

MMI employees embrace innovation



For MMI, innovation is:

- Core to our vision and purpose
- One of our values
- A key enabler

MMI launched its innovation programme, MMIgnite towards the end of 2014. MMIgnite is a **social-based collaborative approach** to innovation where all employees are encouraged to put forward new ideas to stimulate innovation throughout the organisation.

The MMI Innovation agenda is linked to its **three key strategic focus** areas of growth, client centricity and excellence.

By focusing our **innovation** agenda on our **strategic objectives** we can ensure:

- Client satisfaction
- Product and service innovation
- New and improved ways of doing things
- Profitability through increased revenue and cost savings
- Growth

What we have done to date

We have mobilised and energised a large proportion of our employees to use the MMIgnite software platform to log their innovation ideas, and rank and comment on other employees' ideas. A number of these ideas are already being implemented. This is a significant achievement in a very short time and it is very encouraging to see the value already being created through our innovation focus, by tapping into the creative minds of each and every employee.

