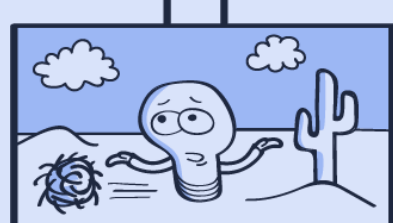# UNLOCK INNOVATION IN YOUR ORGANIZATION BY FOLLOWING FILAMENT'S SIX-C PATH

Don't get stranded in an innovation desert!

Your people have lots of ideas, but when there's no process to share those ideas with others, and take action on the best ones, innovation dies and your business suffers.

COLLECT: Create a Place to Share Ideas

Design a place where it's simple for your people to share an idea they've had (or something they've read or seen) that might be relevant to your business, your customers, or your competition in the next 5 - 15 years.

CURATE: Select Unique Ideas & Amplify Them

Widely share "the things we're curious about" with your entire organization and highlight themes that surface again and again – paying close attention to similar ideas that come from different parts of your organization.

CONNECT: Convene Communities For Deeper Dives

Build "Curiosity Communities" for the most interesting topics and regularly gather them to share ideas and insights as they emerge. Keep them easy to join and hierarchy-free. Use simple tools and prioritize in-person connections. Also, pizza.

COLLABORATE: Launch Idea Teams to Build Experiments

Form cross-functional teams to develop and refine the most interesting ideas. Provide them with just enough resources to launch small experiments that can be tested quickly. Focus on feedback loops and continuous improvement.

COMMUNICATE: Share the Wins, Losses, and Lessons Learned

Share progress and outcomes of innovation efforts regularly. Use diverse formats to update the organization on key projects, lessons learned, and successes. Promote transparency and collective learning by highlighting both achievements and challenges.

CULTIVATE: Ensure Good Ideas Take Root

Give promising ideas the time and support they need to grow by aligning them with what matters most to the organization and measuring their impact as they spread. Empower team members to champion these ideas so they become lasting changes that make a real difference.

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