

OUR INNOVATION MANDATE

In pursuit of our mission, we consistently and methodically innovate. We do not rely on luck or happenstance! Instead, we rely on a sustained innovation Mandate that is well designed to keep us at the forefront.

New Ideas either save money or make money (N J WEBB, *The innovation mandate* page 25). This therefore means they are the lifeblood of our organisation and therefore we treat them as potential assets.

Innovation is a high-volume, low-yield proposition that out of 1000 ideas only 1 may become valuable. This means that you and I have a duty to keep the innovation pipeline flowing

Any idea from anyone is valuable and stuff should not fear to contribute or question an idea

Lets build and sustain this great organization through innovation