



everywhere you go

Customer

MTN SA (Pty) Ltd

Megan Ashman - General Manager Corporate Marketing, Products & Solutions

Industry

Telecommunications

Challenge

1. Develop a Innovation strategy
2. Deliver an Innovation Culture change
3. Develop a sustainable innovation strategy

Solution

→ Generative Innovation Solutions

- ✓ Strategic Intervention (Strategic Innovation Assessment, Capability and Capacity Diagnosis, Ideation)
- ✓ Innovation Blueprint
- ✓ Innovation Station
- ✓ Idea Central