



CERTIFICATE OF VERACITY

We, hereby certify that in as far as it is audible the foregoing is a true and correct transcript of the following audio:

NAME OF AUDIO: INNOVATION RESEARCH INTERVIEW

INTERVIEWER: Thank you Mary for taking the time to participate in my research study. So first question, in your own words how would you define innovation in the workplace?

INTERVIEWEE: Looking for new ways of doing things differently, and looking for opportunity.

INTERVIEWER: Okay.

INTERVIEWEE: And benefits that come from those new ideas. New ways of doing things.

INTERVIEWER: Okay, who should be involved in discovering these new ways and new ideas?

INTERVIEWEE: Absolutely everybody, every employee of an organisation should be involved.

INTERVIEWER: Does your organisational culture stimulate the generation of new ideas?

INTERVIEWEE: Absolutely. We are constantly in search of new ways of doing things and this is what our company was built on and what propels us into the future.