



CHANNEL
INNOVATION
MANAGEMENT
BROADCASTING

Next Generation Innovation

- What do I need to get started?

David Burns and Kenny Hognestad

Induct – “The Open Innovation Company™”

November 10, 2011

Open Innovation Initiatives Are Driven By Many Factors

Induct

Government plans

Global sustainability challenges



GAO

United States Government Accountability Office
Report to Congressional Addressees

March 2011

Opportunities to
Reduce Potential
Duplication in
Government
Programs, Save Tax
Dollars, and Enhance
Revenue



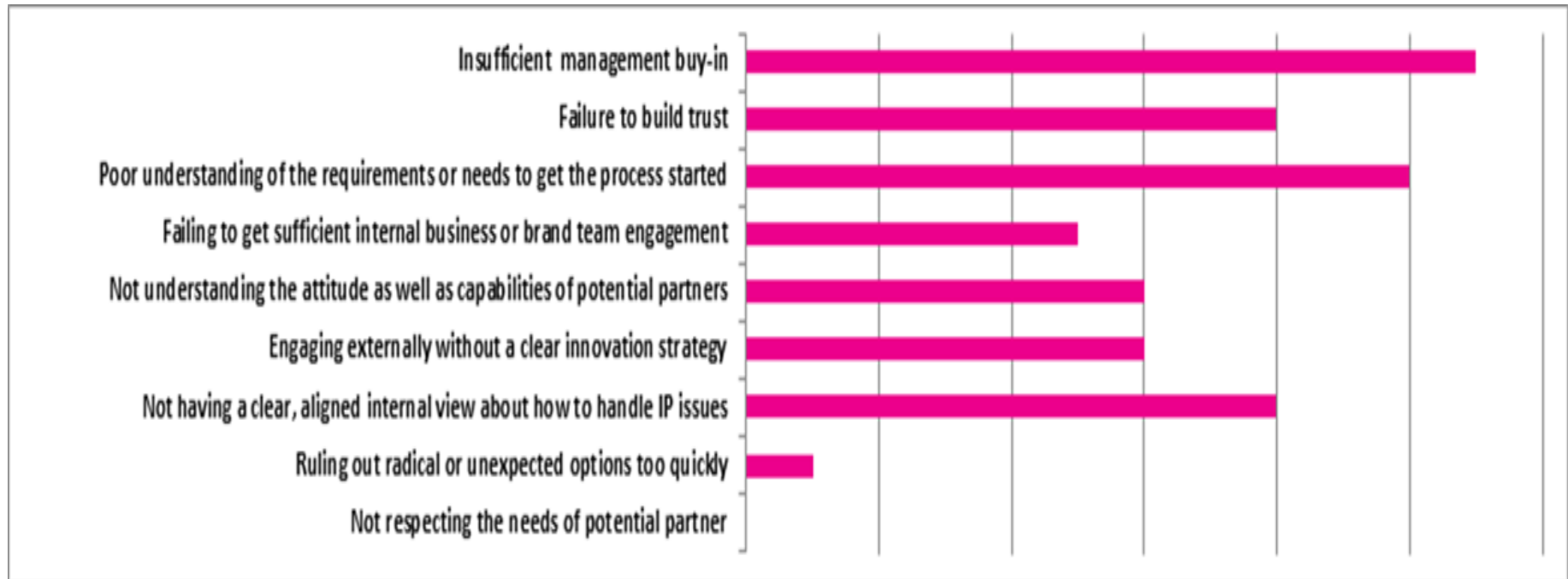
GAO-11-318SP

Corporate objectives



Personal motives





- Important Issues For Management Buy-in
- How to prevent fear of violated IPR issues becoming showstoppers?
- Implementation Barriers and Pitfalls
- Preparation Framework: Plan Your Work & Work Your Plan
- Move Communities Through Management and Motivation

