

Innovation Workstream

Partners

- 1. MNC's and Organisations**
 1. Keith Finglas
 2. Furio Pietrabiasi
- 2. Innovation and Services**
 1. Aidan Kenny
 2. Kevin Johnson
- 3. Louise Phelan – the Paypal Story**
- 4. Organisations and MNCs**
 1. Dermot Honan
 2. John Collins
- 5. SMEs**
 1. Edward Hendrick
 2. Ogie Sheehy

- **Not sure where to start**
 - **Missing skills**
- **Poor concept development**
- **Organisation structure trumps users – and staff**
 - **Poor/no implementation roadmap**

- **Not sure where to start – Strategy Exploration**
 - **Missing skills – Triple Lens**
 - **Poor concept development – Design Thinking**
- **Org structure trumps users and staff – User Journey**
- **No roadmap for implementation – Service Blueprint**

*The design, invention,
development and/or
implementation*

*of
new or altered products,
services, processes, systems,
organizational structures, or
business models*

*for the purpose of
creating new value for customers
and financial returns for the firm.*

Definition

Definition

US Gov't :

The design, invention, development and/or implementation of

**Think of something new,
or relatively new**

new or altered products, services, processes, systems, organizational structures, or business models

**Develop a solution
Execute it**

for the purpose of

Get significant value for

creating new value for customers and financial partners of the firm.

the organisation and

its stakeholders

Definition

Definition



US Gov't :

The design, invention, development and/or implementation of

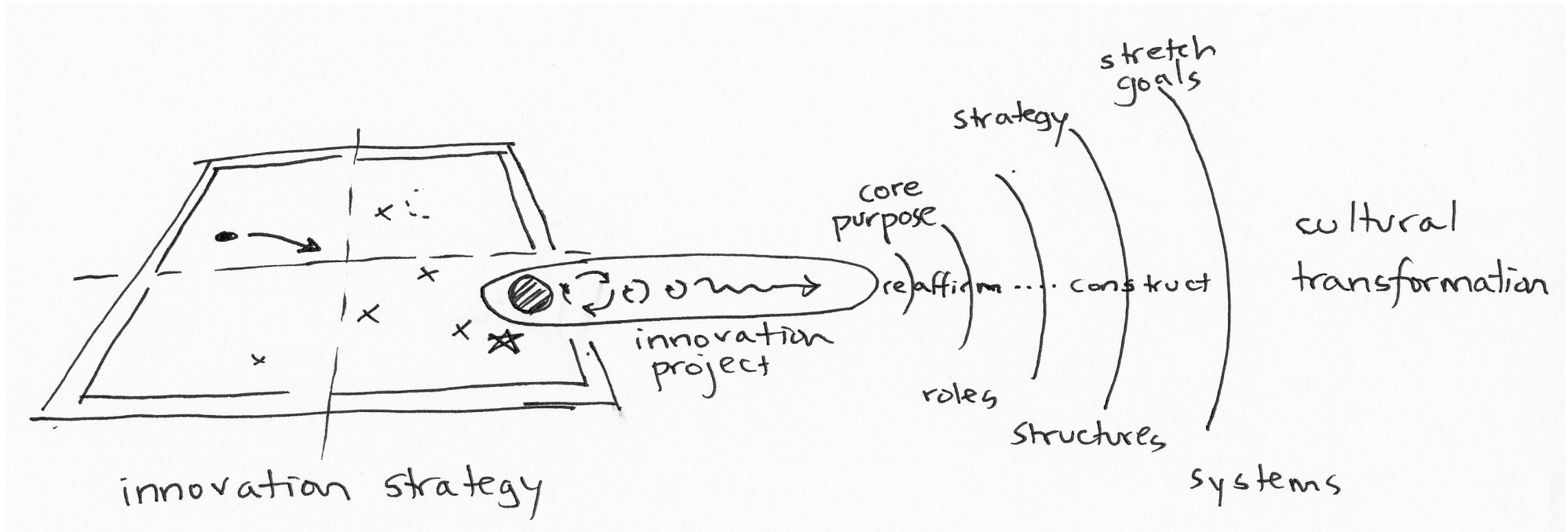
Design Thinking

new or altered products, services, processes, systems, organizational structures, or business models

Project Management

for the purpose of

Results Measurement
creating value for customers and financial returns for the firm.



