



1. Select a suitable context for the selected area of potential

For what purpose are we going on a discovery tour? What do we want to find out? How will our experience help us shape what we want to do? The following might be of interest: new forms of work and leadership, new business models, social innovations and start-up culture, building and work architectures, use of technology and dealing with digitalization; also specific topics such as sustainable supply chains, dealing with food or new family models.

2. Get out of your comfort zone to experience the unfamiliar

What have we heard about but never experienced for ourselves? Where is it possible to experience something that is genuinely different from our familiar environment? What are we respectful of and perhaps even a little hesitant to try out? For a genuinely authentic experience, it is important to leave our familiar environment and comfort zone. A climate demo is different from an environmental conference in an air-conditioned hall. An Airbnb accommodation is different from a suite at a five-star hotel. Start-ups work differently from a large corporation in the automotive industry.

3. Draw on diversity to gain holistic impulses

What are the approaches in different disciplines? Which sectors do we want to visit? How do different people deal with new approaches? Interdisciplinarity and diversity are key imperatives – in terms of both participants and what is offered. After all, the aim is to enable all participants to come into contact with new perspectives and receive stimuli.

6. Enable knowledge transfer through artifacts

How can we ensure that the experience – especially fleeting impressions – can be documented on a lasting basis and benefit the organization as a whole? What materials do we need for this to happen? What needs to be organized to ensure the knowledge is transferred to the organization afterwards?

Those returning from the journey into innovative new territory should be able to share what they have experienced in a targeted manner. This can be done by means of digital reflection elements such as short statements recorded on video or voice message, or notes pages livened up with visual images. This is where we can get creative.

5. Interactive approach in order to cement impressions

When and how can participants try things out for themselves during the journey? What will it be possible to observe up close and where is active involvement an option?

We acquire most of our knowledge through experience. The most lasting way to cement impressions is through direct contact combined with lots of *hands-on activities*.

4. Assemble travel group selectively

Which people are passionate, change agents, or organizational rebels? Which members of top management are relevant to the journey in the selected area of potential?

People should participate in the **Innovation Journey** who, by virtue of their position or role, have the *power to change* and who are capable of taking what they see and developing it further in a carefully considered manner. Only with a diverse participant mix of people who possess the power of implementation will this high level of resource input be worthwhile.

