

## Action Guide

### 435: Hershey's award winning approach to innovation

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## Application Questions

1. At your organization, does the culture equip everyone for innovation? Why or why not?
2. In your organization, is innovation an isolated function or present throughout the organization?
3. How do you track the progress on your goals and make sure they're aligned with your strategy?



## Actions to Take

### What to Do Now

- Make sure you understand your organization's strategy and what it means for your team.
- If you don't understand your organization's strategy, talk to a senior leader about how it could be better communicated.

### What to Do Soon

- Remember innovation includes creating value for internal customers and solving problems. Look for ways to be innovative within the organization.
- Make sure you have a tool to track goals in alignment with strategy.