

# LPPDE VIRTUAL SUMMIT

## OCTOBER

**Creative  
Business  
Hacker**

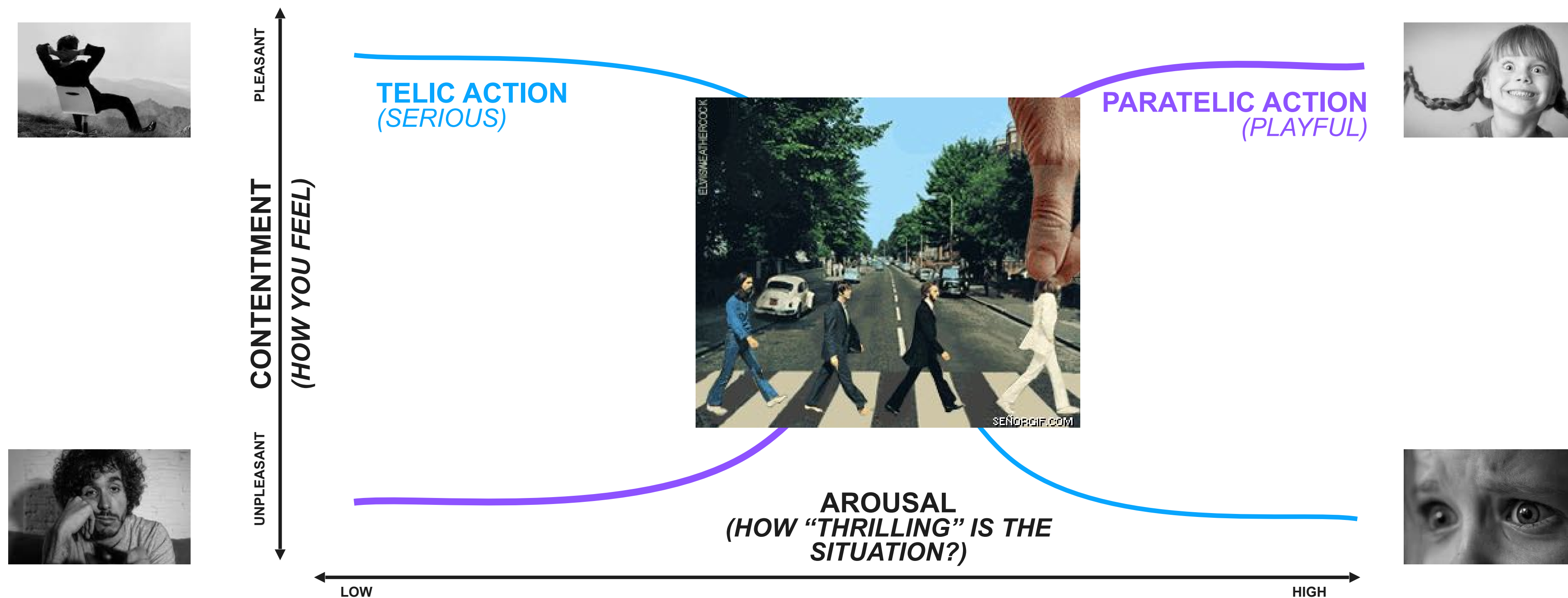


1. **Telic / Paratelic** – where we left off
2. **InnovationCell** – Intro – Agenda – Lines of Action
3. **DeepDive** – Outcome of one Example



# INTRISTIC OWNERSHIP

From telic to paratelic again and again and again



# HOUSTON, WE HAVE A PROBLEM

## Challenges that companies have to face

Lengthy processes, lack of customer focus, motivation & confidence - the list is long and the challenges are tough. Are you ready to tackle them?

