



2024 INDUSTRY WHITE PAPER

THE 2024 INNOVATION HANDBOOK FOR ECOM

LEADING AN UNSHAKABLE CULTURE OF INNOVATION FOR GOOD

IN COLLABORATION WITH



MI Academy®

**RETAIL
WEEK™**
2024

THOUGHT LEADERSHIP

LEADING INNOVATION IN AN LEGACY ORGANISATION

Alita Harvey-Rodriguez, Founder & Managing Director of MI Academy

If time has proven anything about business success, it's that having innovation as part of your leadership and culture is what defines the laggards Vs leaders.

But if you're working for a legacy or "old school" family owned business, you might be thinking, 'Of course!' But how do I get everyone on board when "We've always done it this way" seems to be the companies motto? Or you might even be a leader wondering, how do I inspire my staff to think strategically or innovatively to help us grow the business?

It is no secret that it takes creating a supportive environment where experimentation and calculated risks are encouraged in helping to overcoming resistance to change. But it's always easier said than done. Whether you're managing up or down, I sincerely hope the lessons shared here, help guide you out of the rut and into innovation leadership.

Remember, patience and persistence are key when introducing innovation in a traditional setting. By gradually building a culture that values creativity and forward-thinking, even the most "old school" businesses can adapt and thrive in today's rapidly evolving marketplace.





6 LESSONS IN LEADING INNOVATION IN A LEGACY BUSINESS

01 DEFINE YOUR AMBITION

This should be something that excites aspiration, and hope, not fear. Ambition is your higher purpose as a organisation.

02 CREATE NEW RULES

Innovation in traditional organisations is fear-based. An urgent problem or potential threat. Set their sites into something new or improved, it's much more motivating. Remember innovation doesn't always need to be technical.

03 FORM A LEADERSHIP MOVEMENT

This one is important! If you're going to make new-rules and stick to them, leadership buy-in is critical!

04 PROVIDE A LICENSE TO EXPLORE

Break the "stay in your lane" short-term responsibility mentality. With defined ambition anyone who was unsure of innovation or has actively been blocking it might think again! Forge a new path for long term growth.

05 SET HUNTING ZONES

You'll experience the value of this in the first exercise of game day! As important as license to explore is, setting boundaries, narrow your focus

06 ALL ROADS LEAD TO THE BIG "WHY"

Create an emotional bridge between the past and the future.

IMPACT OF INTERNAL HACKATHONS ON INNOVATION & CULTURE

Internal Hackathons can reduce staff turnover rates by as much as 50%!

Additionally, employees are 17% more satisfied with their job when they have a collaborative work environment.



**NEED A
INNOVATION
BOOST?**

**DID YOU KNOW
MI ACADEMY
RUN IN-HOUSE
HACKGAMES?**



MI ACADEMY'S HACKGAMES IS A

PRESSURE COOKER FOR IDEAS AND INNOVATION



AND NOW IT'S TIME TO FLIP THE SWITCH!

Come with us as we pull back the curtain and reveal the secrets behind the spectacular showcase of ingenuity, creativity and technological excellence that was HackGames 2024.



Steal these ideas and strategies to take them back to your team!

HOW TO USE THIS WHITE PAPER

01 GET INSPIRED

Get inspired by real data on how retailers are approaching innovation in 2024

02 LEARN THE PRINCIPLES

Learn the game-changing principles of lean innovation.

03 INNOVATION OUTCOMES

Take inspiration from the five pitches delivered by our 2024 retailer teams.

04 TRY IT YOURSELF

Kickstart your own lean innovation with your very own HackGames template.



CHAPTER 01

GET INSPIRED



INSIGHTS FOR INNOVATION

So how straight forward is the real world application of innovation, and how are retailers stacking up?

In 2023 Incisiv released their State of Industry, Innovation in Retail report and the key takeaways highlighted the disconnect between intent and implementation, as well as the top innovation priorities on retailer's minds right now.

The following 5 pages highlight the key insights influencing retailers. Have a read, soak up the data, and think about how they might apply to your organisation!

There is significant disparity between retailer's intent and ability to innovate.

Some of the factors contributing include:

- Hyper-awareness of financial risk
- Unwillingness to allocate resources
- Hesitation to change when sales are up
- Lack of internal capabilities to successfully implement



