



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: (00:00:00) 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: (00:00:50) Looking for new ways of doing things differently, and looking for opportunity.

INTERVIEWER: (00:01:02) Okay.

INTERVIEWEE: (00:01:20) And benefits that come from those new ideas. New ways of doing things.

INTERVIEWER: (00:02:04) Okay, who should be involved in discovering these new ways and new ideas?

INTERVIEWEE: (00:03:08) Absolutely everybody, every employee of an organisation should be involved.

INTERVIEWER: (00:03:55) Does your organisational culture stimulate the generation of new ideas?

INTERVIEWEE: (00:04:10) 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.