Management Buy-in

Ideas

Challenges

Proposals

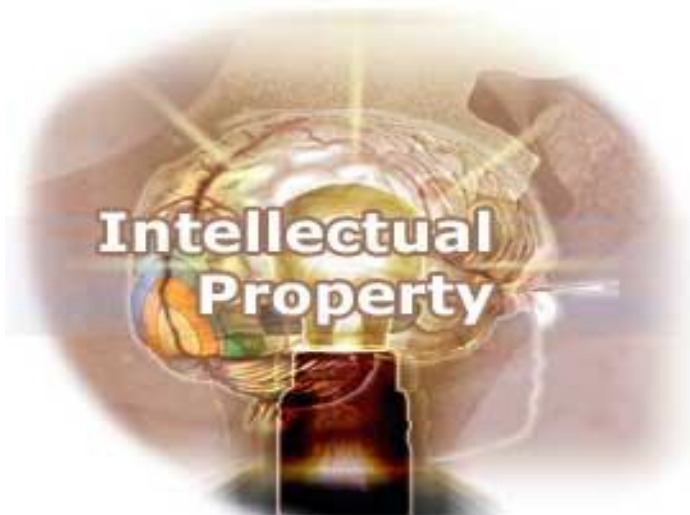
**Shared Wiki
Docs**

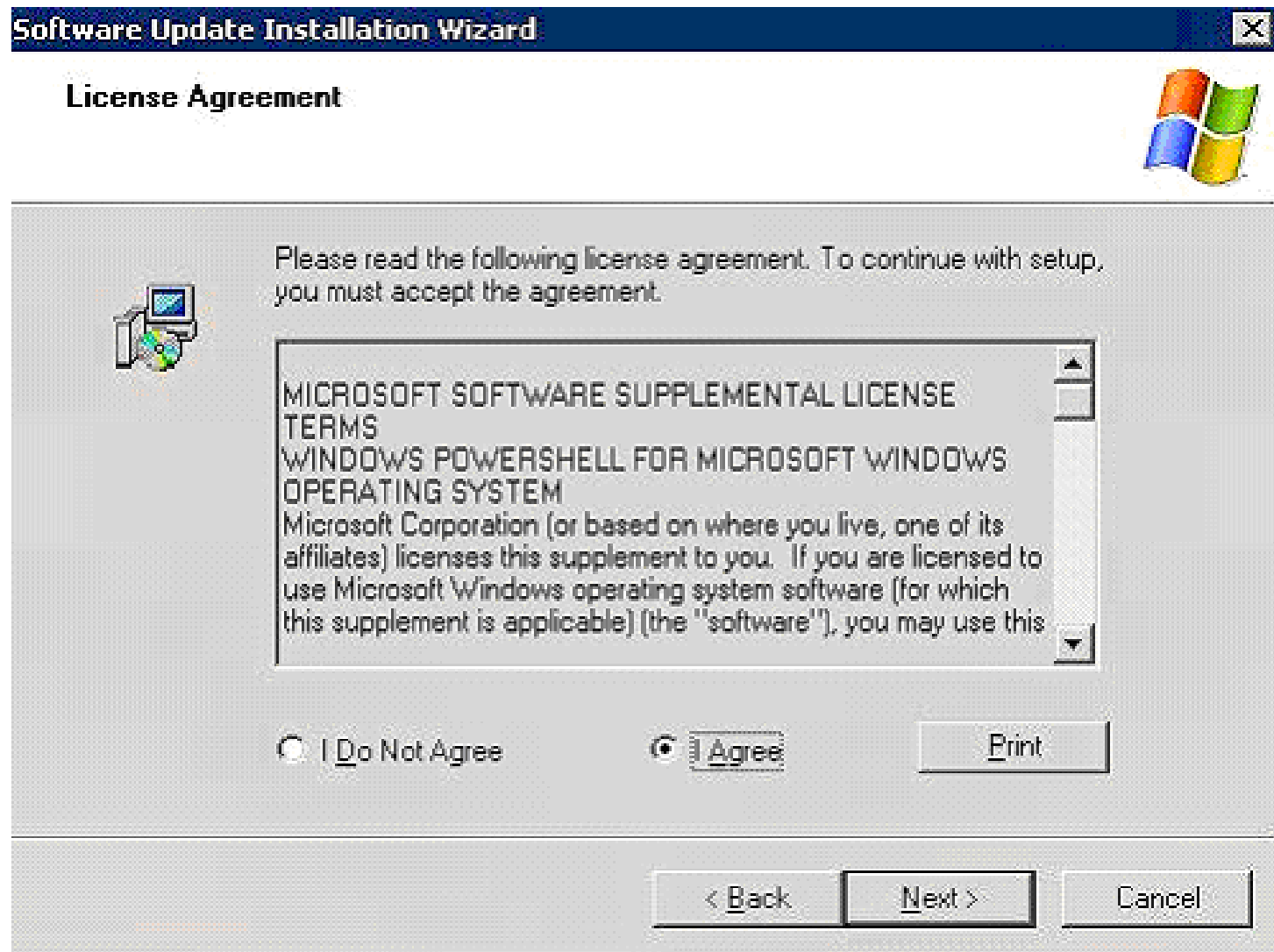
Best Practice

PC

Intranet

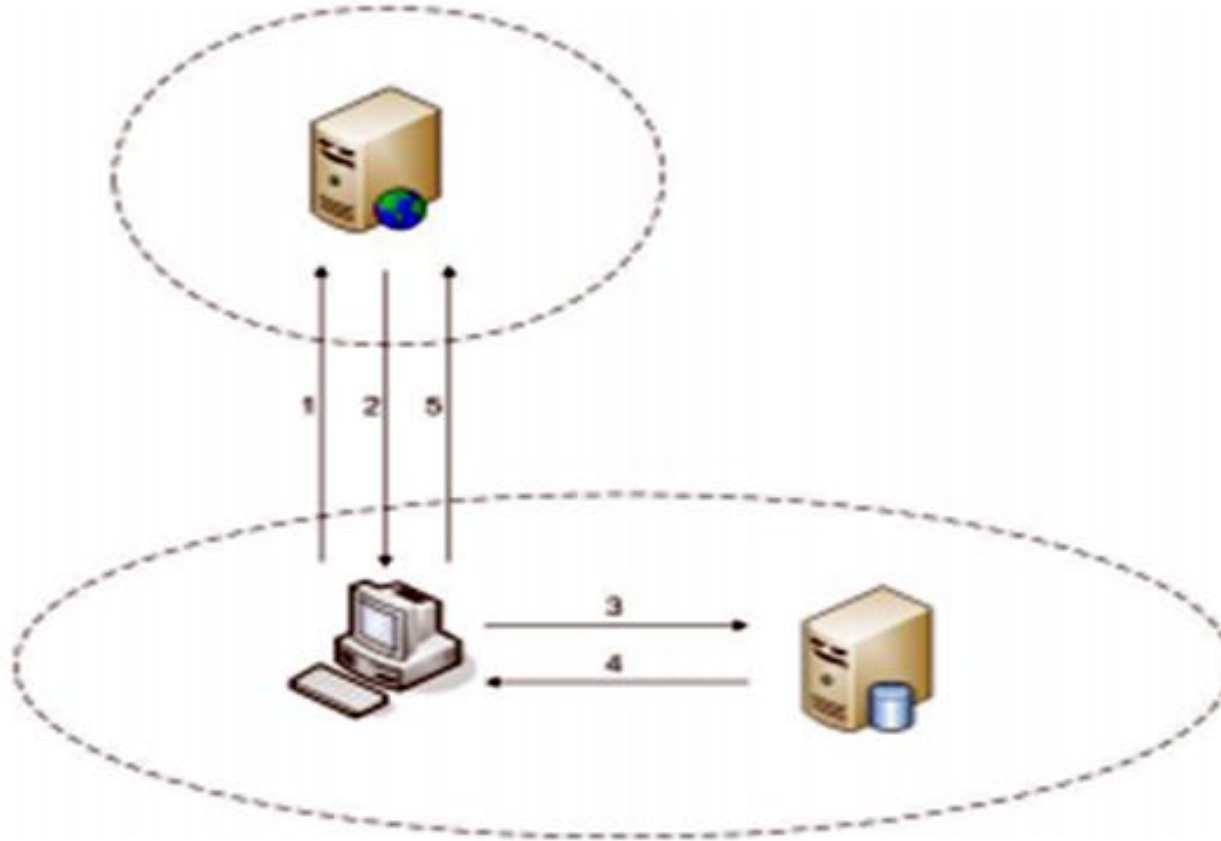
Web





Single-Sign-On – A Technology Mechanism Reducing Risk

Induct







1. Rating: **3.4**/5 (14 votes cast)