**1-5**

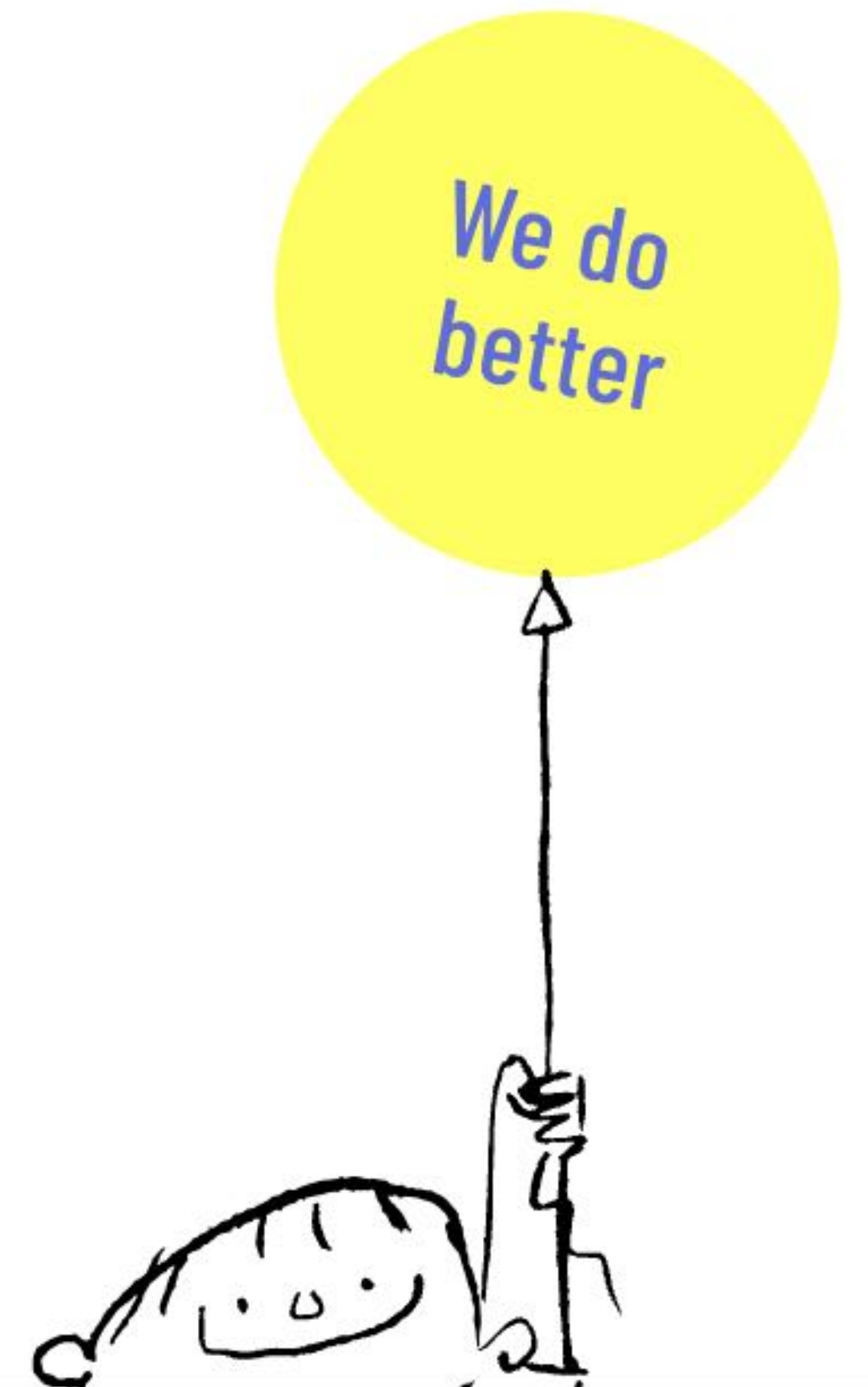
Years from Idea to  
finished product

**13%**

Engagement rate of  
employees (Gallup  
Report 2022)

