



## 5M Model of Systemic Innovation

The 5M Model defines the domains which impact systemic innovation. These are the parts and pieces – large and small – which contribute to innovation at work. Mood. Mindset. Mechanisms. Measurement. Momentum. The 5M's are an interconnected, comprehensive framework for understanding innovation at your organization.

### Mood.

The attitudes, feelings and emotions that affect creative thinking. Mood is the climate for innovation. It's the mindspace where people work; the mental environments in which people operate and collaborate.

### Mindset.

The intellectual foundation of creativity – the personality traits, behaviors and overall brainpower that affect innovation. Mindset is an individual's or organization's baseline capacity in terms of aptitude and skill sets for creative thinking.

### Mechanisms.

The tools and processes of innovation at work – including the actions taken to generate large quantities of ideas. From idea formation through marketplace execution, mechanisms focus on the “how” of innovation.

### Measurement.

The indicators and success criteria for innovation. Measurement is a tool for learning that leverages both qualitative and quantitative measures of innovation performance to provide the individual and the organization with critical feedback.

### Momentum.

The rituals, spaces and conversations that keep creativity and innovation alive and relevant. Momentum is the active inspiration and purposeful championing of innovation to create a self-reinforcing cycle for fostering and growing innovation.

## LAMSTAIH [lam'sti]

LAMSTAIH is “Look at more stuff. Think about it harder.” It's our philosophy of creativity and thus innovation. Creativity asks, “What if?” in order to examine realities and reveal possibilities. It's about looking at “what is” and seeing “what's next.” And without creativity, innovation doesn't exist.

Inspiration for innovation comes from anywhere and everywhere. Innovation depends upon an individual's investment in external stimulation and the cross-application of tangential learning as a means to inspire new thought – LAMSTAIH is a commitment to exploring new things in order to apply fresh insights back to your business.