2. Rating: **3.2**/5 (15 votes cast) Thanks for voting!

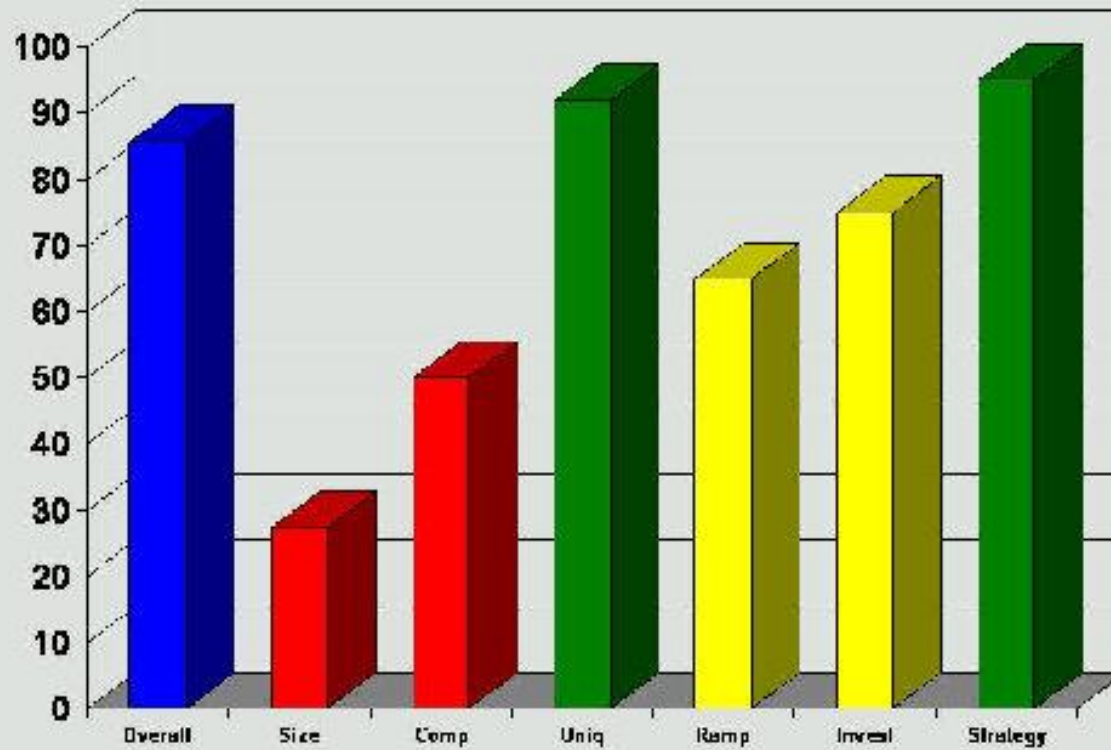


3. Rating: **4.3**/6 (15 votes cast)



4. Rating: **5.1**/8 (12 votes cast)

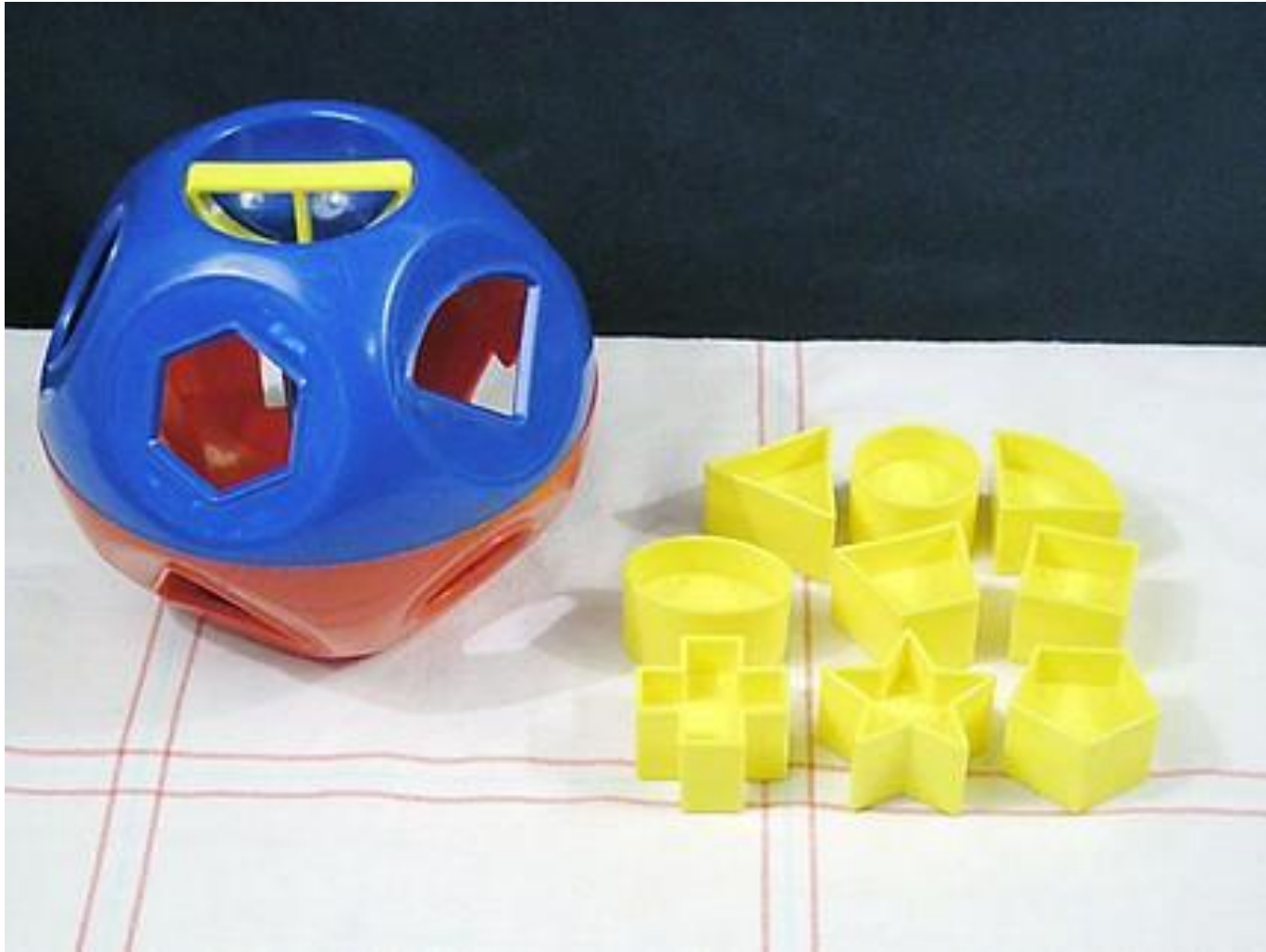
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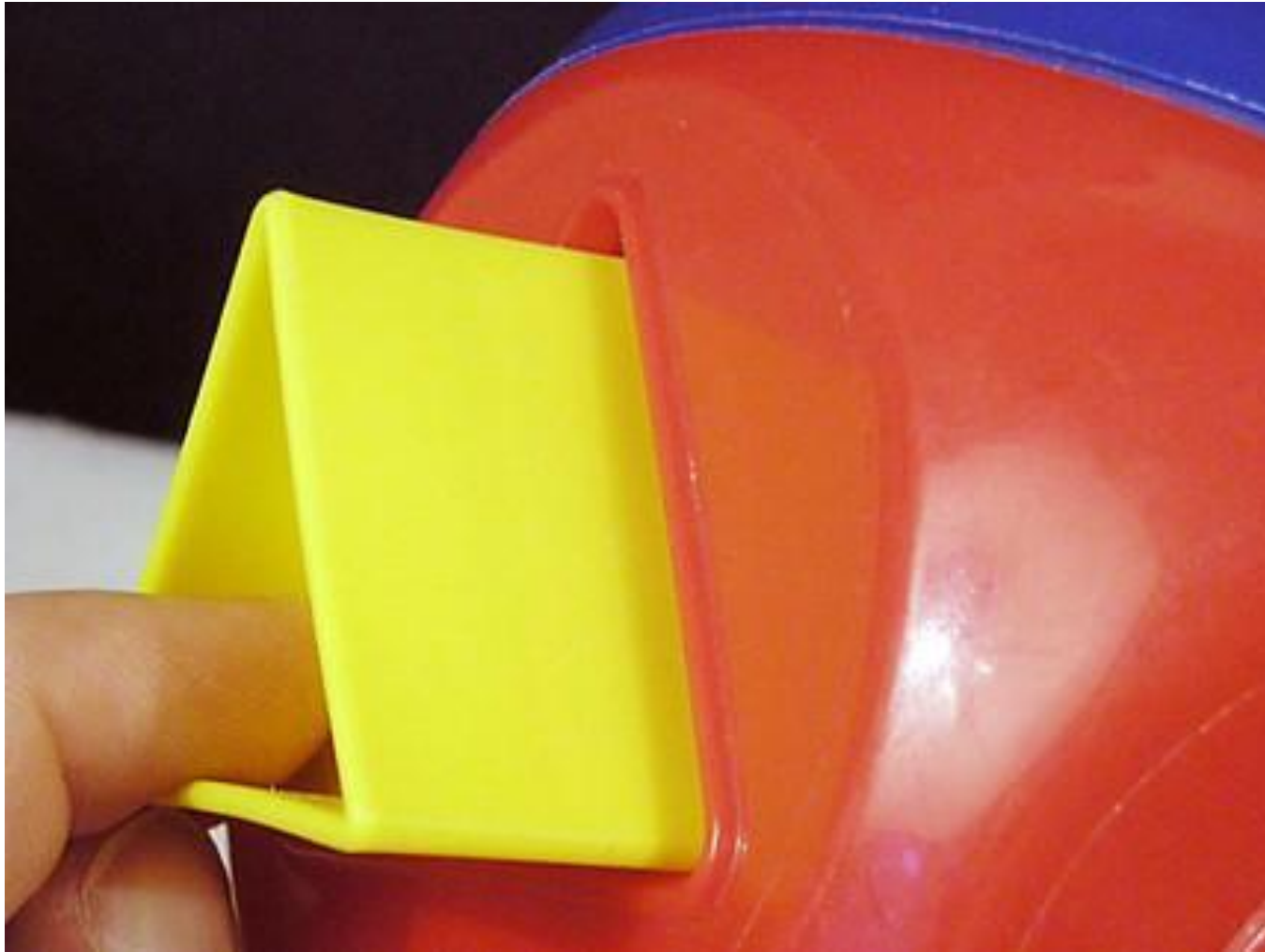


