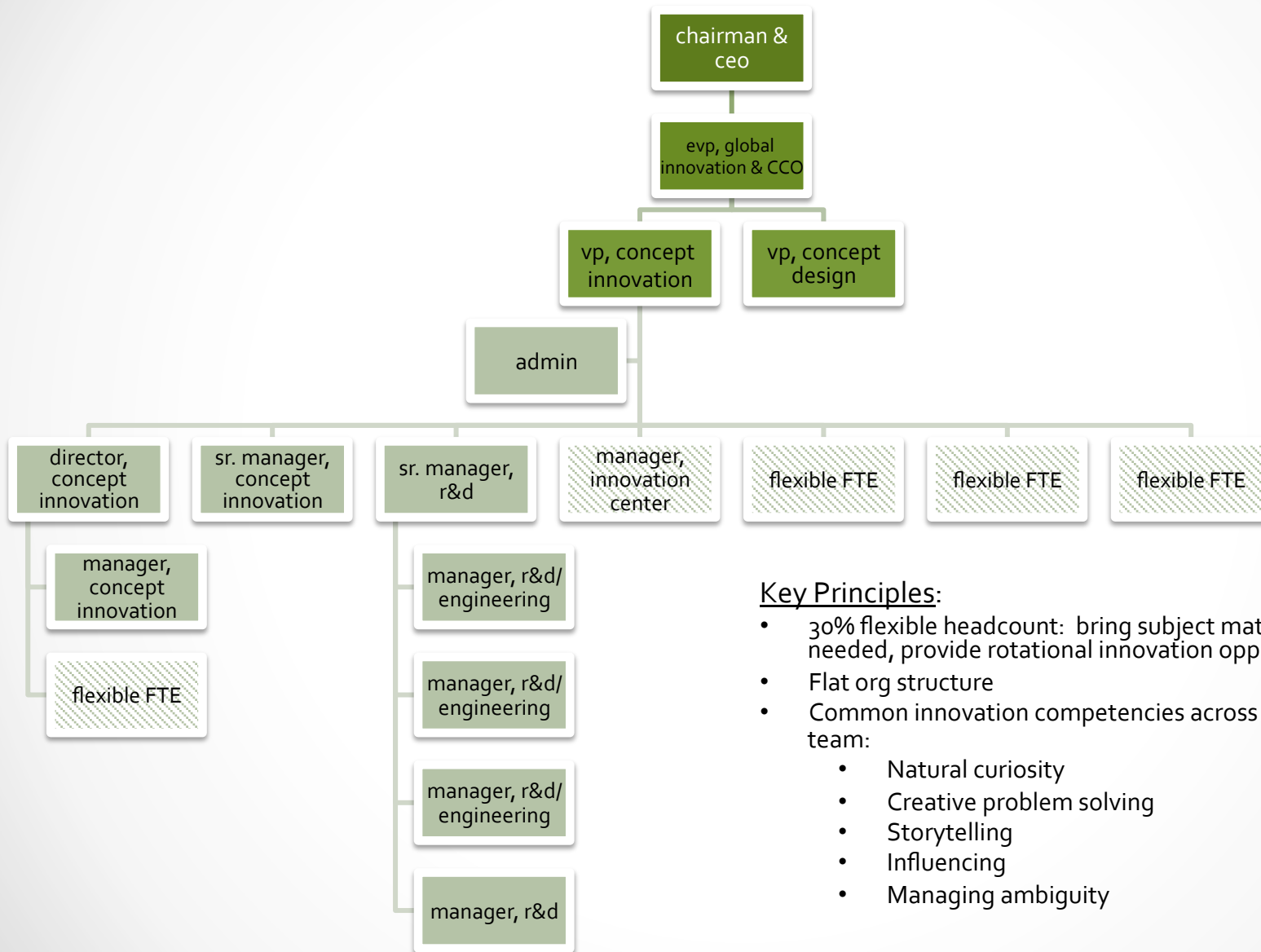


Organizing for Disruptive Innovation



Key Principles:

- 30% flexible headcount: bring subject matter experts in as needed, provide rotational innovation opportunities
- Flat org structure
- Common innovation competencies across multi-functional team:
 - Natural curiosity
 - Creative problem solving
 - Storytelling
 - Influencing
 - Managing ambiguity