Strategy Exploration

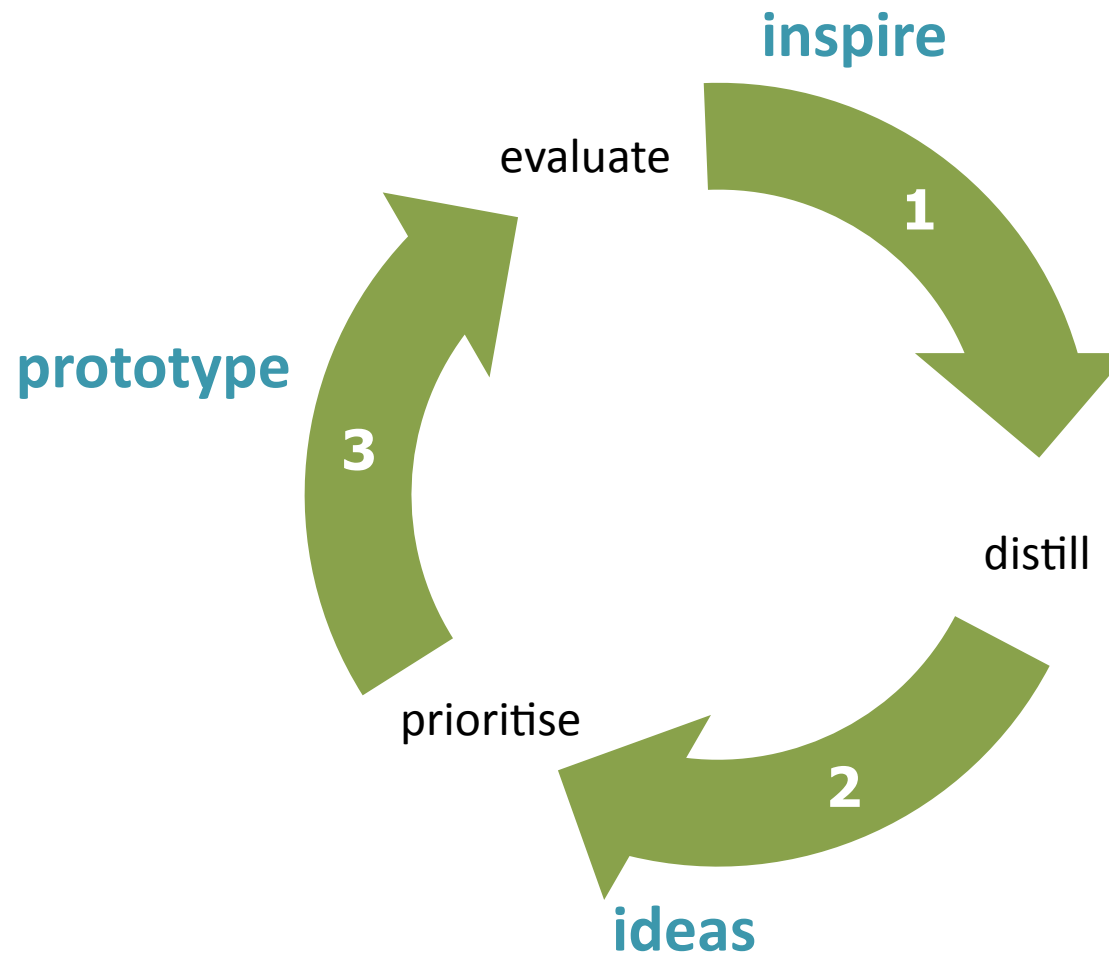
Multiple starting points

What We Offer	How We Do It	Who We Work With	Our Org'n
Blue Sky & NSD	Process and Human Systems	Supply	Culture
Families & Systems	Equipment and Platforms	Demand	Change mgt
Components and Technologies			
Experience <ul style="list-style-type: none">• Brand• Touchpoints• Delivery media and channels• Package and GUI's		Peers	