Never Try to Pound a Square Peg into a Round Hole

Induct

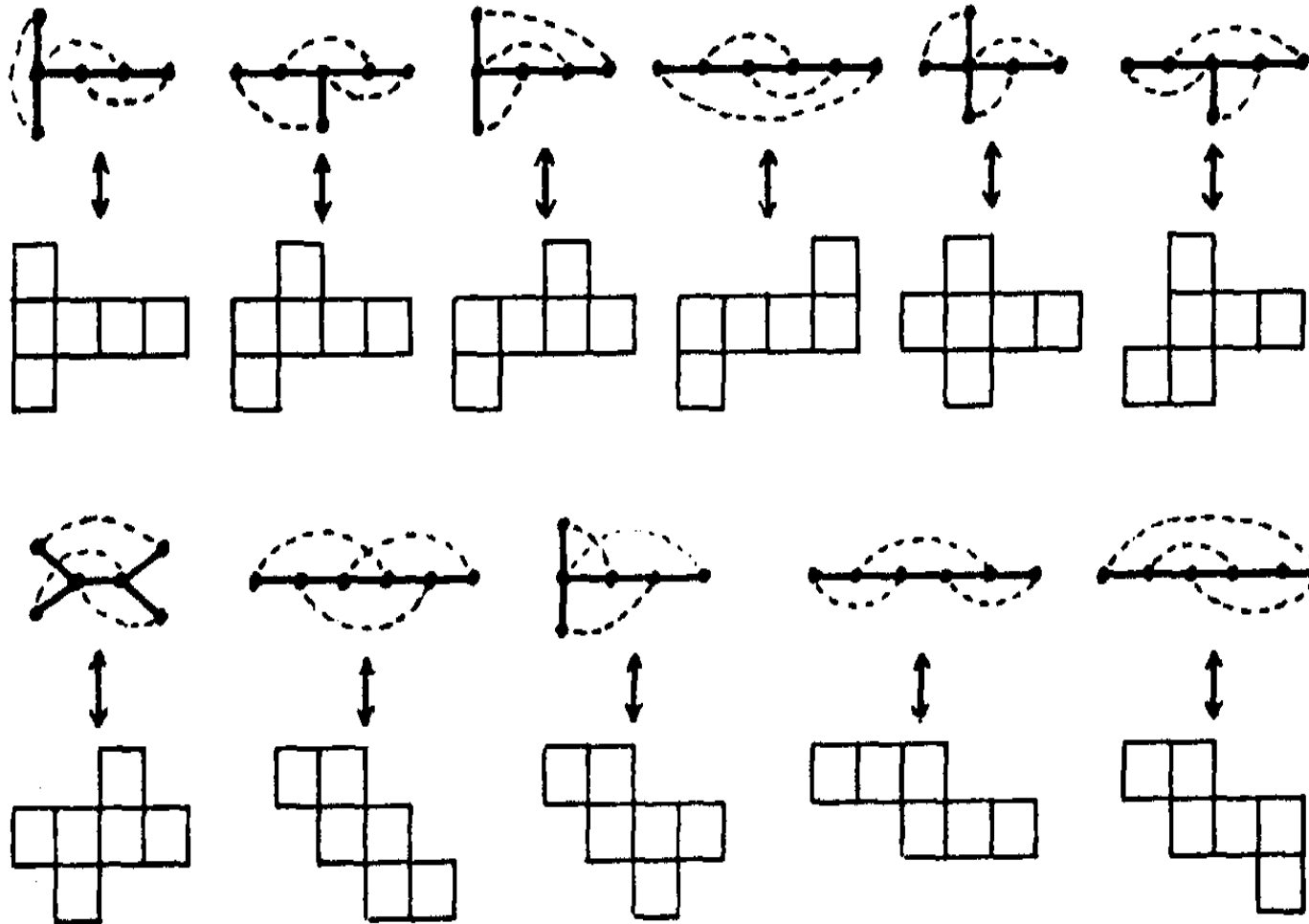




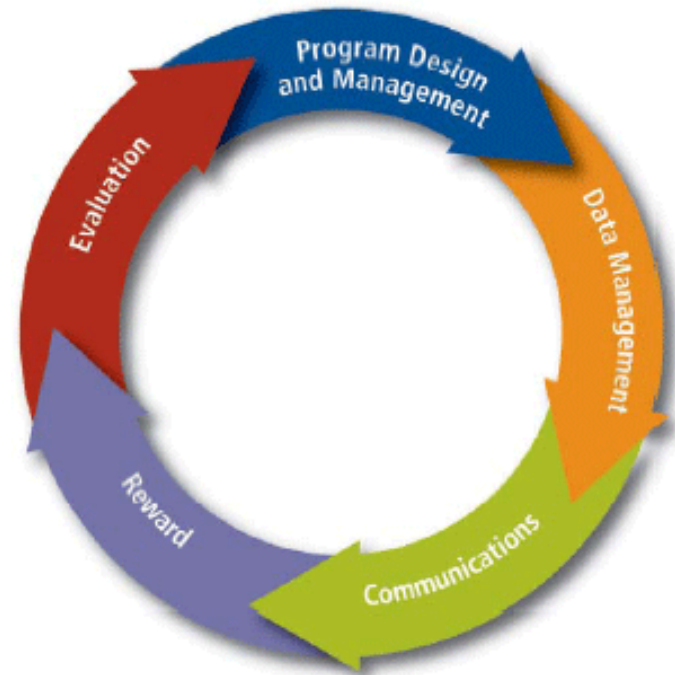
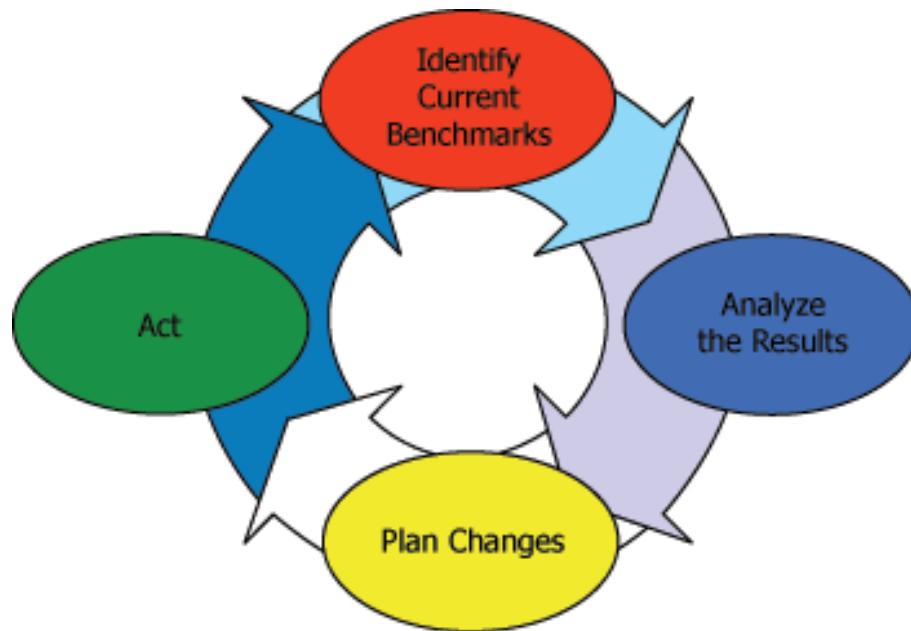




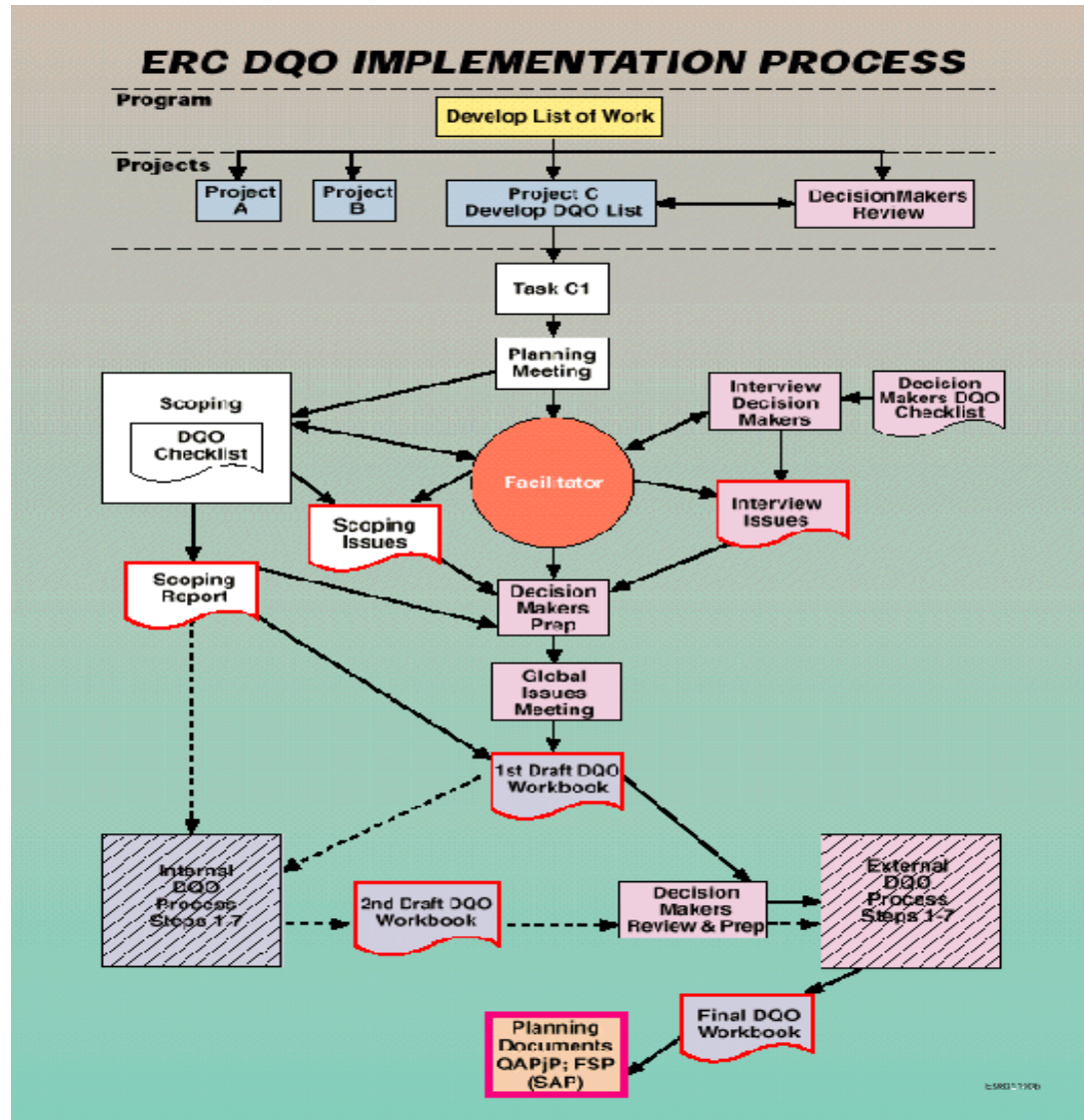
Each Innovation Type or Subtype Linked to its Own Customized Ranking



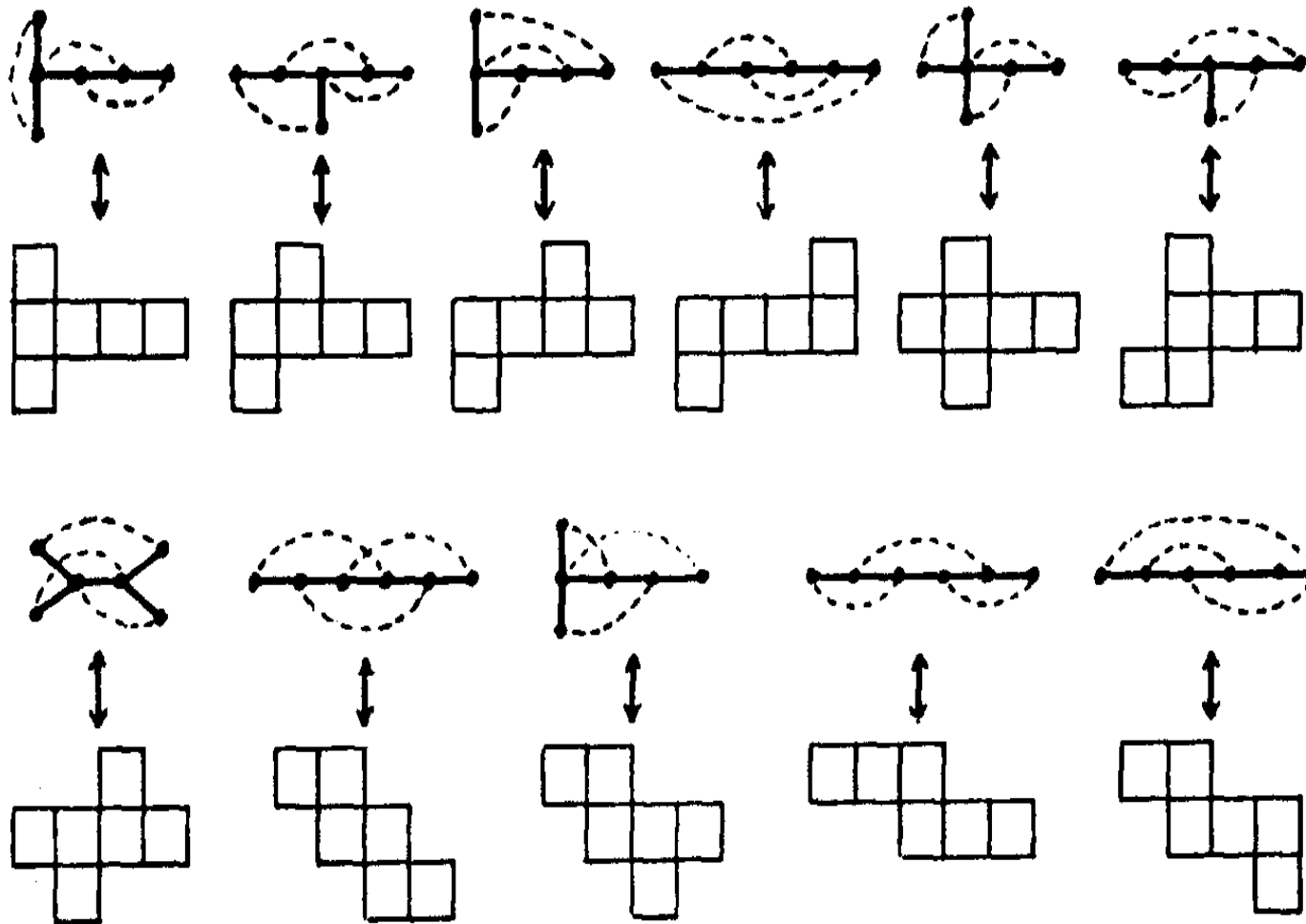
All Implementation Processes are Different