Most retailers understand the importance of innovation

However, few have the cultural foundation to innovate

Innovation is critical to our future growth strategy



We encourage and reward risk taking and experimentation



Our leadership is committed to investing in innovation



Innovation is a shared process for all functions and levels



We have a defined agenda and roadmap for innovation



We have a mature execution process for our innovation strategy



We plan to increase investments in innovation next year



We have a dedicated team focused on driving innovation



Innovation leaders outperform their peers across key business metrics

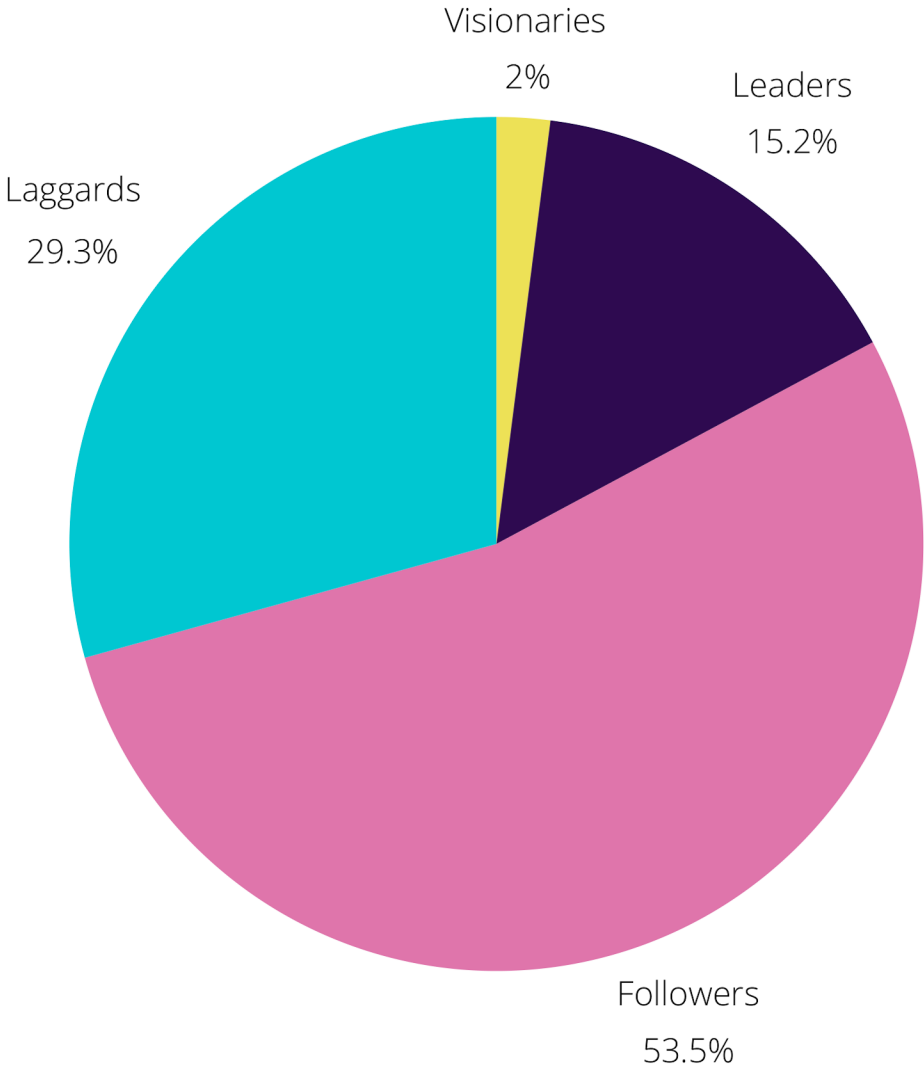
Innovation leaders in retail are consistently outperforming their peers in revenue growth and profitability across the sector.

Visionaries and Leaders have 3 Year CAGR of 6.2%

6.2%

Followers and Laggards 3 Year CAGR

0.7%



Terms of Reference
Visionaries-Innovation Leaders compared with their immediate peer group, emerging digital brands and tech leaders

Leaders: Innovation Leaders compared with their peer group

Followers: At par with most of their peer group

Laggards: Behind most of their peer group

Innovation Priorities Lie in Real-time Visibility

Optimising and increasing capabilities to establish real time inventory visibility for customers is a top priority for retailers.

Strengthening the operations of the supply chain, and ultimately working toward automation will create a more seamless experience for shoppers

● Consider it important ● Currently mature ● Scaling or exploring

Foundational Visibility

Real-time inventory visibility

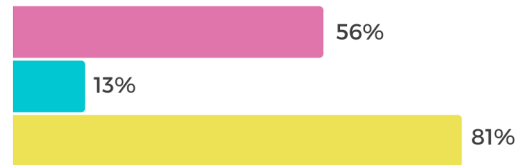


Supply chain transparency



Predictive Insights

Anomaly Detection



Predictive replenishment



Intelligent Automation

Pick and pack automation



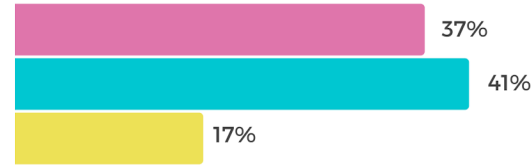
Order sourcing optimisation



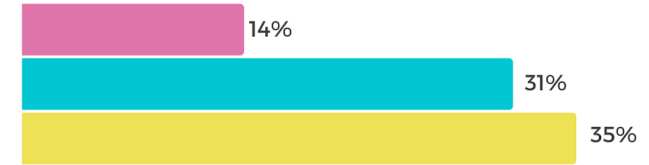
Inventory Visibility Reigns Supreme

Beyond making product accessible across all channels, retailers are using data to optimise customer experience. This includes personalisation of promotions, providing alternate recommendations and preventing sell-outs

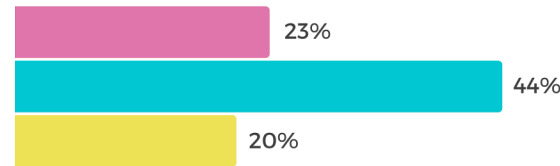
Accurate store inventory online



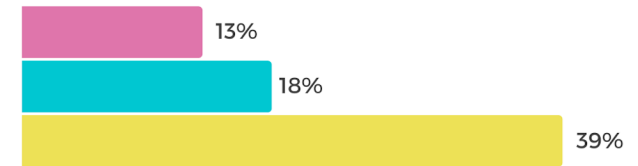
Narrow delivery promising estimates



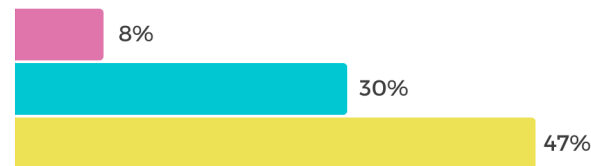
Endless aisle



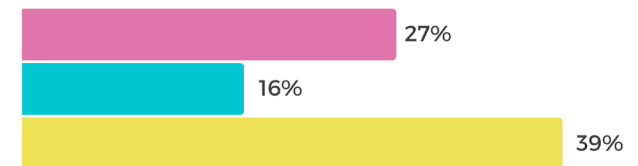
Shelf level inventory visibility



Dynamic inventory information



Sophisticated inventory reservation



● Currently mature ● Scaling ● Exploring

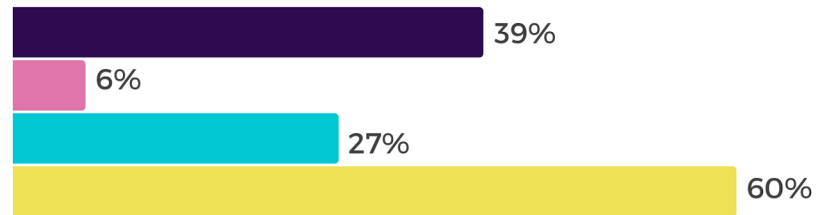
WHAT ABOUT CX?