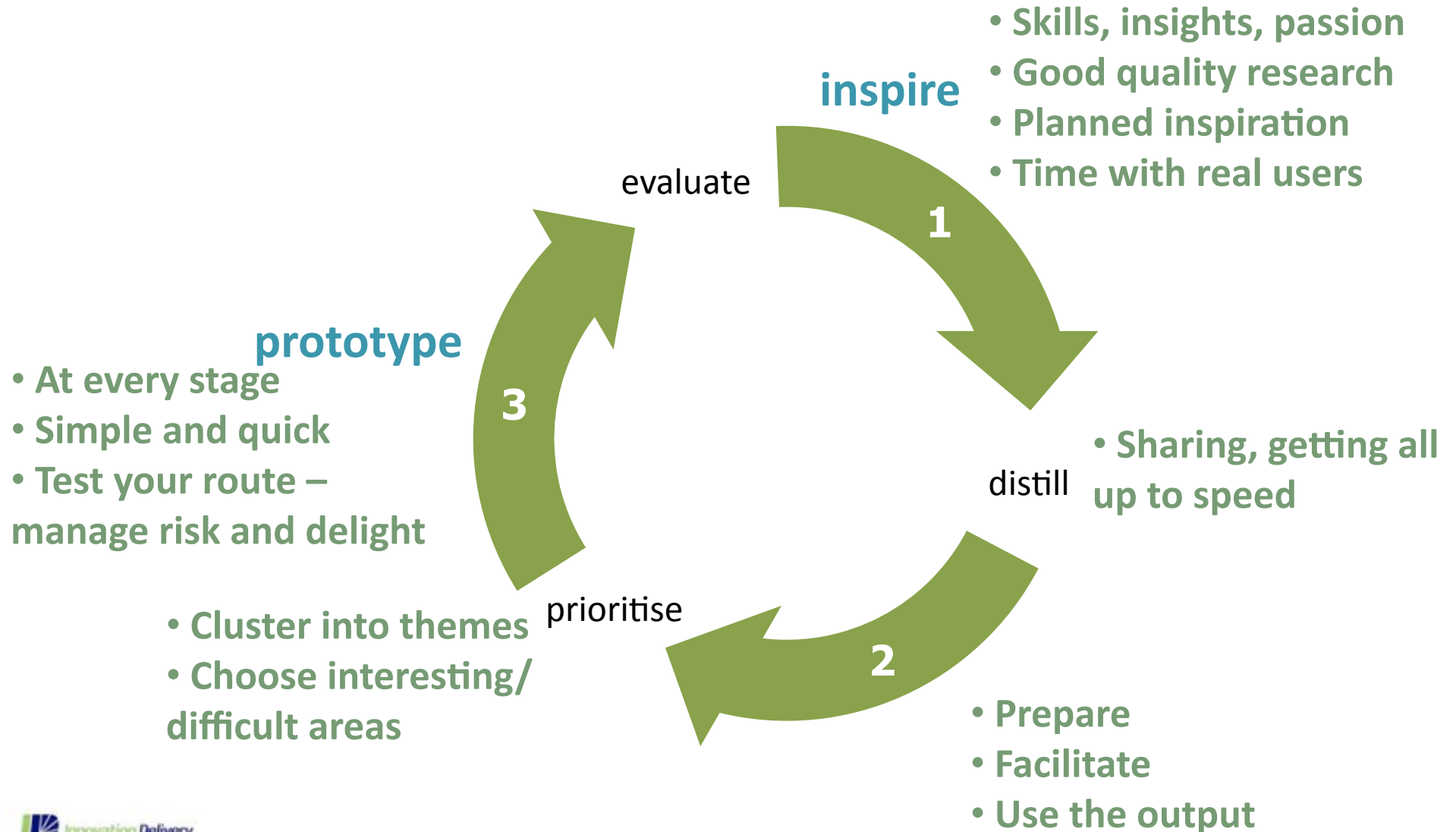
Where are you focused now?

What are you doing – or would you like to do?