Some can be Complex



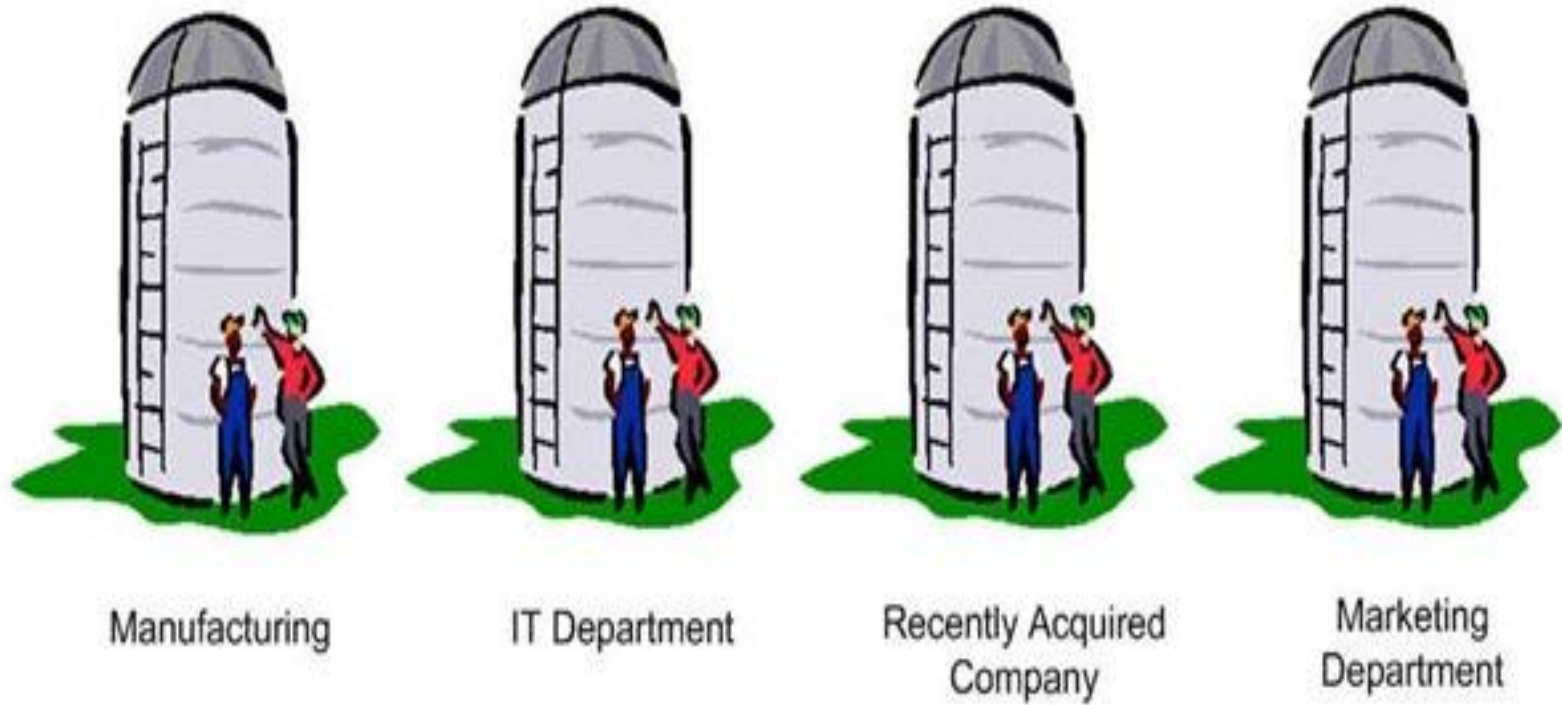
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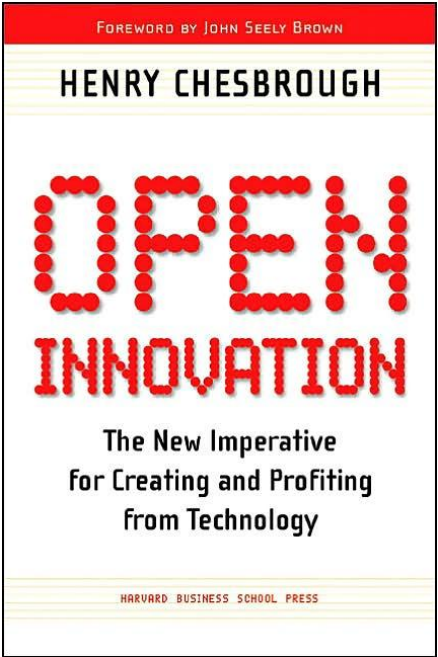
What if Nobody Shows up at The Open Innovation Party?

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Overcoming Open Innovation Barriers Using Advanced Search Technology



Increase the Number of Qualified People Joining the Innovation Process

Induct





Poll:

What are the most common open innovation barriers for management buy-in?

Implementation Barriers and Pitfalls

Level

Focus

Innovation Zone

Connected Innovation

Next generation Open Innovation

Innovation
Management

From Idea to Value

End-to-end and portfolio

Idea Management

Manage Ideas

Collect and vote

Feedback

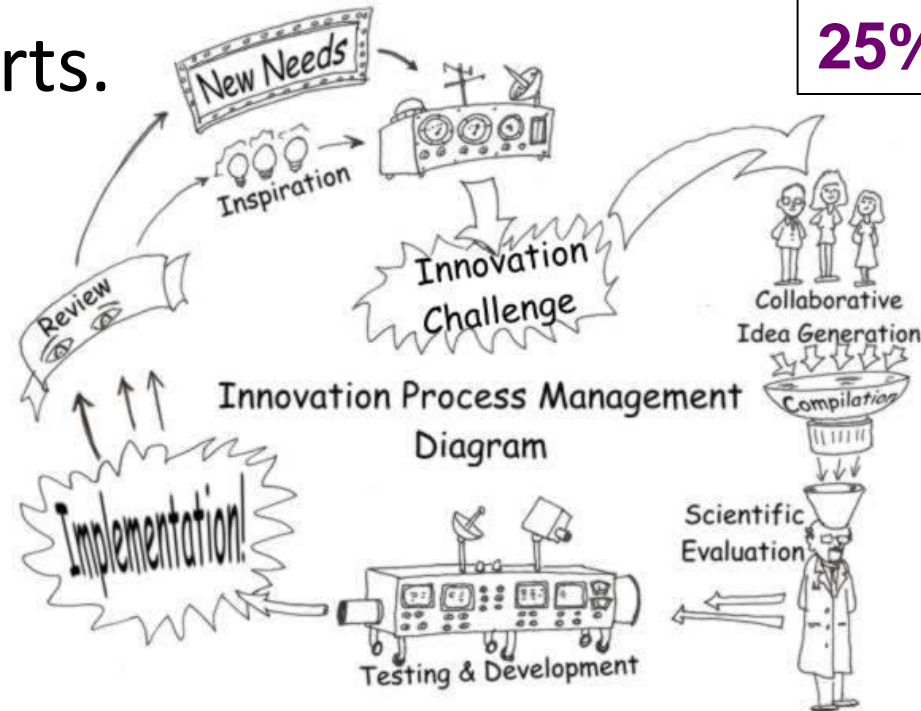
Gather Insight

Customer feedback

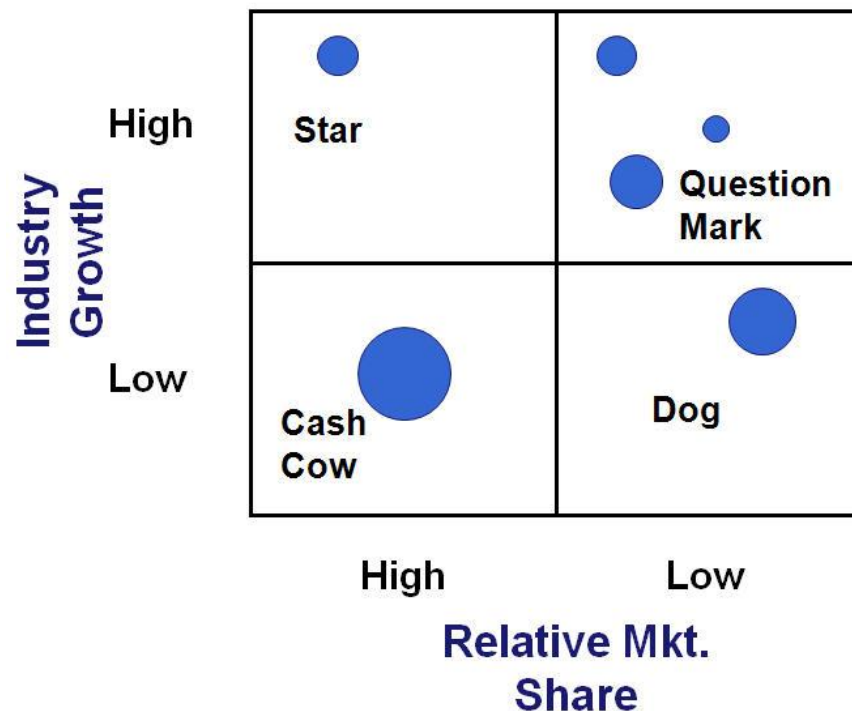


The most successful innovators have *well defined processes* for promoting and managing their innovation efforts.

