

# The Innovation Game

## Can You Conquer the Corporate Pyramid, and Make Innovation an Enduring Capability?

Corporate innovation is the toughest adventure in the business world. And often, innovation leaders set out on this journey solo — with a mandate from the C-suite, but no team or resources.

Success requires relationship-building, resource-gathering, and constant learning to make it past the traps and pitfalls you'll inevitably encounter.

This discussion guide is informed by conversations with corporate innovators and recent InnoLead survey data. Use it with your team and senior leaders to discuss what it will take to get to the top of the pyramid — and ensure that innovation becomes an enduring part of the corporate culture.