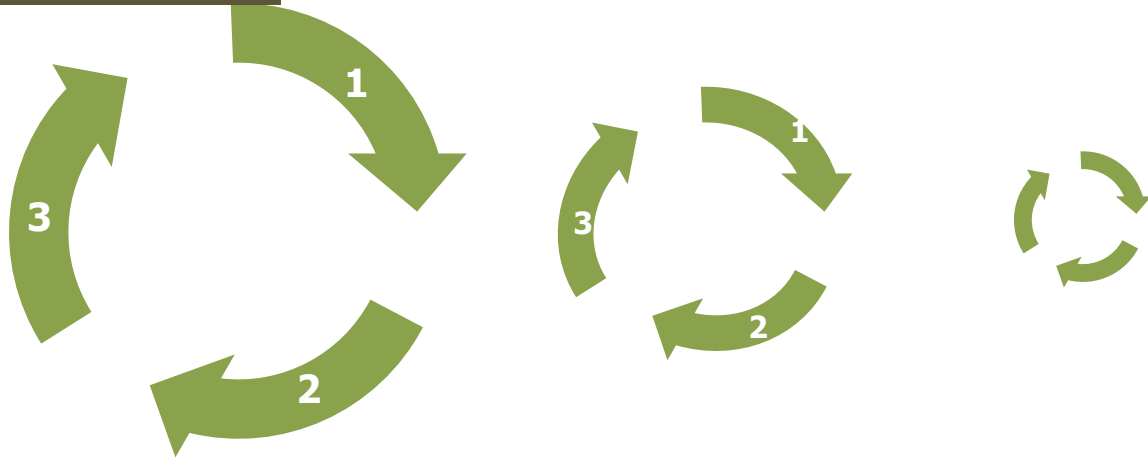
Design Thinking



Design Thinking



Design Thinking



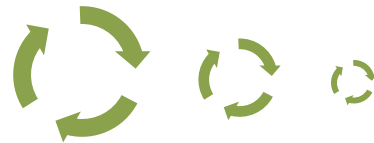
business
concept

features

interactions

Innovation or Design Cycle

WITHIN DEVELOPMENT



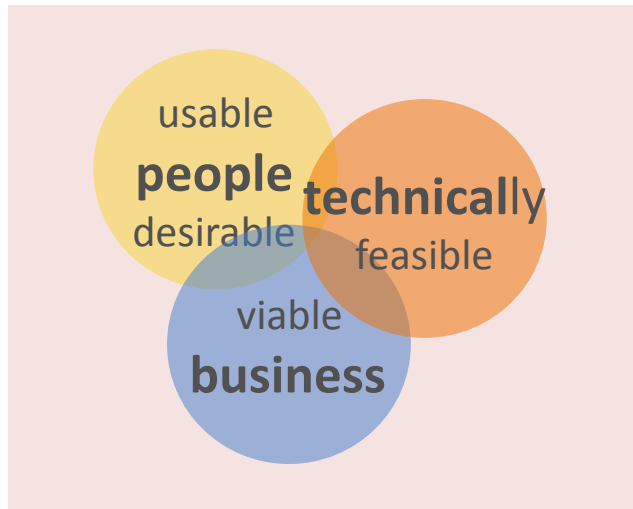
design



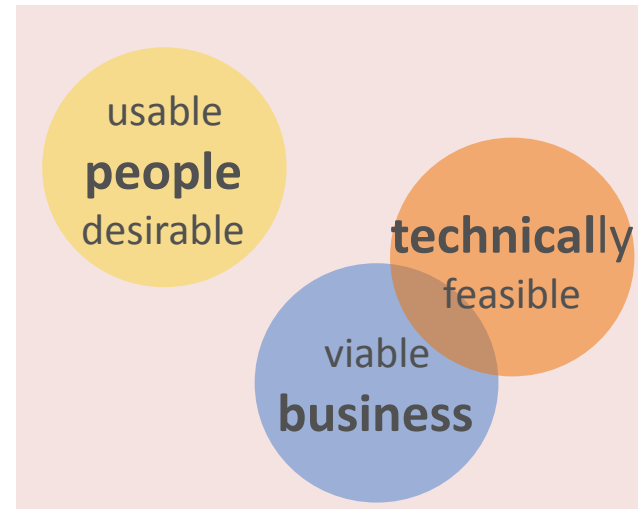
implement

Triple Lens

Missing skills?



