

Sandbox



The area and its elements. Where you can play, test, learn, experiment, challenge, fail, figure out, train, share, rule out...

The sandbox is a free area shaped by carefully-placed elements. The versatility of the sand, the enigma of the watering can, the instability of the ball, the action of the spade and rake, the dexterity of the rings. Each element has its reason for being. Nothing is left to chance. All that must be set is the goal.

Our Innovation Sandbox

You could ask us, "and what is this concept?" or even think, "here we are with another concept from the consultants!" If we do a search on Google for the concept, we see that over half a million results appear.

It is not our concept, it is not new, and it is not benign. Having an Innovation Sandbox allows us to speed up the process of creating innovation in our environment, and thereby modify and shape the organizational culture.

Innovation is a discipline (we have stressed this point a lot) and thus it has its concepts, methods and tools... and its lingua franca! As such, it needs to have areas where (as we said in last month's newsletter):



- The rules of the game involve the permanent questioning of the status quo, and the way we do things.
- There is maximum experimentation and continuous learning.

This physical area must be complemented by a virtual area, so that everyone can contribute ideas, and these ideas can be improved by the other participants, so that together we turn them into opportunities.

If we do not have this Sandbox...it is difficult for us to obtain different results.

We have in mind a physical area, with its materials, furniture and decor, where table football is not necessary (this question has already been overcome), but where it is essential that the rules are clearly defined and shared.

This area is not only for participants, but for everyone. We also want to see the managers using it as equals. We want that because it is essential. If managers do not use it, as happens, for example, with employees canteens, then what message are we sending out to participants when managers do not use the same canteen as the other members of the organization?

Innovation is a matter for **everyone**, and so our Sandboxes are for **everyone**.

Please remember that every month you will find a new video from **Thinking Heads Digital** on our website. Thanks, THD, for sharing knowledge with all of us! **This month: Jay Rao - Five Steps to Build an Innovation Sandbox**
