This guide, *30 Minutes on Innovation Culture*, will clearly demonstrate that innovation is feasible for every company—if you consider the corporate culture. In this book, individual corporate cultures are broken down with the help of the so-called 9 Levels of Value Systems, a model for differentiating between value systems. You can better understand your own company, can get to know helpful tools, are introduced to concrete ideas on how to create a culture of innovation in your company, and can learn which techniques fit your corporate culture. Practical examples