60% leaders
25% laggards



Effective *portfolio management* and the *ability to prioritize projects* is a key characteristic of successful innovation.



75% leaders
25% laggards

Innovation leaders *engage employees throughout the organization*, develop a *culture of innovation*, remain *open to partnerships* and have a clear *executive commitment* to innovation.



66% leaders
25% laggards

Inability to find the *right people* limits firms' abilities to innovate successfully.

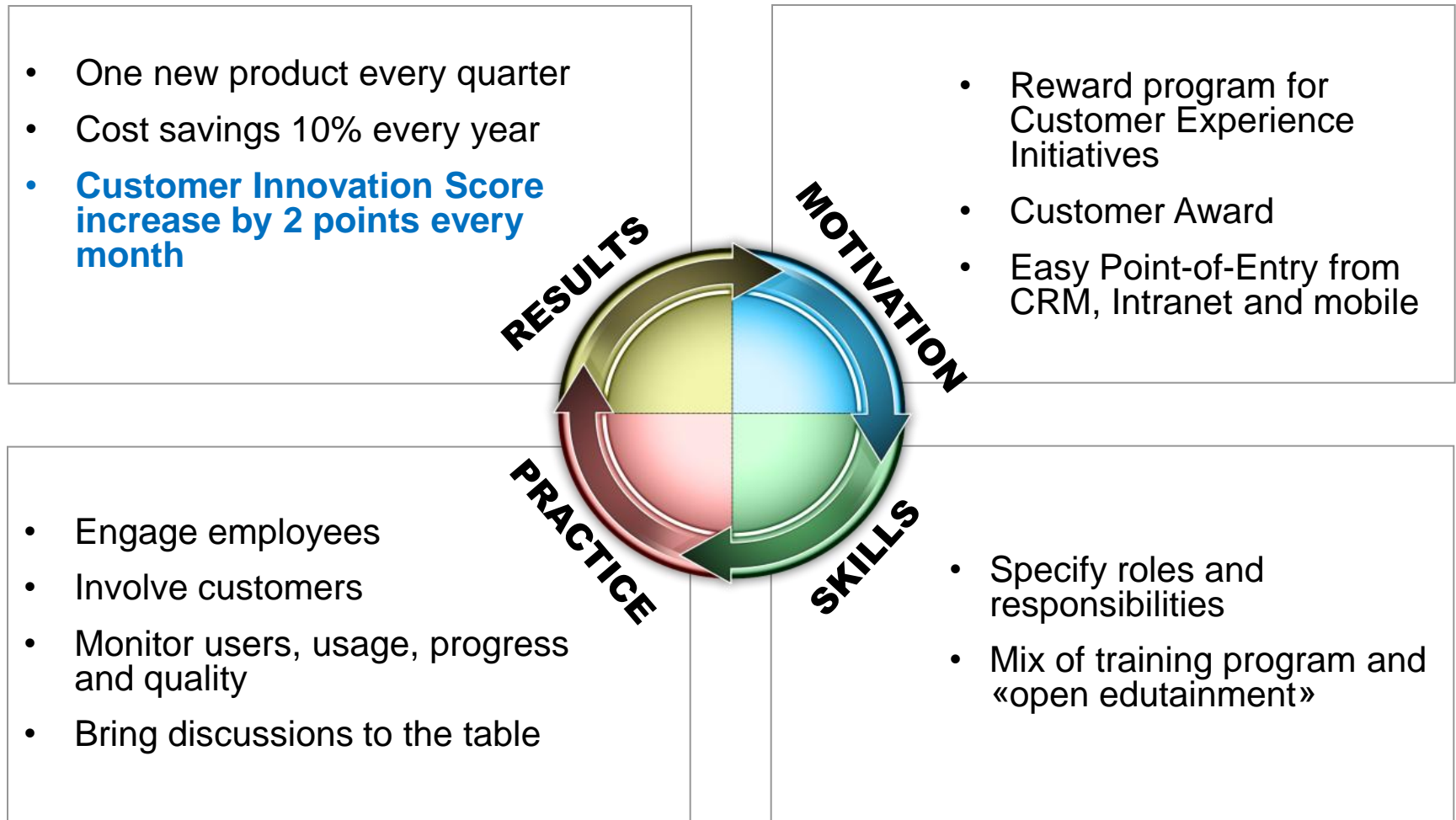
Most ideation and development takes place in-house, innovation leaders are more likely to *engage external partners* and make use of *external information & knowledge*.

