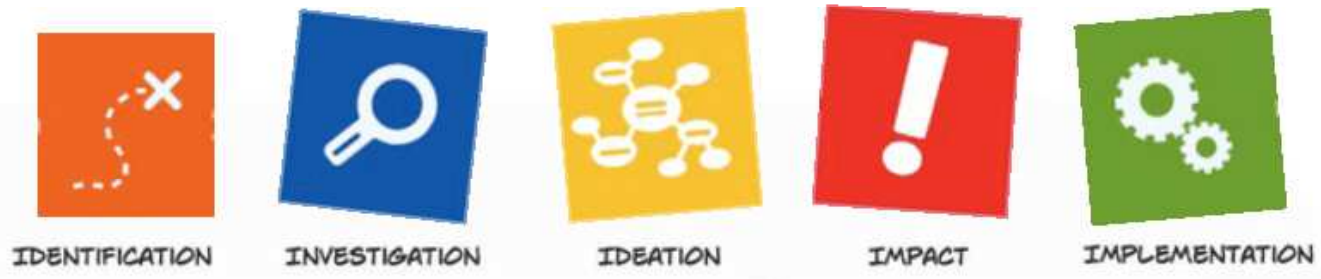
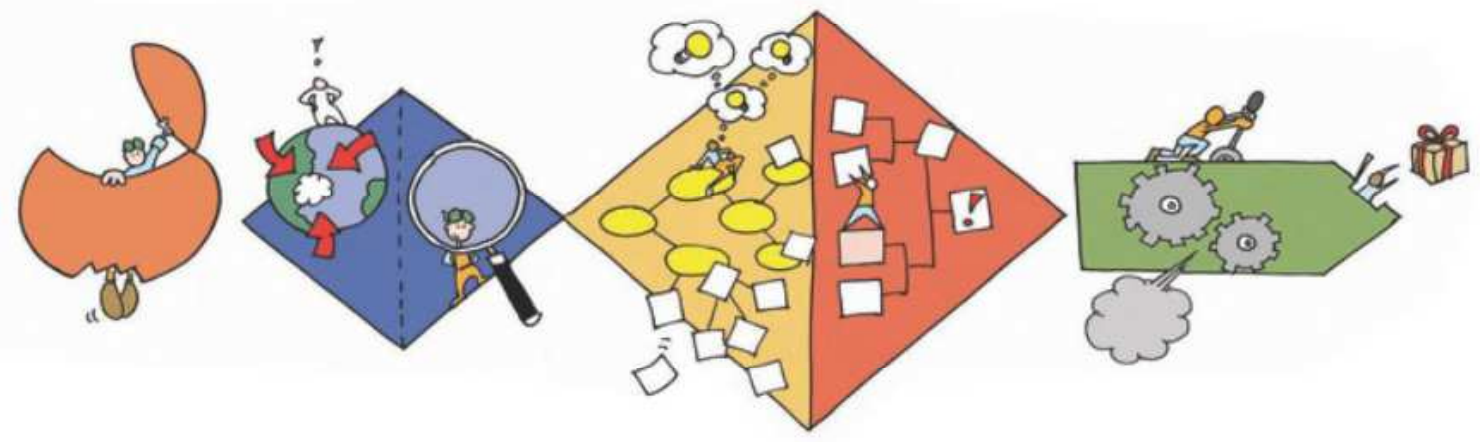


# Innovation is a process



i5



IDENTIFY  
 PROBLEMS, NEEDS,  
 & POSSIBILITIES

SEEK UNDERSTANDING,  
 FROM THE BIG PICTURE  
 TO ROOT-CAUSE.

GENERATE,  
 STRENGTHEN &  
 ELABORATE IDEAS.

EVALUATE &  
 PRIORITIZE IDEAS  
 BASED ON IMPACT.

CREATING, TESTING,  
 & DELIVERING ON  
 A PLAN.

PROBLEM --- OPPORTUNITY

ROOT CAUSE --- BIG PICTURE

#, RANGE, & IMPACT



GET IT DONE →