

# PURPOSE OF INNOVATION

## How might we achieve X?

- Achieving ambitious societal goals
- Aligning activities inside of an organisation towards a common over-arching goal
- Inspiring external interest and investment in societal goals
- It can drive systemic change beyond any incentives (e.g. subsidies or grants) involved

## How might we do X better?

- Cost reduction and operational efficiency
- Increased reach of government programs and services
- Reliability of services

## How might emerging possibilities fundamentally change what X could or should be?

- Picking up on weak signals and engaging with them before a new course or paradigm is locked-in
- Exploration with emergent issues that might shape future priorities and future commitments
- Testing assumptions and exploring radically different possibilities
- Reduction of surprise

## How might our evolved situation change how we do X?

- Develop a diverse range of choices to solve emergent challenges
- Enable those close to the problems to create effective solutions that make sense for their circumstances
- Take advantage of newly available possibilities unknown to the organisation
- Match the pace of change outside the organisation to meet changing expectations
- Build and exercise a capacity for responsiveness in services and policies