

# **A Chairperson's Perspective of What they would want to see from the Board on Innovation**

**Clear Leadership** - “*setting & role modelling the tone*” with inspiration, passion, belief, drive, energy and realism.

**The Vision** - “*what we want to be and can be*” - clearly articulated, communicated and understood.

**Mission** - “*The ‘how’ the vision will come about*” - built by the Team with their agreement and commitment to deliver the Vision. You Tube piece on creating an inspiring Mission Statement - how not to and how to: [www.youtube.com/watch?v=](http://www.youtube.com/watch?v=) (3 minutes 52 seconds).

**Rolling 3-Year Plan** - High level objectives including a lookahead on Innovation with its integration into markets & customers, finances, resources and operations.

**1-Year Plan** - Specific objectives including a Year Innovation Plan. Updated 6-Monthly with an external 3<sup>rd</sup> party stimuli at an off-site location through an extended Board Meeting. Use of an external Facilitator is recommended as it is normally very beneficial.

## **Priority Areas**

- Technology & development requirements
- Strategic Marketing and Customers & competitors identification & commitment
- Design:
- Skills needs and area(s) of priority development
- Any other key challenges to be overcome and proposed approach usually HR related. i.e. the company culture and how people are expected to perform and behave in the company is paramount.

## **The Budget**

## **The Goals**

## **The Key Projects**

**The Clearly Established and Understood Ownerships** - with well-defined levels of accountability, responsibility and authority to execute.

## **Risks assessment, management and review**

## **2-Monthly Board Reviews**