

INVISIBLE ADVANTAGE MAP



STARTING POINT IDEAS

Leadership

- Define innovation portfolio
- Promote experimentation
- Tell innovation stories
- Identify and overcome “bad language”
- Identify and create new “innovation symbols”
- Provide sponsorship & implement this innovation map!

Structure and Processes

- Create Innovation Council
- Build Innovation Lab
- Create Cross-functional innovation teams
- Establish Internal innovation process
- Create “Open innovation” process for external ideas
- Promote “Customer Office Hours” sessions
- Promote monthly “brown bags” with external speakers
- Promote “Poster Sessions” for internal sharing
- Conduct idea competitions

Metrics

Define a portfolio of innovation metrics such as:

- Percent of funding for game changers versus incremental innovation
- Percent of senior executive time focused on the future versus operations
- Percent of new innovations that come from external sources like partnerships, crowdsourcing or open innovation
- Number of ideas turned into innovation experiments by employees
- Number of teams that submit projects for innovation awards
- Percentage of employees trained in the innovation process
- Number of customers that help test and refine new ideas
- Revenue from new products or services in last two years

Rewards and Recognition (formal and informal)

- Create quarterly or annual innovation awards
- Give free time as an award
- Give gift cards as an award
- Create an “Innovation Wall of Fame”
- Share success stories in newsletter or intranet
- Share success stories in meetings

People

- Recruit and staff teams with diverse mindsets & skill sets
- Provide innovation training
- Give people free time to experiment
- Promote networking lunches
- Create open meeting spaces
- Promote the innovators

Technology

- Launch an “Idea Management System”
- Provide “toolkits” with innovation models and templates
- Create intranet site for sharing tools, resources, and stories
- Create external site for sharing tools, resources, and stories
- Create “open innovation” platform for gathering ideas from customers and partners