

4FRONT x SPORTS ETA – SPORTS TOURISM INNOVATION CERTIFICATE

Session 1: Creating A Culture of Innovation

Innovation = There Is A Better Way

Keys to Creating a Culture of Innovation

- Foundation
- Innovation Mindset
- Environment
- Team & Culture



Foundation

Define Your Team's Why:

- What is Your Team's True North?
- What Do You Want to Be Known For?
- How Do You Want to Position Your Team & Market in the Future?

Define Your Unique Sales Proposition:

- What are your 3 headlines?
- What can you deliver better than anyone else in the world?
- Why have you been successful? Why could you fail?
- What are your biggest growth audiences & opportunities?

Innovation Mindset

#1

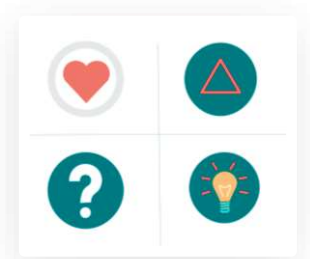
"Fail Forward"
Mentality

#2

Celebrate Wins &
Loses

#3

Take Inspiration From
Other Industries



Environment

Thinking Differently About:

1. Goal Setting
2. Team Communications
3. Time
4. Brainstorms
5. Idea Generation
6. Meetings
7. Meeting Spaces
8. Your Office Design

Team & Culture

#1

Create Culture
Club

#2

Create Office
Competitions/
Activities

#3

Create More
Opportunities For
Relationship Building

"Diverse and inclusive cultures are providing companies with a competitive edge over their peers."

Reimagining Your Approach

Stand For Something

Tell A Story

Take A Risk

Own A Moment In Time