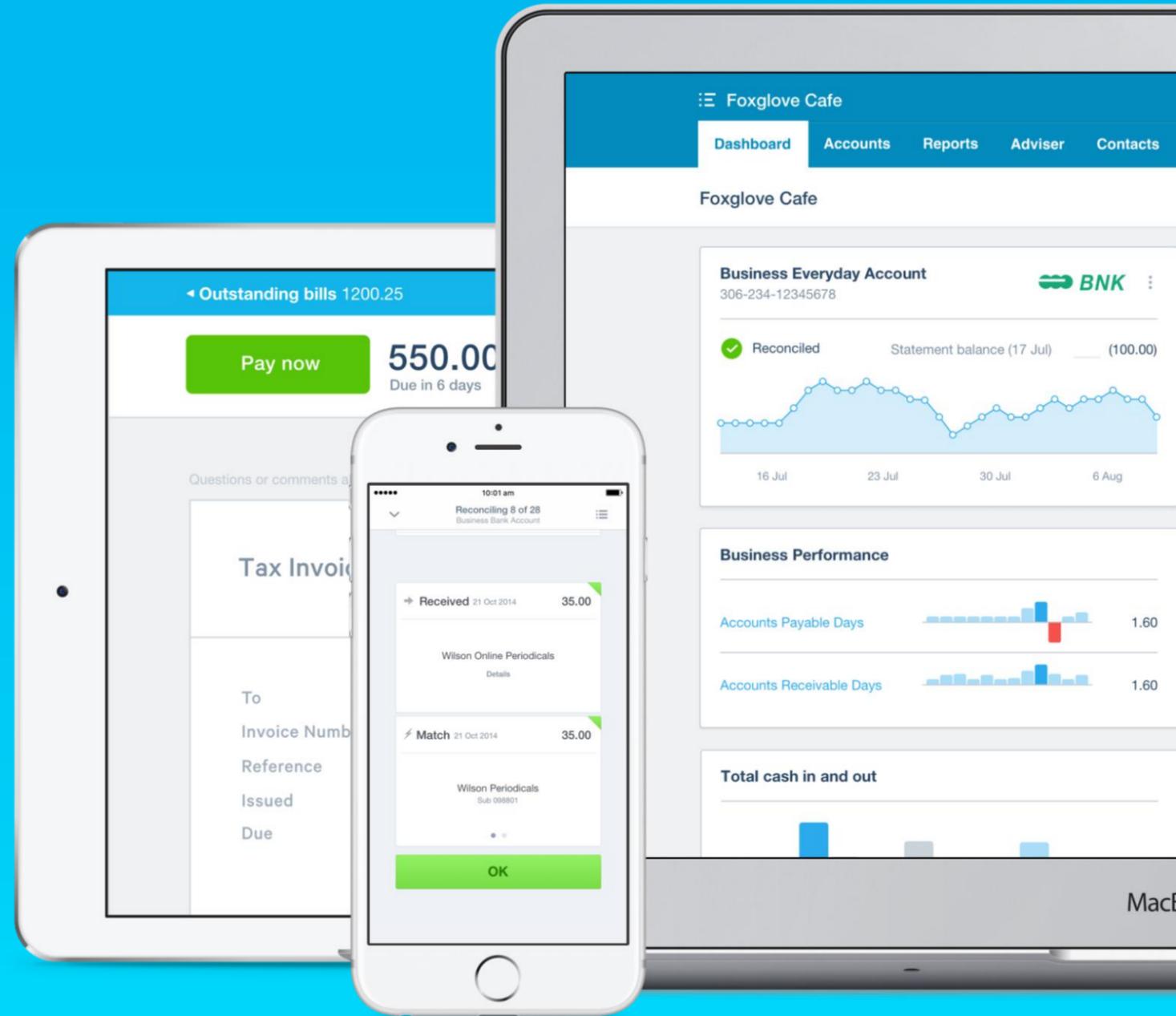




The innovation agenda: Top 5 tips for in-house teams



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General Counsel & Company Secretary, Xero

Top 5 tips for innovation

 Understand the innovator's mindset

Characteristics of entrepreneurs



Passionate, motivated

Self-belief, confidence

Hard working, tenacious

Deep understanding of users

Curious

Adaptable, resilient, open-minded

Tolerance of ambiguity

Considered risk-taking

Understand the traits to advise on innovation. Match the traits to drive innovation

Top 5 tips for innovation



Understand the innovator's mindset



Establish risk tolerance

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Match legal solution to the stage of innovation

Great Photography with a Seamless Customer Experience

Photography in Sydney & Melbourne from Envato, with a 100% satisfaction guarantee.

[Book Your Photoshoot](#)

FAQs

We thought the current process of booking a professional photographer was too hard - so Envato Photos is here to make it simple!
Here are some of the things that we get asked most often.

These FAQs also apply as our terms & conditions, so [let us know](#) if you have any additional questions.

What do I need to do for my photo shoot?

Who is my photographer?

What kinds of photos can I have taken?

I'm taking photos of someone other than myself - is that allowed?

What if I want multiple locations for my photo shoot?

When & how do I pay?

Can I make a booking for more than 2 hours?

What if I run over my booking time?

When & how do I get my photos?

What if I don't like my photos?

Legal solution for
“MVP” online service
experiment

When & how do I get my photos?

What if I don't like my photos?

What sort of photo correcting do you do?

Why are you only in Melbourne? When are you coming to my area?

Copyright / licensing

Who owns the copyright in my photos?