From a CX perspective, retailer's top priorities for innovation are focussed heavily around unifying their physical and online stores for a seamless shopping experience, as well as levelling up personalisation and understanding what this means in a cookieless world.

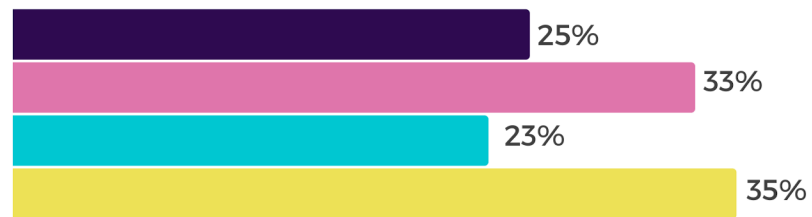
Unifying digital and physical journeys



Cookieless personalisation



Enhanced checkout experience



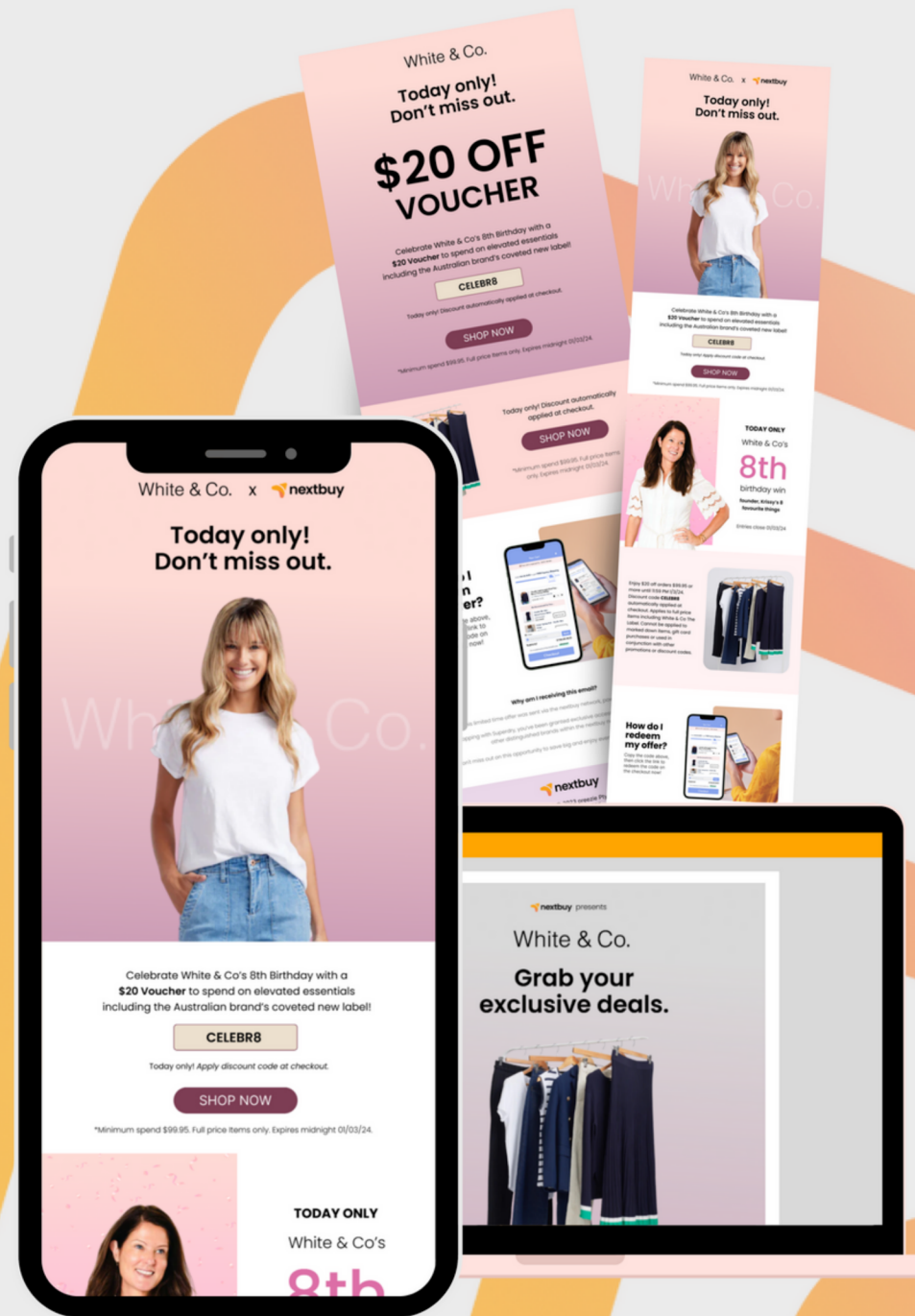
● Considers "very important" ● Currently mature ● Scaling ● Exploring



Ready for more sales?

