Innovation with integrity

How publishers need to change the way they work in the digital world
Speakers

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About The Economist Group

https://www.youtube.com/watch?v=p5uMvOidoNw
Challenges and blockers to innovation

- ‘Horizontal scaling’
- Work in progress
- Teams in silos
Five things you can do to set yourself up for successful innovation

The foundations of innovation with integrity
1. Trust

- Internal team
- Customer
- End user

Trust is undeniably linked to doing what is right - integrity, dependability and purpose.

Source: https://www.edelman.com/trustbarometer
2. Connecting with communities of practise
3. Insights, automation and systems
4. Bring on partners that have direct expertise
5. Clear outcomes and objectives
The impact and value
Future plan

- Fluid and continuous collaboration
- Agile
- Innovative in a light way
Free downloadable

Here’s a free download of Faster Moving Consumer Goods exercise book filled with insights, case studies, stories and a new way to innovate.

https://andus.co/faster-moving-consumer-goods

How can we help you?

Contact us on:
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Thank you!