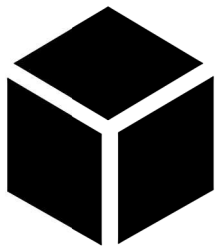


# HOW TO HEDGE SUCCESS?

By Jan Stange

Our Business Innovation Audit

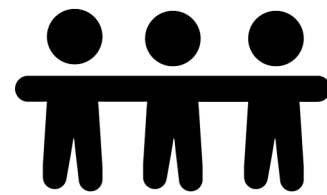
## FUNDAMENTAL ANALYSIS



ANALYSIS OF EMPLOYEES' WILLINGNESS TO CREATIVITY

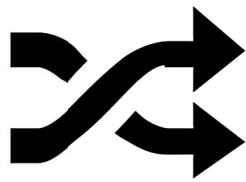


ANALYSIS OF INNOVATION CAPABILITY



ANALYSIS OF INNOVATION CULTURE

## OUTCOME ANALYSIS



ANALYSIS OF INNOVATION DRIVING FORCES



ANALYSIS OF CREATIVE IDEA USAGE



ANALYSIS OF INNOVATION OUTCOME

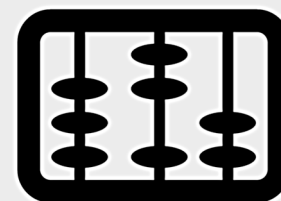
## REACTION



COMMUNICATION OF ANALYSIS OUTCOMES



EXPLORING WAYS TO INCREASE CREATIVITY AND FREEDOM



CONTINUOUS MEASUREMENT & CONTROL

STRATEGIC ACTION



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