Reach high-intent shoppers through our sponsored eDMS

Book my campaign





CHAPTER 02

LEARN THE PRINCIPLES

HACKATHON

[hak-uh-thon]

noun

a competitive event in which people work in groups on ~~software or hardware projects,~~ with the goal of creating a ~~functioning product.~~

**A RETAIL-FOCUSSED
PROBLEM STATEMENT**

**INDUSTRY-SHAPING
IDEA!**



HACKGAMES IS THE BRAIN CHILD OF MI ACADEMY



SKYROCKET YOUR REVENUE GROWTH

+700% in revenue over 12 months
Tennis Gear



UNLEASH EMAIL REVENUE

98% increase in email marketing revenue in 90 days
ArtShed



GAIN SPEED & EFFICIENCY

7x increase in speed of delivery with Project Management
VetShop Group



REVEAL GENIUS STRATEGIC INSIGHT

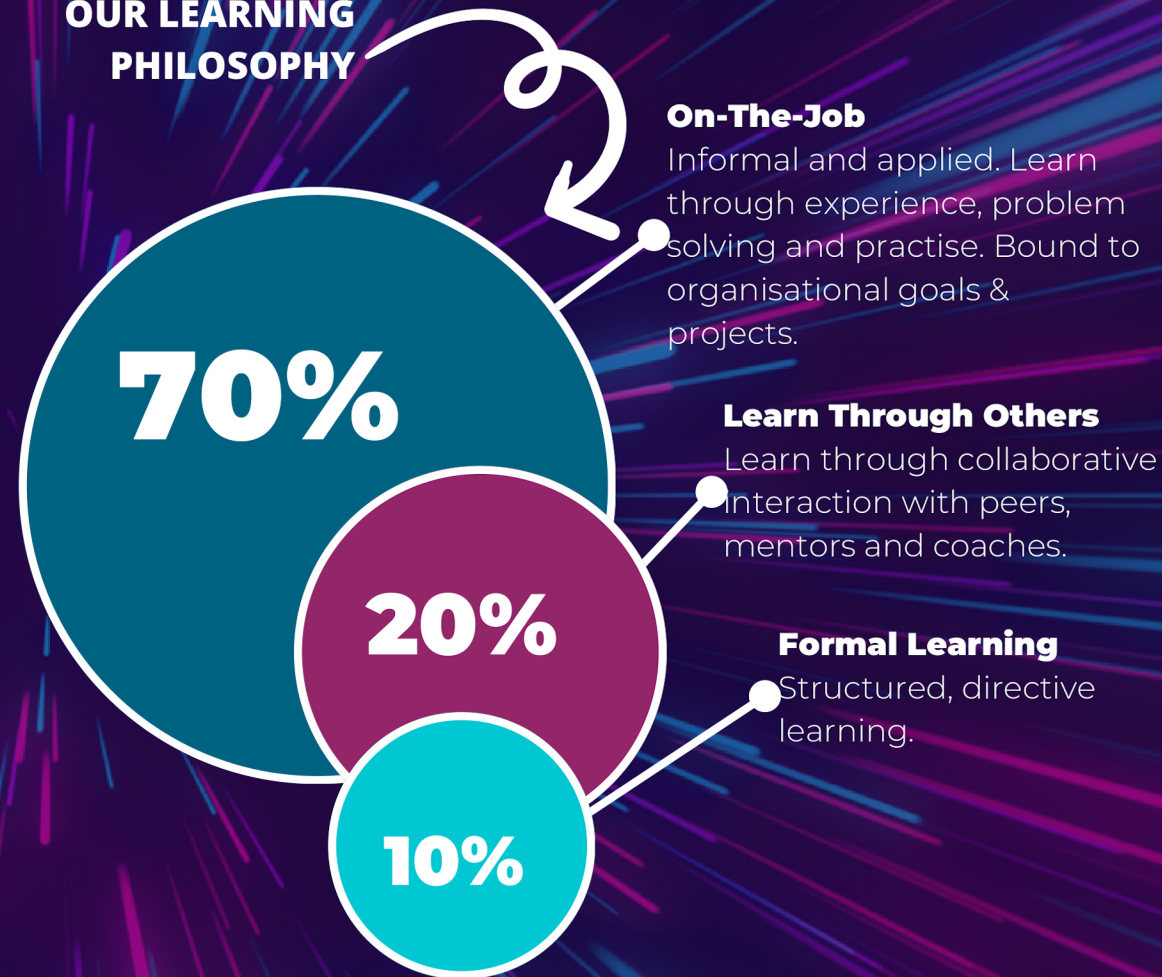
Over 11,000+ Customers Surveyed
BlackMilk



DRIVE RETENTION & LOYALTY WITH YOUR NPS RESULTS

14+ increase in NPS over 12 Months
Mr. Toys Toyworld

OUR LEARNING PHILOSOPHY



4-PART DESIGN THINKING PROCESS

Every year we refresh our templates, giving players new opportunities to reframe their mindset and put proven innovation frameworks to work.

01 AMBITION FRAMEWORK

This template will help you **define your ambition** and **get granular on your focus**. Use the **Ideas Slam Down** process to generate, vote and refine your ideas. Place your winning stickies in the boxes.

STEP 1: WHERE YOU'RE AT...

YOUR WINNING STICKIE GOES HERE	WHERE DOES THE PROBLEM EXIST? What areas of the business are worst impacted?	YOUR WINNING STICKIE GOES HERE	WHAT/WHO DOES THE PROBLEM IMPACT? Who is really feeling the pain here? And what is being impacted?
---------------------------------------	--	---------------------------------------	--

STEP 2: WHERE YOU'RE GOING....

