An interview guide was developed based on the literature study and it was subsequently tested to get input on the questions and to ensure that the questions were clear. It was also tested to make sure the questions were related to the area of study, even though the interview study also aimed to allow relevant outlying responses. The interview guide was revised based on the feedback and was then used for the interview study. Third, the findings from the interviews were analyzed and incorporated into the literature framework to form a final framework. Hence, culture and behavior are interdependent; an innovation culture influences the behavior of the organization, but the behavior also influences the innovation culture.