

ANOTHER IMPACTFUL STORY BY 361 DEGREES



Initiating an Organization-wide Transformational Journey

Need:

To initiate an organization-wide transformation towards forming a culture of innovation within four different companies in the sector.

Solution:

A branded innovative accelerator initiative was implemented across the four companies. The initiative comprised of three stages that would trigger the imagination and passion for innovation within the entire employee base.

- Stage 1: Selection of 25 ideas of potential
- Stage 2: Narrow the idea base down to 12 viable projects which were thereafter subjected to a process of further refining and streamlining based on 'Design Thinking' and 'Lean Startup' concepts.
- Stage 3: Pitching of the 12 final ideas to internal investors.

Result:

Several of the ideas pitched are currently being monetized and nearing the rollout phase.

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