YOUR WINNING STICKIE GOES HERE	HOW WILL CHANGING THIS OPEN NEW OPPORTUNITIES? What would be the expected flow on effect of solving this problem?	YOUR WINNING STICKIE GOES HERE	WHAT'S YOUR ULTIMATE GOAL? What would success look like to you? Ask yourself the '5 Whys'.
---------------------------------------	---	---------------------------------------	--

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01 AMBITION FRAMEWORK

Helped players: Get super granular when defining their ambition.

02 CREATIVE CODE

Helper players: Remain lean, listing out everything they already had to solve the problem.

02 CREATIVE CODE

A master of lean innovation knows how to make lemons into lemonade - how to make magic happen with what they already have.

Use this template to define **what you need to achieve your ultimate goal** and then **take a stocktake of everything that you already have**.

WHAT WE NEED A statement defining what you need to achieve your ultimate goal.	WHAT WE HAVE What do you already possess that could help you achieve your ultimate goal?
--	--

ADD YOUR STATEMENT HERE.

HOW CAN YOU CREATE WHAT YOU NEED OUT OF WHAT YOU HAVE?
This will help you remain lean while generating innovative solutions in the **Crazy 8's** exercise.

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Download on page #.

03 CRAZY 8'S

It's time to empty your brain of any and all potential solutions!

P.S. There's no such thing as a silly idea. Lay them all out, theme and then vote down to your favourite.

ONE ROW PER PLAYER!

1	2	3	4	5	6	7	8

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03 CRAZY 8'S


Helped players; Rapidly ideate solutions in a time-efficient, bias-free way.

04 ASSUMPTION BUSTING

Help players: Stress-test their solution by naming and validating assumptions.

04 ASSUMPTION BUSTING

Every time you make an assumption, note it on the matrix and discuss how you will address it.

	CRITICAL	
<i>You have evidence of these assumptions and they are critical to the success of your idea.</i>		<i>You have no evidence of these assumptions but if they fail your idea will not exist - it's important you challenge your idea here.</i>
KNOWN		UNKNOWN
<i>You have evidence of these assumptions but they are not critical to the success of your idea.</i>		<i>You have no evidence of these assumptions but they are not critical and can be tested later.</i>
	NOT CRITICAL	

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CHAPTER 03

STEAL THESE INNOVATION OUTCOMES FROM HACKGAMES



This is for everyone, not just for leaders!

adyen X



HoMie



TEAM LEADERS

**Jack Nguyen &
Jack Howes**

Kate Di Meo
Priceline
Marketing Master

Jade Cameron
LSKD
Operational Orchestrator



Annabelle Priftis
Decjuba
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Jennifer Antoun
Direct Pool Supplies
Technical Titan

Stephanie Lang
Direct Group/TVSN
Financial Finesse

Mark Caval
Stan Cash
Operational Orchestrator

Matt McMahon
Salvos Store
Customer Insider



THE THEME

Optimisation and Efficiency.
Supporting Homie in scaling their
B2B operations.

ULTIMATE GOAL

Create a solution that streamlines
Homie's B2B operations at scale with
limited resources.

THE SOLUTION

INITIATIVE 1: USER JOURNEY IS KING

The team extensively mapped out the user journey of the B2B Homie customer. They mapped the current user journey in detail with what they have now, and then remapped the journey using learnings to understand what this could look like in the future.

INITIATIVE 2: IDENTIFY FRICTION POINTS

Through the exercise of User Journey Mapping, Team Adyen were able to pick up on friction points in the current journey, and use them to ideate solutions and identify opportunities to optimise for operational excellence and a seamless customer experience.

INITIATIVE 2: AUTOMATION

Automation and personalisation created a lean solution which enabled Homie to rapidly expand operations, reducing 75% of the delivery time without further stretching resources, delivering a seamless UX and CX.



Team Adyen used User Journey Mapping to identify the friction points within their current journey. Doing this enabled them to remap the user journey with opportunities revealed during the exercise, that would enable them to scale up operations.



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Let's talk

OVERDOSE.



 sharethe*dignity*



TEAM LEADERS

Cass Birch & Bige Yilmaz

Zara Hassan
Matchbox
Technical Titan

Silika Baselala
Ted's Cameras
Operational Orchestrator

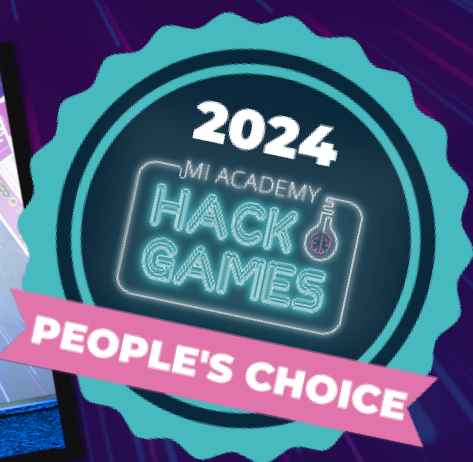
Dean Boudewyns
Early Settler
Design Debonair

Emily Fear
Libra
Marketing Master

Jaimi Farrey
Grill'd
People Whisperer



Jarrold Calamante
Spotlight
Financial Finesse



THE THEME

Optimisation & Growth. Applying considered and insightful innovation to help Share the Dignity

ULTIMATE GOAL

Develop a solution to help Share the Dignity bridge the gap and achieve their goal of filling 1 million bags by 2025

THE SOLUTION

INITIATIVE 1: NEW STRATEGIC REVENUE STREAMS

Team Overdose's goal was to develop new revenue streams which would enable them to get more hands on deck to reach their goal of fulfilling 1M bags by 2025. They proposed leveraging partnerships to create limited edition insulated reusable shopping bags designed by Camilla, which would be sold at 100% more than generic bags, with that extra \$1 made, going straight to Share the Dignity.