**10%**

Success Rate of  
Innovations





# CHANGE THE STATUS QUO

Evidence with more than 200 Innovation Cells since 1995



**33%**

Effective  
Time Savings

**85%**

Increased Team  
Commitment

**70%**

Increased  
Success Rate

WITH INNOVATION CELL

**1-5**

Years from Idea to  
finished product

**13%**

Engagement rate of  
employees (Gallup  
Report 2022)

**10%**

Success Rate of  
Innovations

WITHOUT INNOVATION CELL





# WELL DESERVED

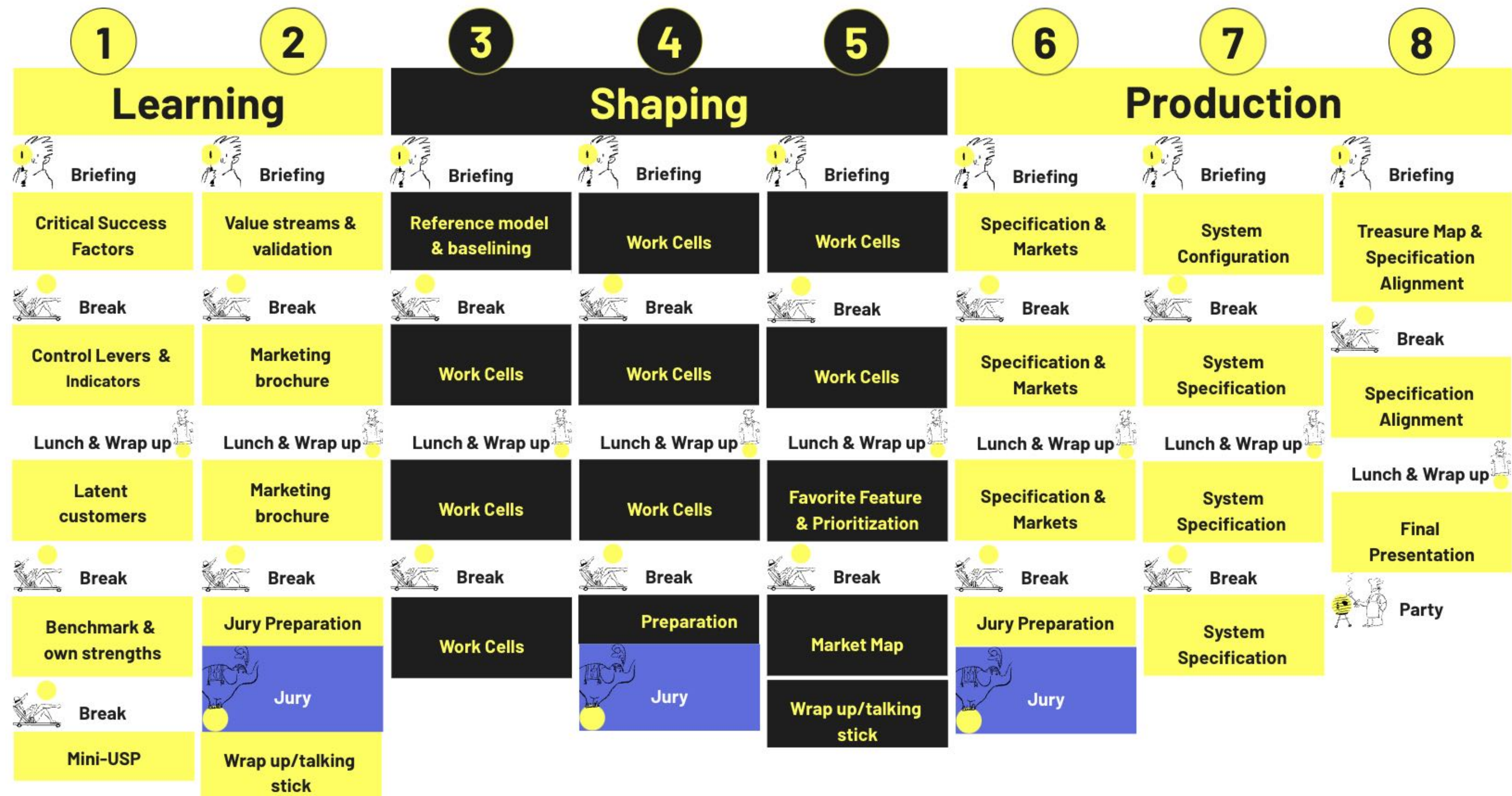
Über 200 Innovation Cells geben die Evidenz