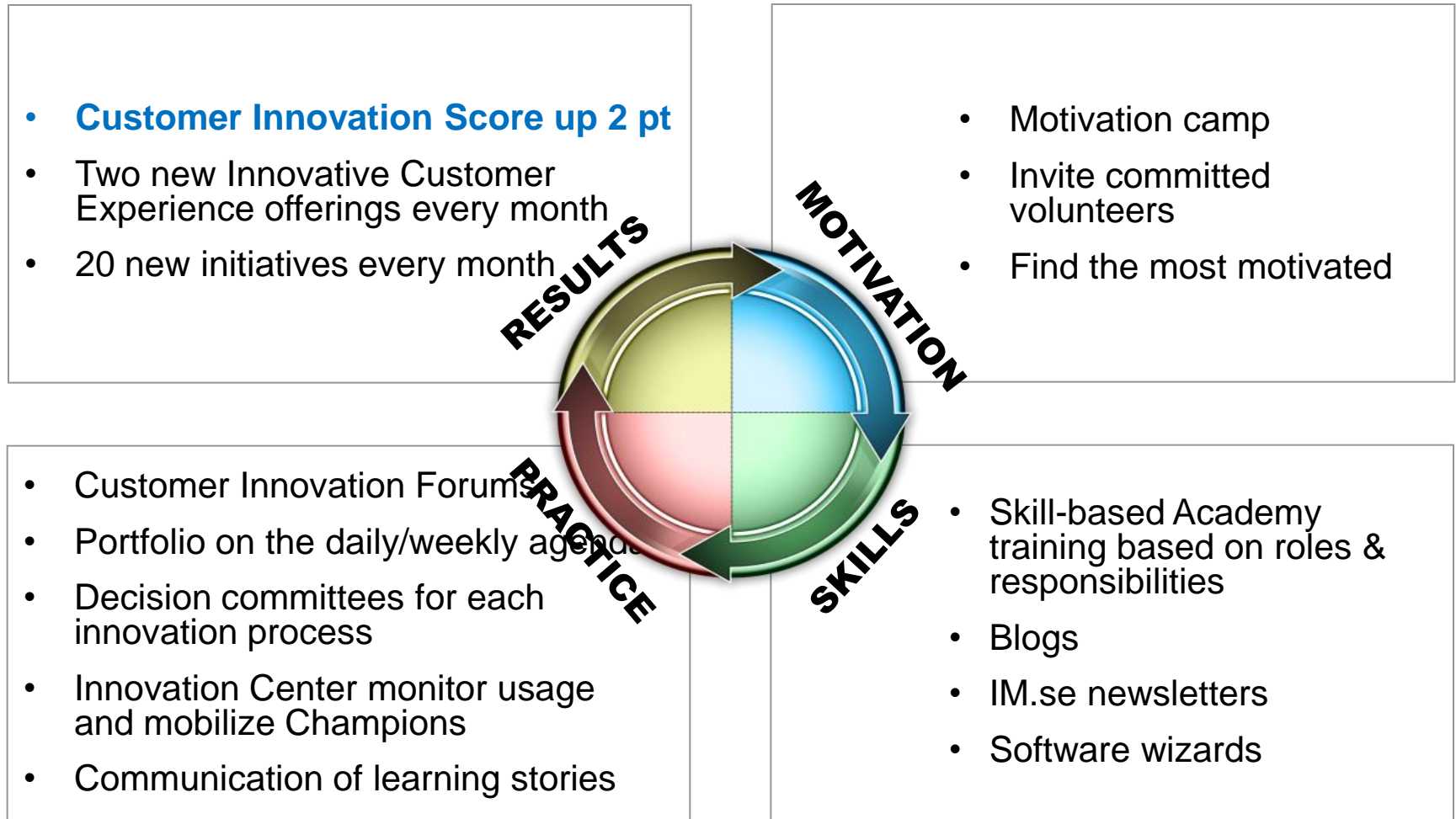


**50% can't
find the
right people!**

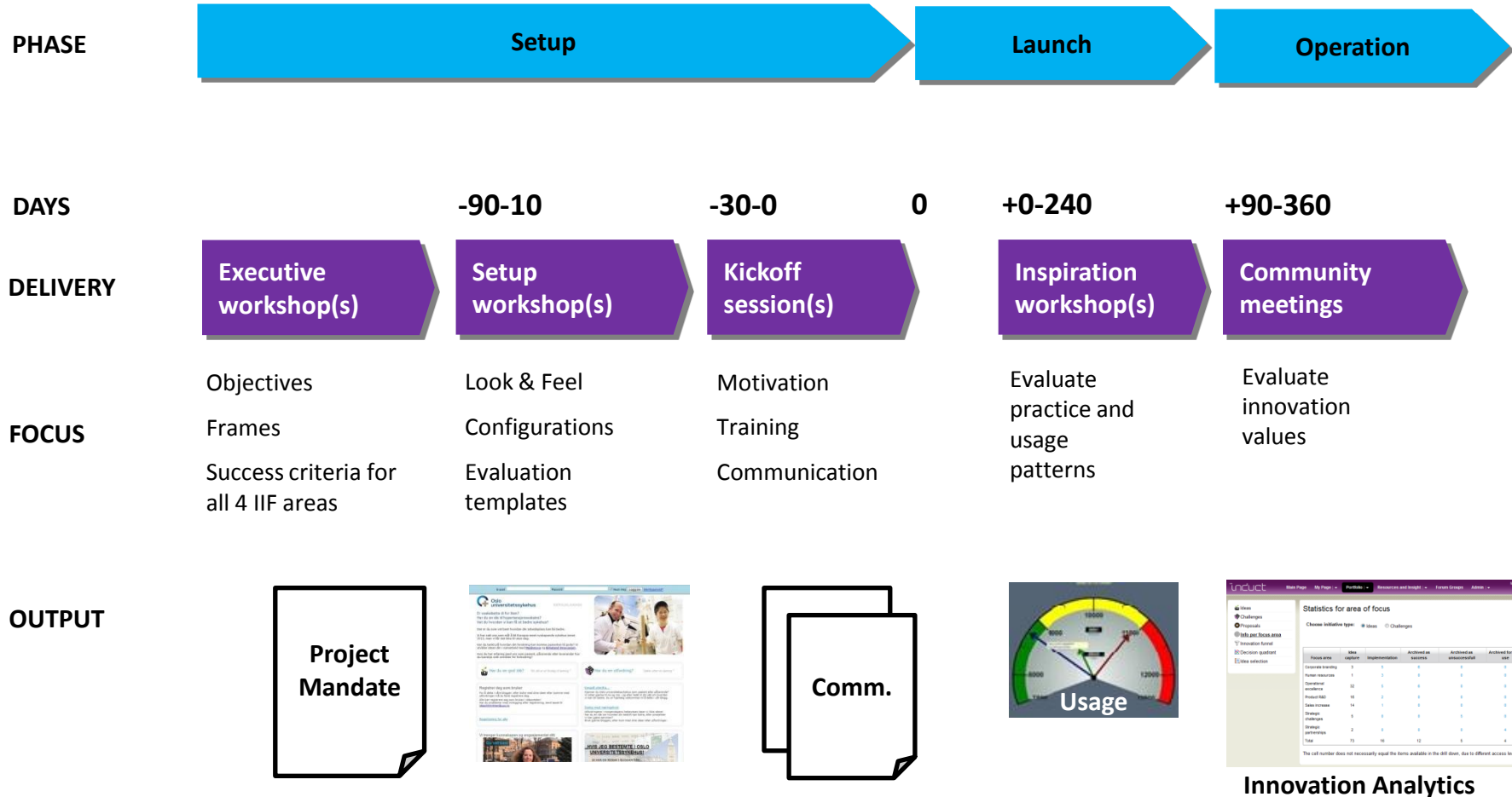
- Appeal to «the Fun Factor» in people's minds
- Easy to Attend, Access and Assign
- Easy to Invite, Involve and Interact
- Easy to Monitor, Manage and Make decisions

- No visible progress
- Short-term Campaigns
- Irrelevant information overload





Open Innovation Implementation Elements & Execution Plan





Owner/
Sponsor



Steering
Committee
Meetings



Key Account
Manager



Project
Manager

Project plan, table of contents

Projects in Induct Software should be done according to this template. This sheet gives support to the attached areas with additional sheets.

	Status
1. Project definition, focus, expected results, products involved, approval	Not started/awaiting approval
2. Road map/strategy	Not started/awaiting approval
3. Mile stone planning	Not started/awaiting approval
4. Project work breakdown structure	Not started/awaiting approval
5. Cost budget	Not started/awaiting approval
6. Activity table	Not started/awaiting approval
7. Logical work package flow network	Not started/awaiting approval
8. Network analysis, critical activities and steps	Not started/awaiting approval
9. Schedule	Not started/awaiting approval
10. Resource allocation	Not started/awaiting approval
11. Action plan and S-curve	Not started/awaiting approval
12. Report status and do quality assurance of cost budget	Not started/awaiting approval
13. Work load, resources, mutual affection on changes	Not started/awaiting approval

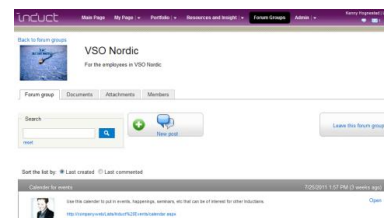
Project
Meetings



Project
Manager



Project Team



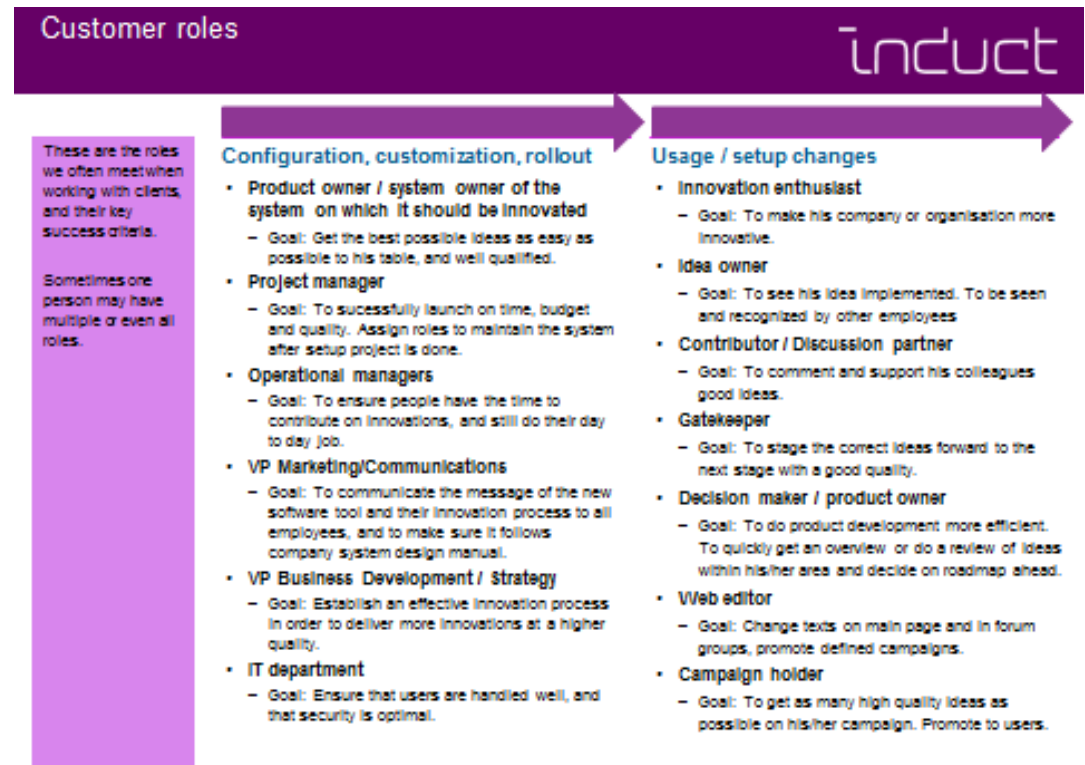
Day-to-Day
Collaboration



Project Team

Key resources:

- Innovation specialists
- Business professionals
- Communication specialist
- IT (integration, design)
- System Administrator



Role	Skills	Training tools
Standard user	<ul style="list-style-type: none">• Share ideas and challenges• Contribute and collaborate• Execute tasks	<ul style="list-style-type: none">• User guides• Blended learning session, incl. webinar and kick off
Innovation Champion	<ul style="list-style-type: none">• Inspire and guide users• Accelerate activity• Recommend adjustments	<ul style="list-style-type: none">• Champion guides• Champion kickoff• Induct Champion Community
Portfolio manager	<ul style="list-style-type: none">• Portfolio management• Motivate business unit• Highlight key findings	<ul style="list-style-type: none">• PM guides• Webinars• On-site training
Super user	<ul style="list-style-type: none">• Initial setup• 1.line support• Execute config. Adjustments	<ul style="list-style-type: none">• Super user guides• Webinar• On-site training

Poll:

Why does an employee spend his time
on open innovation initiatives?