INITIATIVE 2: PARTNERSHIPS

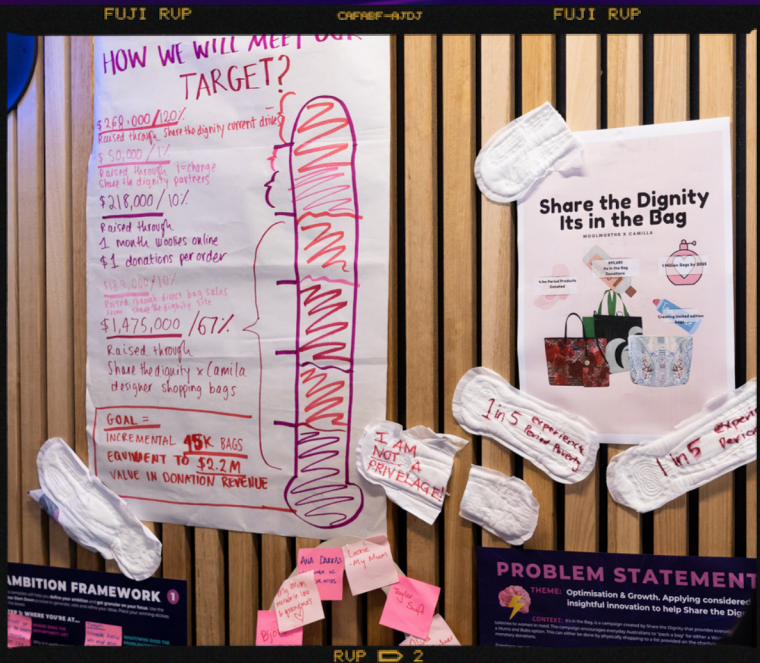
Team Overdose highlighted Camilla Franks as an ideal partner due to her instantly recognisable, beautiful designs and cult-like customer base who view Camilla designs as collector items. This exposes Share the Dignity to a brand new audience and donor pool which they will experience the full benefit of in future.

It's also mutually beneficial for Camilla as they can align with a cause what directly impacts their customer base, supporting them in achieving CSR goals.

The addition of Woolworths to the deal as the supplier and retailer of the bags, leverages an existing relationship for Share the Dignity and enables them to bring this initiative to the masses.



Team Overdose understood the power of strategic brand partnerships with their solution to partner with Camilla on exclusive bag designs. This is a brand aligned and mutually beneficial partnership that both sides will experience the halo effects from. When exploring potential brand partners, this is an important takeaway to consider, to gain maximum benefit from the deal.





TEAM LEADERS
Anjelica Polychronopoulos & Riley Barnes

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Tal Avrahami
Smooth Sales
Technical Titan

Michaela Michaut
Cotton On
Financial Finesse

Mel Priestly
API/Wes Health
Customer Insider

Campbell Davies
SportsPower
Marketing Master

Mollie Cooper
Spotlight Retail Group
Customer Insider

Serene Lim
Gellae & Cup 49
Marketing Master



THE THEME

Awareness and Growth. Apply and consider insightful marketing innovations to help TLC

ULTIMATE GOAL

Create a solution for TLC for Kids to expand and drive Tap 2 Distract's user volume for anyone, anytime, anywhere.



THE SOLUTION

INITIATIVE 1: DRIVE NEW MARKETS

Explore partnerships outside of hospitals such as Not for Profits, Educational and Health Institutions and Public Places. This includes schools, After School Care, Aged Care Facilities, Sports Teams, GPs, Charities, Local Government, Airports and Airlines.

INITIATIVE 2: TAKE A MOON SHOT

Leverage the influence of key philanthropists with a large audience. The golden goose being Richard Branson.

WHAT IS A MOON SHOT?

What is a Moonshot? We've used Moonshots a lot at MI Academy. In fact, some of the moon shots we have landed for our clients include locking down Natalie Bassingthwaite as a brand ambassador, developing a partnership with Bindi Irwin and Australia Zoo and having our client featured by Ellen Degeneres. Did we mention these were ALL free initiatives?

STEAL THIS

Team Dot Digital were especially bold with ideation of their moon shot: Operation Get Branson, to amplify awareness of the solution. Moon shots are essential for innovation and stretching the organisation beyond current capabilities rapidly!



TEAM LEADERS

Danielle Hogan & Nigel Murdoch

Paul Nichols
Adore Beauty
Marketing Master

Ilana Mercorillo
David Jones
Customer Insider

Michael Johnston
ECC/ RV Online
Technical Titan

Anita Williams
ReadytoShip
Design Debonair

Sarah Toohey
Aldi
Financial Finesse

Kira-Lee Kent
ArtShed
Marketing Master



Category	Item	Value	Total
Sales

Expenses

Net Profit	

THE THEME

Awareness and Scale. Apply considered and insightful innovation for Confit's new commercial opportunity

ULTIMATE GOAL

Create a new commercial solution for Confit that is low touch from the team.



THE SOLUTION

INITIATIVE 1: LEVERAGE EXISTING CAPABILITIES

Confit's flagship initiative is centred around using fitness to reduce the rate of recidivism. The team leveraged these existing capabilities to explore commercial models to make sure Confit's existing resources weren't redirected away from the core mission.

INITIATIVE 2: BUILDING A COMMERCIAL MODEL

Launching a fitness app and monetising subscriptions was a natural evolution of the newly launched Confit gyms. The app would enable Confit Gym to bring their training philosophy to the masses,

INITIATIVE 3: ACCESSIBILITY

The fitness app serves two purposes. It's a vehicle to commercialise the Confit brand and support breaking the stigma of formally incarcerated citizens. It's also accessible and affordable for those who are geographically or economically unable to engage with the physical Confit Gym.

