

LEADER'S DIGEST



*“If you want people to start to **change**, you’ve got to create the space for it first.”*

Lisa Bodell

BUILDING AN INVINCIBLE COMPANY

The idea of the month focuses on **innovation**: how to build an invincible company through strong innovation culture and best innovation practices. According to **Alex Osterwalder**, the inventor of the Business Model Canvas and the Co-Founder Strategyzer, the 4 features of an invincible company are:

1. Culture: innovation and execution; live in harmony
2. Leadership understands and supports innovation
3. Organizational design gives innovation the power to act
4. Innovation teams exhibit world-class innovation practices.

What Osterwalder highlights is that companies need to question whether they are willing to innovate to last and that they need to identify how they are ensuring best practices for their employees. You can read more about Osterwalder’s ideas [here](#).

READ THE ARTICLE

THE IMPORTANCE OF EXPERIMENTATION

The winner of our 2019 Speaker Contest, **Anssi Rantanen**, highlighted in his talk that rapid experimentation is the key to growth, and also demonstrated with a practical example how technological tools now allow us to experiment faster.

Currently, many organizations need to rethink their products and services, and that’s where rapid experimentation can be helpful. Watch Rantanen’s entire keynote [here](#) to get some inspiration on innovation and experimentation.



WATCH THE KEYNOTE

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An article about the joint effort of research organizations and the pharmaceutical industry to make the world a healthier place.

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