Take-aways

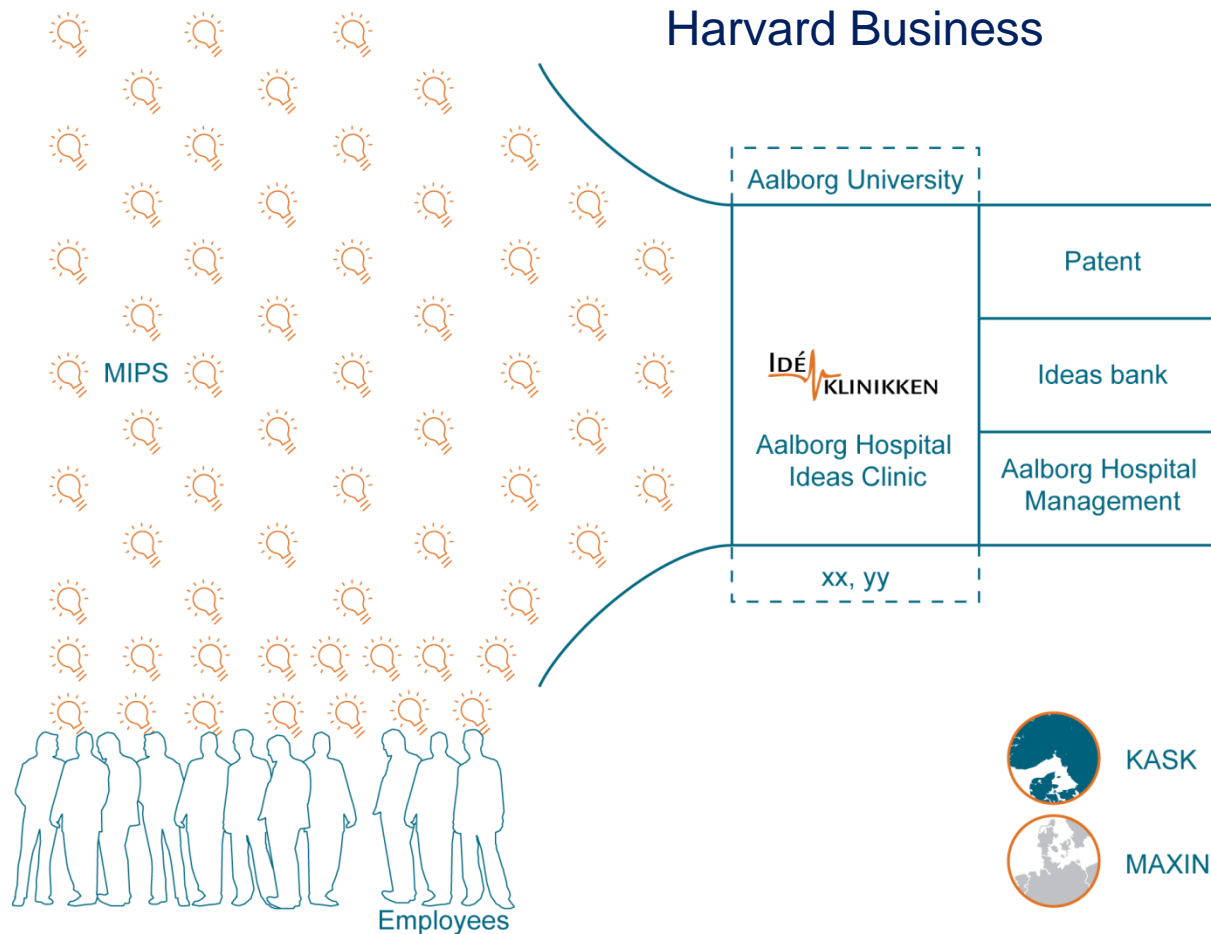
Innovation Practitioners Can Help to Change Corporate Culture

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The Aalborg Model

Harvard Business



Collaborators:

NOVI

BioMed Community

Business Life

CONNECT

Invest in Denmark

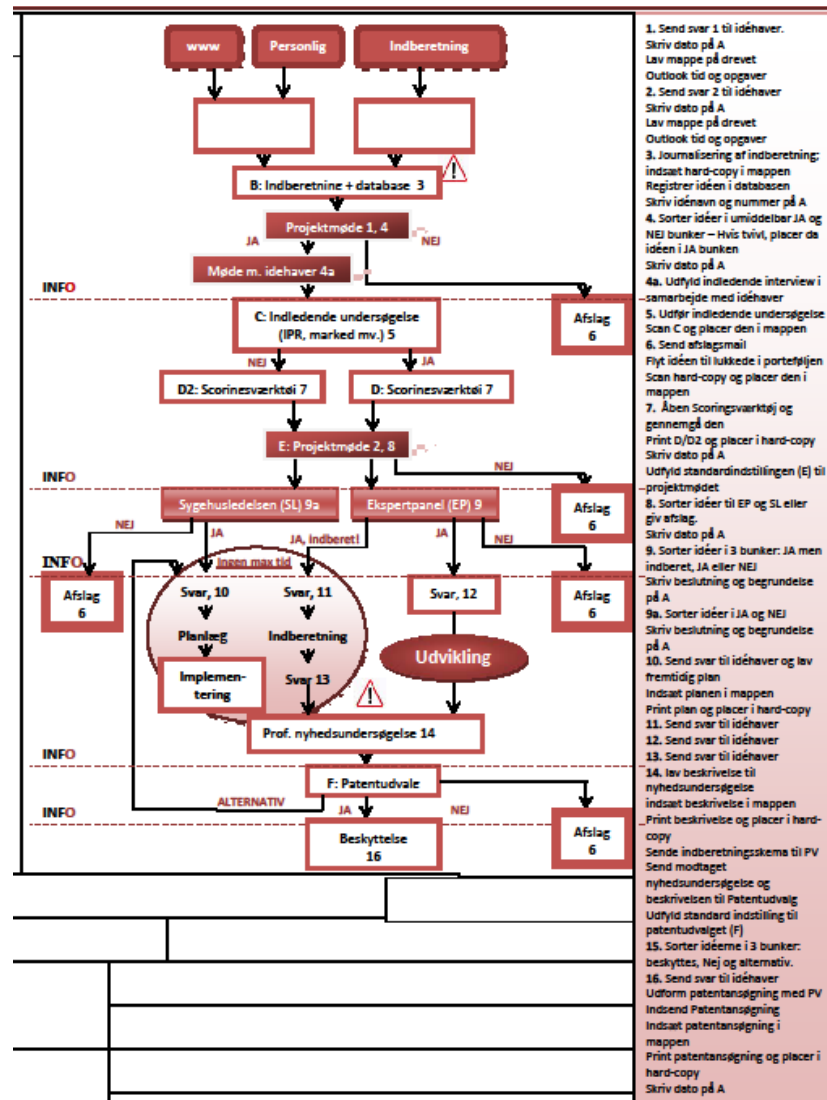
Innovation Danmark



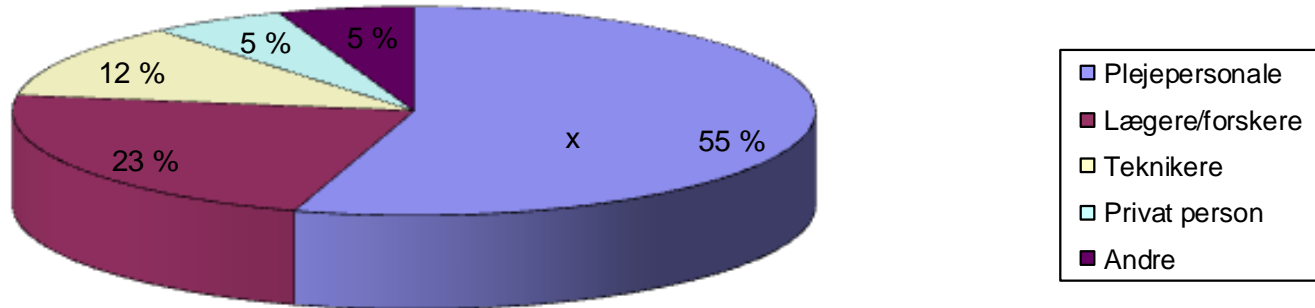
KASK

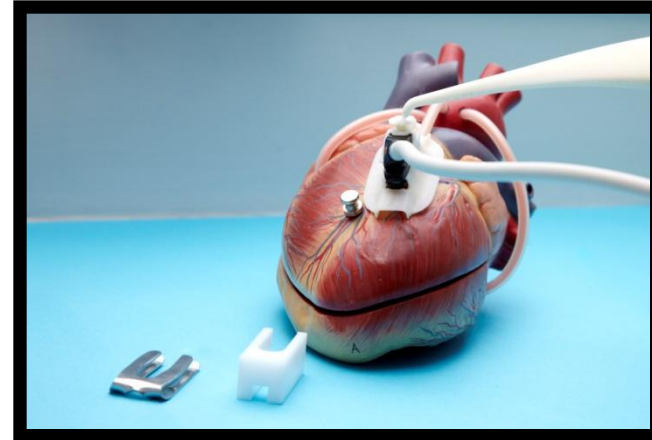


MAXINNOV



Ideas in % divided between occupational groups





Innovation Practitioners Can Provide End-to-End Process Methodology

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Open Innovation Process can also be Driven by Internal Team

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Be The Agent of Change – Help to Establish “Everyone-Driven” Innovation

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- Be open about fear, uncertainties and doubts.
- Define the risks and success criteria in each implementation stage.
- Start internally and grow with your open networks.



Contact us

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