



Information for:

The Innovation Challenge Awards

“Cultivating ideas for improved service to customers”

TDI has created ‘The Innovation Challenge Awards’ programme to help organisations to develop a ‘Culture for the Growth of Ideas’.

Why?

This will encourage their employees to identify and develop innovative ideas that will directly benefit their customers.

- **The Guiding principle is:**

“Ideas are the fuel for the engine that drives successful businesses – world wide”

- **The Innovation Challenge is:**

- A development programme designed by TDI to encourage the development of ideas that will grow your business.
- Based on “The cultivation of ideas” and the values of G.R.O.W.T.H
- Innovation Awards are given to individual members of staff and organisations who complete the Challenge

- **To complete the challenge organisations must:**

- Complete the workshop programme
- Have a suitable number of qualified Innovation Guides
- Have an approved system for taking ideas through from recording, approval and on to implementation
- Have at least 4 employees who have successfully completed the Innovation Challenge.

For more information and advice please contact:

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