STEAL THIS

Team Sinch Message Media used the Creative Code to identify what they had, and how they could leverage off those resources to create a new revenue stream and offering without adding any new development into the mix. It is all about enhancing what you have, and looking at it through a different lens.

The ultimate guide to SMS.

Everything you need to know to successfully integrate SMS into your customer journey.

Free Playbook





TEAM LEADERS

Thara Brown & Guillaume Deront

Sarah Keogh
Salvos Store
Marketing Master

Kate Dillon
SheLion
Operational Orchestrator

Sarah Macleod
Bourke St the Label
Marketing Master

Jess McDonald
High Tees
Financial Finesse



Caleb Coffey
Myer
Sales Sass



Income		Expenses	
1	1,000.00	1	1,000.00
2	2,000.00	2	2,000.00
3	3,000.00	3	3,000.00
4	4,000.00	4	4,000.00
5	5,000.00	5	5,000.00
6	6,000.00	6	6,000.00
7	7,000.00	7	7,000.00
8	8,000.00	8	8,000.00
9	9,000.00	9	9,000.00
10	10,000.00	10	10,000.00

THE THEME

Diversifying income for organisational sustainability. Apply considered and insightful innovation to help Culture is Life

ULTIMATE GOAL

Create a commercial solution that will allow Culture is Life to deliver greater access and connectivity to the Fullaship program beyond the core recipients.

THE SOLUTION

INITIATIVE 1: LEVERAGE EXISTING CAPABILITIES

Culture is Life have unique leadership training programs which have First Nations values and perspectives at their core. Using these existing programs to partner with Australian Corporate companies.

INITIATIVE 2: ALIGNING TO CSR INITIATIVES

The service targets Australian Corporate's Corporate Social Responsibility (CSR) and profits directly fund Culture is Life's core programming; The Fullaship Program.

The fee for service solution offers a 3-tier model of access to training services and resources, drawing on the core values of relationships, respect, reciprocity and responsibility with culturally immersive learning experiences.



STEAL THIS

Team Shipbob used Buyer Persona Mapping to approach their solution. In the empathy stage of Design Thinking, we look at three types of personas in order to empathise and define a solution that will solve a problem for the target market. Team Shipbob did this by identifying that there was an opportunity to align with Corporate CSR goals and initiatives.



MI ACADEMY IS PROUD TO ANNOUNCE WE'VE JUST LOST A CLIENT

TRAINING AUSSIE eCOM TALENT IN-HOUSE



MARKETING PERFORMANCE

Real Results: Email revenue from \$2000p/a to 10% of total revenue in just 6 months – 34% increase in overall revenue YoY



STRATEGIC CREATIVITY

Real Results: Developed 5 scalable prototypes in 3 days



LEADERSHIP ALIGNMENT

Real Results: Unlocked performance & potential - Winners of Marketing Team of the Year, VetShop Group



CUSTOMER EXPERIENCE & LOYALTY

Real Results: Increased NPS by 24 points in 12 months



Based on 56 reviews

Some things are better of in-house. We're not an agency, we're **Australia's most awarded project-based trainers.**

Our job is to build team capabilities for retail and eComm brands – training gives results for life. Not just life of one campaign.

We help Founders, CEO's & Managers gain marketing maturity by building more capable, strategic & high performing teams.

STUDENTS + ALUMNI



3x growth in 12 months
speed up delivery



101% increase in CVR
from email traffic in 30 days



175% lift abandoned cart
transactions in 30 days

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hello@miacademy.com.au

TRAINING WHERE IT MATTERS

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CHAPTER 04

TRY IT FOR YOURSELF

EXCLUSIVE INNOVATION TEMPLATES

SOLVE PROBLEMS QUICKLY & COLLABORATIVELY

AMBITION FRAMEWORK 1

This template will help you **define your ambition** and **get granular on your focus**. Use the **Ideas Slam Down** process to generate, vote and refine your ideas. Place your winning stickies in the boxes.

STEP 1: WHERE YOU'RE AT...

YOUR WINNING STICKIE GOES HERE	WHERE DOES THE OPPORTUNITY LIE? Why is it worth solving?	YOUR WINNING STICKIE GOES HERE	WHAT/WHO DOES THE PROBLEM/OPPORTUNITY IMPACT? Who is really feeling the pain here? And what is being impacted?
---------------------------------------	--	---------------------------------------	--

STEP 2: WHERE YOU'RE GOING....

YOUR WINNING STICKIE GOES HERE	BY CREATING A SOLUTION WE WILL BE ABLE TO... What would be the expected flow on effect of solving this problem?	YOUR WINNING STICKIE GOES HERE	WHAT DOES SUCCESS NEED TO LOOK LIKE? What key metrics do you need to achieve?
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Need a solution ASAP...but don't know where to start?

Coupled with the Ideas Slam Down instructions, the Assumption Busting template will help you quickly define your ambition and get super granular on your focus.

When to use it?

Are you staring down a customer, operational or strategic problem that seems too big to overcome. Take a deep breath, and start here!

Ideas Slam Down

This guy is super handy! Follow these instructions when you need to generate ideas or solutions in a time-efficient manner.

BONUS: Creative Code Framework

Use this template to take a stocktake of what you have in order to align it to what you need.

CREATIVE CODE

A master of lean innovation knows how to make lemons into lemonade... how to make magic happen with what is already there.

Use this template to take a stocktake of what you **have** in order to align it to what you need.

WHAT WE HAVE Make a list of all the things you have that can be useful like, resources, relationships, people, tech, data. What can you leverage?	WHAT WE NEED A statement defining what you need to achieve.
--	---

HOW CAN YOU CREATE WHAT YOU NEED OUT OF WHAT YOU HAVE?
This will help you remain lean while building out your innovative solution.