# INNOVATION CELL

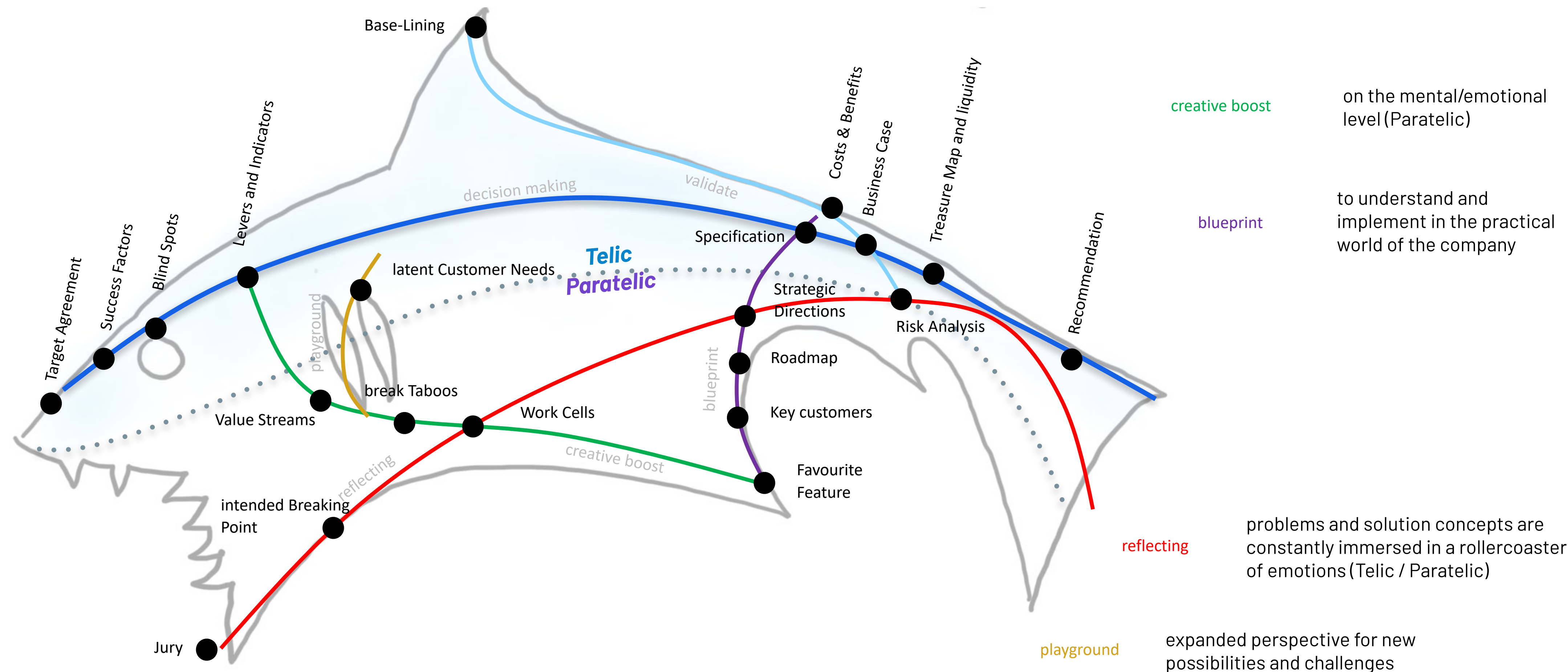
8 DAYS - 1 GOAL - 1 TEAM





# INNOVATION CELL

## Lines of Action







**THAT'S IT.**