

## Stage 4

# The Co-Creation Culture Activator

Once the entire organization has a Mindset for Excellence, the focus of stage 4 is to engage everyone in the practice of co-creation. This practice activates entire teams to become **'Innovative Co-Creators'** leading to a culture of excellence.

The result – an organization that operates at the leading-edge, constantly creating and innovating and achieving results that have never been achieved before.

### KEY OUTCOMES

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- Improved and new products due to Increased creativity and innovation
- Increased drive, energy, and passion
- Competence in the co-creation practice
- Achieving a culture of excellence
- Delivering superior performance results

### KEY FOCUS AREAS

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- Developing a plan to move from the current culture to the ideal culture
- Committing to individual and collective roles and responsibilities in creating a Culture of Excellence
- How to operate together at the leading-edge
- How to explore potential and what is possible
- Learning and practicing the process of Co-Creation in order to achieve the impossible

### TARGET AUDIENCE

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Everyone in the organization

### DURATION

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12 hours in live virtual sessions or 2 days on-site

### FORMAT

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In live virtual sessions or on-site