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IDEAS SLAM DOWN

You have no idea how good an idea is until you share it!

WHAT Throughout the gameplay you will use this process to rapidly iterate, share and vote on your ideas.	HOW 1. Each player needs a pen and stack of stickies. Set a timer for 5-8 minutes. 2. Hit start! Without discussing, note each idea that comes to mind on a separate sticky. One sticky one idea. 3. When timer up, take turns to share your ideas. Do not come to mind on a separate sticky. One sticky one idea. 4. Once all ideas are on the table, your team leader will group together similar ideas in theme clusters. 5. Now it's time to vote! Each person gets 6 votes. 6. Tally all the votes and discuss your winning idea. Once you have reached a consensus it's time to move forward into the next part of the process!
--	--

WHY
There's a lot art to our sharing ideas, and when we make it teams become unstoppable. This process will help you rapidly share your ideas in a judgement free, efficient manner.

Can't pick a winner? Your team leader has two extra votes they can allocate to break the tie!

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IDEAS SLAM DOWN

You have no idea how good an idea is until you share it!

WHAT


Throughout this gameplay you will use this process to rapidly-ideate, share and vote on your ideas.

WHY

There's a real art to our sharing ideas, and when we master it teams become unstoppable. This process will help you rapidly share your ideas in a judgement-free, efficient manner.

HOW

1. Each player needs a pen and stack of stickies. Set a timer for 5-8 minutes.
2. Hit start! Without discussing, note each idea that comes to mind on a separate sticky. One sticky note = one idea.
3. When time's up, take turns to share your ideas. Do not dive into further discussion just yet. If needed, repeat this process to lay down more ideas.
4. Once all ideas are on the table, your team leader will group together similar ideas in theme clusters.
5. Now it's time to vote! Each person gets 6 votes:

	3 votes: an amazing idea	2 votes: hey, that'll work	1 vote: Mmm, not bad!
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6. Tally up the votes and discuss your winning idea. Once you have reached a consensus it's time to move forward into the next part of the process!

Can't pick a winner? Your team leader has two extra votes they can allocate to break the tie!

AMBITION FRAMEWORK

This template will help you **define your ambition** and **get granular on your focus**. Use the **Ideas Slam Down** process to generate, vote and refine your ideas. Place your winning stickies in the boxes.

STEP 1: WHERE YOU'RE AT...

YOUR WINNING
STICKIE GOES HERE

**WHERE DOES THE
OPPORTUNITY LIE?**

Why is it worth solving?

YOUR WINNING
STICKIE GOES HERE

**WHAT/WHO DOES THE
PROBLEM/OPPORTUNITY
IMPACT?**

Who is really feeling the pain here? And what is being impacted?

STEP 2: WHERE YOU'RE GOING....

YOUR WINNING
STICKIE GOES HERE

**BY CREATING A SOLUTION
WE WILL BE ABLE TO...**

What would be the expected flow on effect of solving this problem?

YOUR WINNING
STICKIE GOES HERE

**WHAT DOES
SUCCESS NEED TO
LOOK LIKE?**

What key metrics do you need to achieve?



CREATIVE CODE

A master of lean innovation knows how to make lemons into lemonade - how to make magic happen with what is already there.

Use this template to take a stocktake of what you **have in order to align it to what you need.**

WHAT WE HAVE

Step 1: Make a list of all the things you have that can be useful like, locations, relationships, people, tech, data... **What can you leverage?**

Step 2: Generate ideas to solve your problem by mixing and matching what you have to achieve your goal

WHAT WE NEED

A statement **defining what you need** to achieve.

**YOUR WINNING
IDEATION
DEFINED
AMBITION GOES
HERE**

AKA GOAL

HOW CAN YOU CREATE WHAT YOU NEED OUT OF WHAT YOU HAVE?

This will help you remain lean while building out your innovative solution.

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havaianas

WildSECRETS



bellabox

MR YUM

petstock

Swisse

ESTHER & CO.

MECCA

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RAVEN

GROUPON

naked wines

birdsnest

GODIVA
Chocolatier

CHEMIST
WAREHOUSE

RYDERWEAR

7-ELEVEN

matchbox



6 LESSONS IN LEADING INNOVATION AT WORK

01 DEFINE YOUR AMBITION

02 CREATE NEW RULES

03 FORM A LEADERSHIP MOVEMENT

04 PROVIDE A LICENSE TO EXPLORE

05 SET HUNTING ZONES

06 ALL ROADS LEAD TO THE BIG "WHY"

NOW FOR THE FUN PART..

We are super passionate about hosting the HackGames, but what truly drives us is the discussions and impact that reverberate long after the event has ended.

By investing in a culture of lean innovation, you can continue to drive growth, increase efficiency, and stay ahead of the competition - even in unfavourable conditions.

Beyond that, it makes work fun! A culture of lean innovation empowers your entire organisation by encouraging strategic creativity and continuous improvement.

Thank you for reading. Please, keep this white paper handy. Come back to it when you need to be inspired!

What now?

If you want a high-level overview of your organisation, our Future Blueprint is currently available at a 50% discount.

On the other hand, if you are seeking to accelerate your culture of innovation, hosting an event like the HackGames may be an excellent opportunity for you to explore.

Sounds like a plan? Shoot us an email at hello@miacademy.com.au



INSPIRING EVENTS ON IN 2024

With a focus on in person events and training in 2024 there are more ways than ever to engage with the community

APRIL

Retail Fest | Gold Coast

MAY

CMO Blueprint Workshop | Melbourne

JUNE

CMO Blueprint Workshop | Brisbane
Networking Event | Adelaide

JULY

Online Retailer | Sydney
Live Podcast and Networking | Melbourne

AUGUST

CMO Blueprint Workshop | Sydney
HackGames: Rising Stars

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