Once we send them to you, they're all yours (including any intellectual property in the photos)! That means you can use, reproduce, and publish your photos however you want. It is, however, a condition of your booking agreement with us that you can't sell the photos to anyone else. You also can't claim that you or anyone other than the photographer took the photos (including by submitting them to any competitions) because this would be a breach of the photographer's moral rights.

The photographer may want to use your photos in their portfolio, for marketing and promotion of their business, or as photography competition entries. We think that's a win-win situation, and we will assume you're happy to give the photographer a license to use your photographs for those purposes unless you [email us](#) that you don't agree. We might also want to use your photos for Envato Photos promotional purposes, but we'll always ask you first.

Where can I use my photos? Are there limitations to how often I can use them?

Wherever you want, for as long as you want! You own the copyright to your photos, so you can do whatever you want to do with them. Put them on your website, use them in your social media, or just hang your photos on the fridge - whatever creative inspiration hits you!

You just can't sell the photos to anyone else, or claim that you took them yourself (including submitting them to competitions or to be published under your name).

Ask yourself:

What's the minimum effective legal solution?

How easily and quickly can the solution flex as the product or service develops?

What are the 'what if' scenarios in using this solution?

What's the worst real (not theoretical) risk in using this solution?

“

Minimum
viable legals

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Re-frame compliance and risk questions

Re-frame risk questions

FROM	TO
Is there a risk?	+ What is our defensible position? How would this risk eventuate?
What is the penalty or legal action?	+ What is the enforcement landscape? Position of analogous innovators? Regulator approach to similar industry players?
What is the safest option to address the risk?	+ Given uncertainties, what is most likely enforcement scenario? Is the risk low, medium or high probability? Is the potential impact low, medium or high in nature and quantum? Industry discussion? Company discussion? Regulatory action without warning? Past exposure, or change future compliance?

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Re-frame compliance and risk questions



Innovate from within

Innovate from within:

- What's your mission as a team?
- Disrupt your own habitual thinking
- Distinguish between risk consciousness, risk mitigation, and risk elimination
- Harness your own passion and motivation
- Develop a continuous improvement mindset
- Sit alongside your stakeholders – literally and metaphorically
- Apply your company values and goals directly to your legal goals and projects
- <http://techindex.law.stanford.edu/>: for technology apps in the legal space

INNOVATE FROM WITHIN

Xero's hybrid physical + virtual AGM

AGMs previously held in NZ; global company dual-listed on NZX and ASX.

Holding an AGM in Australia would allow access for Australian investors, in most significant market to date. NZ investors still needed to be included.

Online meeting would allow global shareholder engagement with a global company.



INNOVATE FROM WITHIN

Xero's hybrid physical + virtual AGM

VIRTUAL MEETING RISKS

- Reliance on several third party platform providers
- Risk of technology failure resulting in meeting invalidity
- Shareholder perceptions and feedback
- Adequate shareholder representation in person at a physical AGM would mitigate those risks

RESULT

- Hybrid AGM, one of first few in Australia/NZ
- Approx 40 shareholders in attendance in person, 300 online from 15 countries.
- Real-time questions and voting from remote attendees.



Virtual Meeting

POWERED BY LINK MARKET SERVICES

[Ask a Question](#)

[Get Voting Card](#)



Quality

Rod Drury
Chief Executive



Rod Drury

CEO welcome



INNOVATE FROM WITHIN

From: “Plain English”

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INNOVATE FROM WITHIN

To: Natural language user terms

Hi, we're Envato and welcome! We're happy to have you here and we hope you enjoy your stay. When we say 'we', 'us' or 'Envato' it's because that's who we are and we own and run the Envato Market sites.

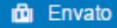
Envato's ecosystem of digital marketplaces helps millions of people around the world get creative and earn online. When you create an account and accept these terms you become a member of our community. You will have an Envato Market account that will allow you to buy and sell items like the ones found on the Envato Market sites and make other related transactions.

The Envato Market sites are platforms that allow members to buy and sell licenses to use digital items like Envato Market facilitates transactions between us, buyers and authors via a payment method. Any transactions are logged on your member's statement, which records the payments made by you to authors via Envato (as a buyer) and by buyers via Envato to you (as an author).

The items on Envato Market are owned by the authors, not by us. We provide a platform; we do not take ownership of the items or get any rights to use the items other than to make them available on and promote our sites.

During your time with us you agree to follow the ground rules outlined in these terms so please read and understand them. If you don't accept the terms then we'll be sad, but you will need to leave because your presence on and use of the Envato Market sites is conditional on your acceptance to be bound by these terms and the Privacy Policy whether you become a member or not.

Boards 

Demo - Parental Leave Planning  Envato  Team Visible  [Burndown Chart](#)

- Pre Baby**
 - SUPPORT - is the aim of the game!
 - Book a short meeting with HR
 - Contact Recruitment
 - Leave
 - Equipment/Access
 - Saying bye bye !
 - Celebration
 - Bamboo HR
 - Letter to Employee
 - Contact
 - Salary Review
 - Performance Reviews
- On Leave**
 - COMMUNICATE - is what this is all about!
 - Say hello - Catch ups, system changes & Envato events
 - Keep in touch days
 - Training/Development
- The comeback**
 - WELCOME - BACK
 - 12 weeks out
 - 8 weeks out
 - 4 weeks out
 - 1 week out
 - Back!
- Done**

Add a list... Add a card...

Agile principles and tools for team workflow and project management

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Innovate from within



Beautiful accounting software

www.xero.com