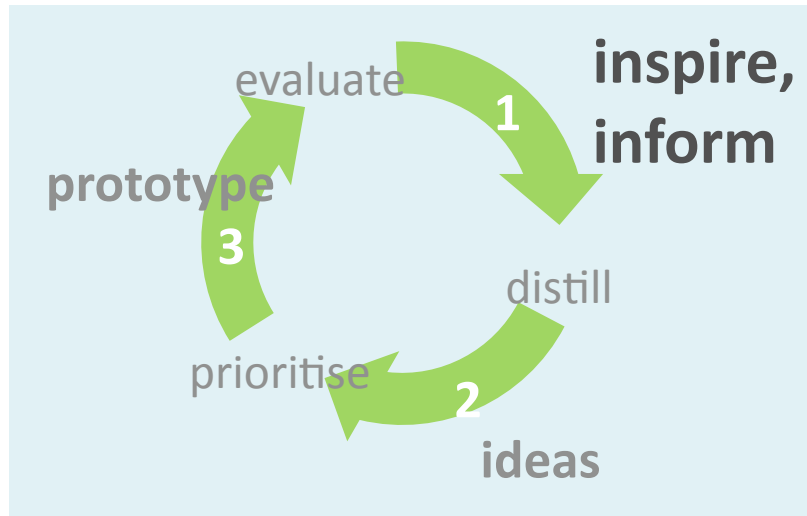
Should be



As is

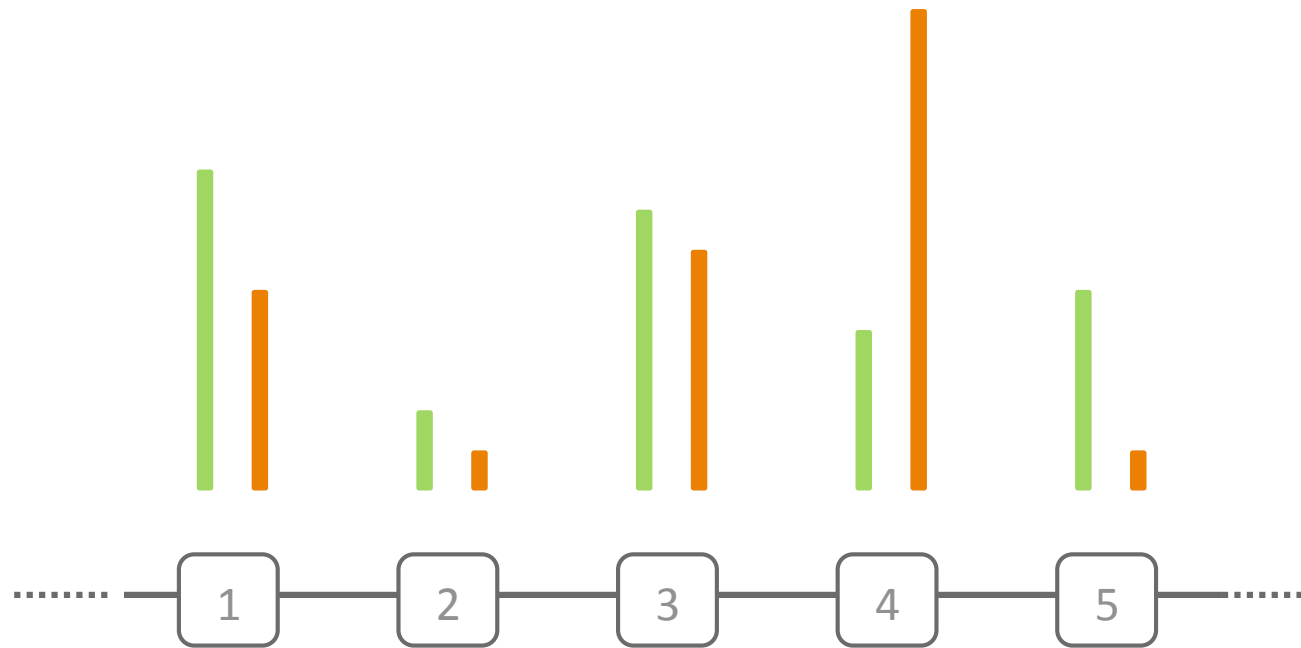
Design Thinking

Poor concept development



User Journeys

Change the point of view



User Experience Journey

Customer Journey

Stakeholder Journey

Culture

An organisational view



For the
organisation

Status

- **100 People, 9 Departments, Statutory body,**
- **Business Development Team set up to id new needs, opportunities**
- **Board Sponsor and good leader/coordinator**
- **Good Ops management approach – regular meetings, good process, monitored attendance and dept support**

Problem?

- After 6 months
 - Bus Dev team, and process, ground to a halt
 - 26 evaluated ideas, none progressed beyond repeated evaluation requests

•Solution

- Bus Dev team used a 2-day innovation intervention
 - learnt the techniques
 - applied to their own process
 - redesigned weekly and monthly process
 - evaluated yearly and quarterly innovation capacity and resized innovation pipeline to suit

Status

- 600 engineers, three sites
- SMT agreed an innovation programme - T's and C's
 - Staff: Performance, Capacity, Interest
 - Teams: weekly, monthly, 3 month go/no go
- SMT published their Top 10 Industry Challenges
- Planned Budget – 5% Staff Time
- Process – Programme Manager, Review Board

Review

- **Actual Budget – 3%**
- **Staff Involvement – 1/3, 1/3, 1/3**
- **Highlights**
 - **One industry challenge solved**
 - **One new guru-ling**
 - **15 successful projects – 94%**
- **Decisions**
 - **CSI change – New Successful Project Target : 70%**
 - **Continue with the programme**

Programmes

Learning by Doing

Developing Innovation excellence in your staff, processes, products and services

- ICT Innovation Diploma – May/July 2012
 - Medical Devices & Services Innovation Diploma – pilot
- Intel ICT Innovation Diploma – April/July 2012
- Financial Services Innovation Diploma – Sep 2012
- Services Innovation Diploma – Sep 2012



