

## Action Guide

### 457: The right way to apply Kickbox to unleash innovation in your organization

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## Application Questions

1. What would you do with a Kickbox (\$1000, innovation process guide, chocolate, and caffeine)?
2. What process does your organization use to source ideas?
3. How would you rate the effectiveness of your organization's ability to get employees involved in innovation?



## Actions to Take

### What to Do Now

- Go to the [ready website](#) and review the case studies.
- Talk to your product VP to find out if Kickbox or a different approach has been considered in the past to foster innovation culture.

### What to Do Soon

- Download the [open-source Kickbox materials](#).
- Plan a small pilot program to introduce a few employees to Kickbox.