



## **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

[0:00:00] 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?

[0:00:50] INTERVIEWEE: Looking for new ways of doing things differently, and looking for opportunity.

[0:01:02] INTERVIEWER: Okay.

[0:01:24] INTERVIEWEE: And benefits that come from those new ideas. New ways of doing things.

[0:02:04] INTERVIEWER: Okay, who should be involved in discovering these new ways and new ideas?

[0:03:08] INTERVIEWEE: Absolutely everybody, every employee of an organisation should be involved.

[0:03:45] INTERVIEWER: Does your organisational culture stimulate the generation of new ideas?

[0:04:10] 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.