

Innovation Ambassadors | 2014 Identity & Goals

April 2014



Ambassador Identity & Mission

Through our experiences in our inaugural year, we are able to more accurately define the Ambassador role in 2014.

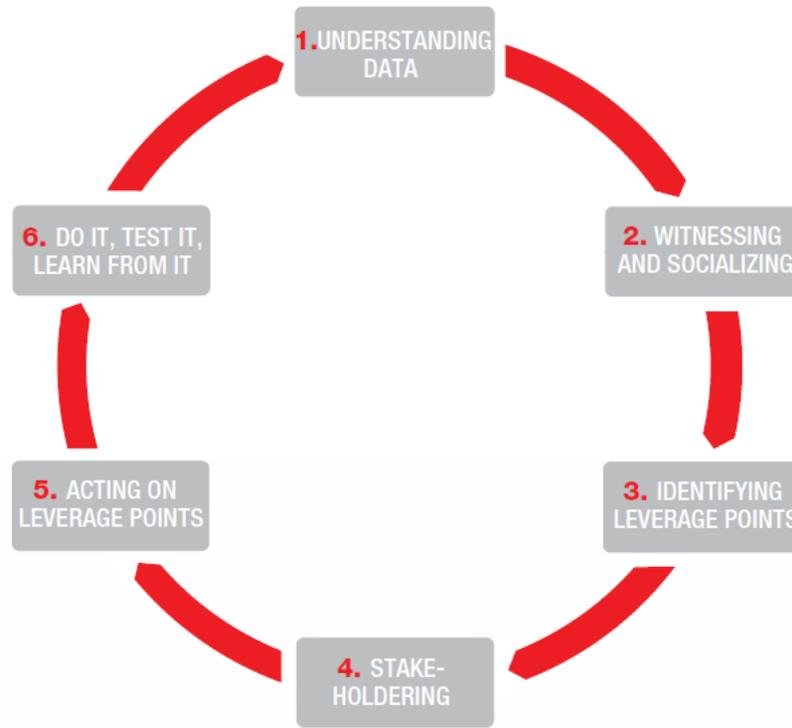
- The L&P Innovation Ambassador teams exist to help create, model and nurture a positive, self-motivated culture that encourages and rewards innovation, creativity and collaboration.
- The Ambassadors are catalysts for change and help to propel and maintain the momentum that is created by the collective efforts of L&P employees and leaders.
- The Ambassadors witness the culture and socialize their findings by actively encouraging engagement and awareness and every level of the organization.

Six Step Process

The 6-Step Process Loop

This 6-step ambassador process is your model and guide to facilitating the shift towards a culture of innovation at Transamerica. The steps of the process should be followed in this order, though each of your teams will define and design your own way of putting them into action.

This guide includes additional questions to ask yourselves as you go through each step in the process. You will also find a worksheet intended to help you think through the impacts of the actions you propose as well as how best to implement them.



Ambassador Characteristics

We've learned about some of the key qualities that Ambassadors need to exhibit and the ones they need to avoid.

Ambassadors are	Ambassadors are not
Leaders in our culture change journey	"In charge" of anything
Assertive and unafraid to ask difficult questions	Fearless to a fault
Optimistic in the face of cynicism	Blind to real problems and concerns
Open to feedback and constructive criticism	Punching bags for frustration and anger
Undeterred by failure, setbacks and challenges	Infallible
Diplomatic and pragmatic when necessary	Insensitive and unyielding
Willing to go the extra mile	Willing to jeopardize their own jobs or work/life balance
Able to persuade and influence	Allowed to force or manipulate
Models of the culture we want to have	Operating in a vacuum