

Statement of Vision, Strategic Intent, Mission and Core Values

The Applied Innovation Centre is a research-based organisation that provides a range of innovation-related services through a team of reflective practitioners dedicated to the study and practice of innovation within organisations.

Vision

To be recognised as a major contributor to the development of a truly innovative business community where breakthroughs are the rule, rather than the exception.

Mission

To assist individuals, teams and organisations to become more innovative.

Values

Learning

We are committed to our own learning and the learning of our clients, dedicated to challenging assumptions and habits and uncovering blind spots.

Creativity & Innovation

We engage in processes of discovery of new possibilities using cutting edge and state-of-the-art methodologies and practices.

Pragmatism

We are action-oriented, practical, realistic and deal with the world as it is, not as we would like it to be.

Integrity

We conduct our business with integrity and adhere to our respective codes of professional conduct.