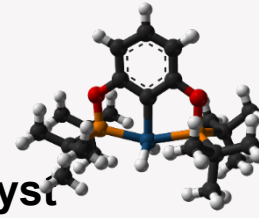




💡 #innovation Strategy

- **Research**
 - *Enhanced focus on research into innovation techniques / tools / structures*
 - *SME for innovation tool POCs*
- **Innovation Capability / Service Strategy**
- **Consult with Business Innovation Teams**
- **Education**
 - *Innovation Concepts / Techniques / Tools Training*
- **Marketing / Story Telling**
- **External Innovation Focal Point**
 - *External Innovation Service Providers / Other Companies / Universities)*



💡 #innovation Catalyst

- **Consult and provide guidance to Franchises and Business on Innovation Campaigns**
- **Plan/Develop/Run Innovation Campaigns Internal and External for A&T**
- **Live Innovation facilitation**
- **Deliver Training and Seminars**
- **Innovation Analytics**
 - *Tracking outcomes of campaigns*
 - *Mine opportunities from current and historical challenges*
 - *Enable innovation connections across time*
- **Conduit for business innovation feedback**



💡 #innovation Franchisees

- **Consult with Business on Innovation Challenge Opportunities**
- **Develop Innovation Campaigns**
- **Execute Innovation Campaigns**
- **Train additional franchise resources and backfills as needed**
- **Communicate outcomes back to #innovation**
- **Market capabilities to their business lines**

