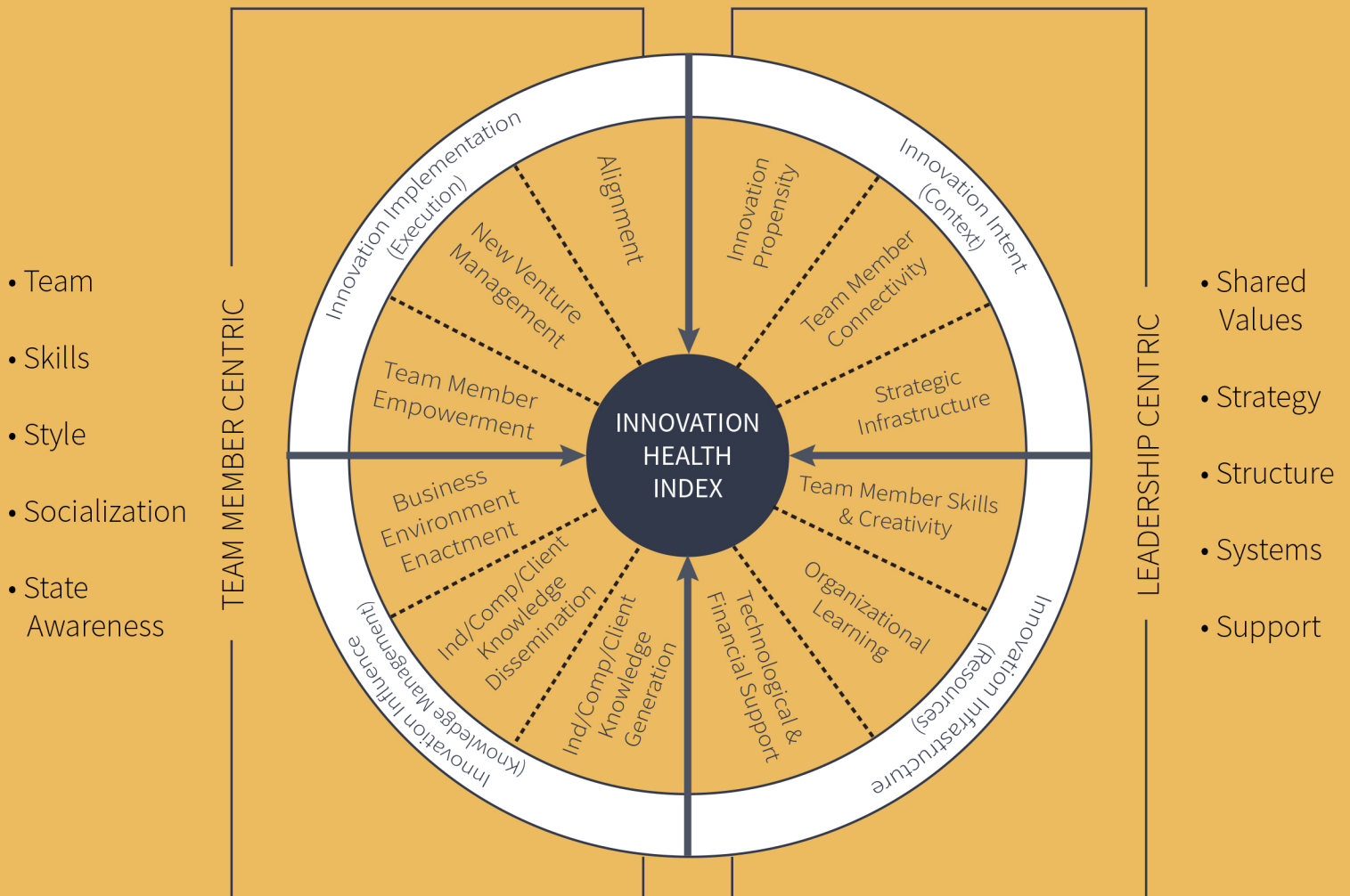


# PEOPLE FIRST, ALWAYS.

## DRIVERS OF INNOVATION CULTURE ASSESSMENT METRIC



Adapted from Dobni & Klassen's Journal of Innovation Article