

Igniting Innovation

Building a Culture of Collaboration



future**think**

United States Coast Guard

19 November 2008

CITY

ges/edades

5-12

7737

Coast Guard
4WD & Jet
Scooter

Cont. **130** pcs/pzs

Building Toy
Jouet de Construction
Juguete para Construir



WARNING: CHOKING HAZARD.
Small parts. Not for children under 3 years.

CITY

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Coast Guard
4WD & Jet
Scooter

130

pcs/p

Building toy
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Small parts. Not for children under 3 years.



?

Collaboration



What are you doing right now?



Lisa Bodell is speaking at the 2008 U.S. Coast Guard Innovation Expo.

Wall Info Photos Boxes

Write Share Link Post Photo Causes Record Video

Lisa Bodell is speaking at the 2008 U.S. Coast Guard Innovation Expo

City, New York, NY

Mutual Friends

1 friend in common See All



Dorie Herman

Friends

Lisa is home from China and got big hugs from Brian and the kids :).

11:01pm - Comment

Lisa joined the group The Snowball Effect - Official Experiment. 10:59pm - Comment

Oct 31

Lisa is done working in Qingdao and going to dinner to celebrate!

5:19am - 1 Comment



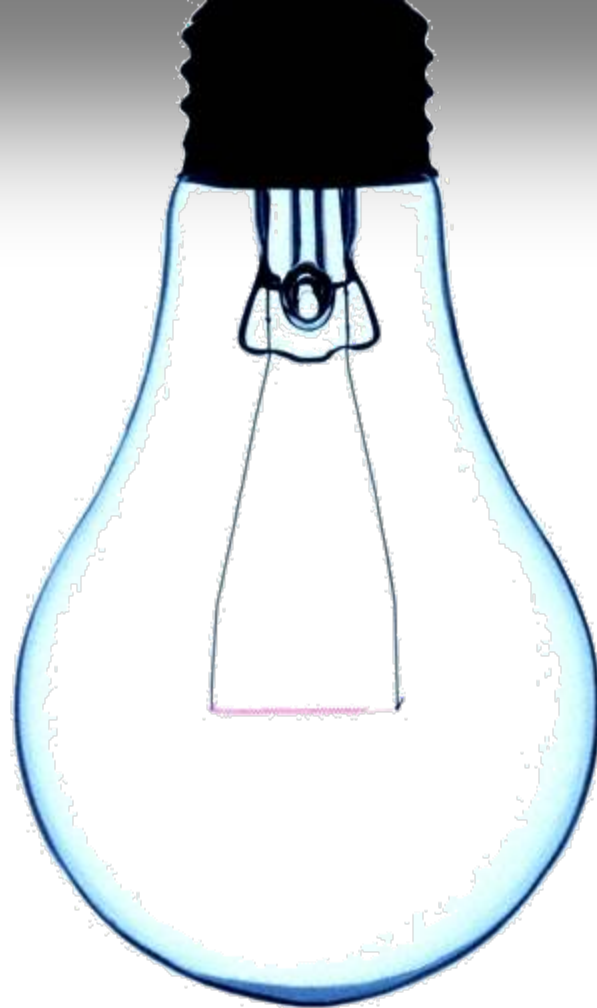
Brad Bodell at 11:31am October 31
Travel safely, Lisa!

Write a comment...



It's the network, silly.

It's no longer about what you know...It's about *who* you know and what *they* know .



did you know?
(a pop quiz)

did you know...? a pop quiz

What is the state of the blogosphere?

- Over 180 million blogs
- Japanese most popular blogging language
- 175,000 new blogs created each day

Source: www.technorati.com



did you know...? a pop quiz

facebook[®]

Facebook users?

120 million

Average time spent each day?

20 minutes

did you know...? a pop quiz

Traffic ranking?

#3—3rd most trafficked site on the Internet (behind Yahoo!
and Google)

Monthly visitors?

Nearly 76 million (predicted to be 183m by 2011)



did you know...? a pop quiz

of articles on Wikipedia?

Over 2.6 million

% of internet users visit Wikipedia each day

About 8.5%

Wikipedia's traffic ranking on the internet?

8 most trafficked site on the 'net





did you know...? a pop quiz

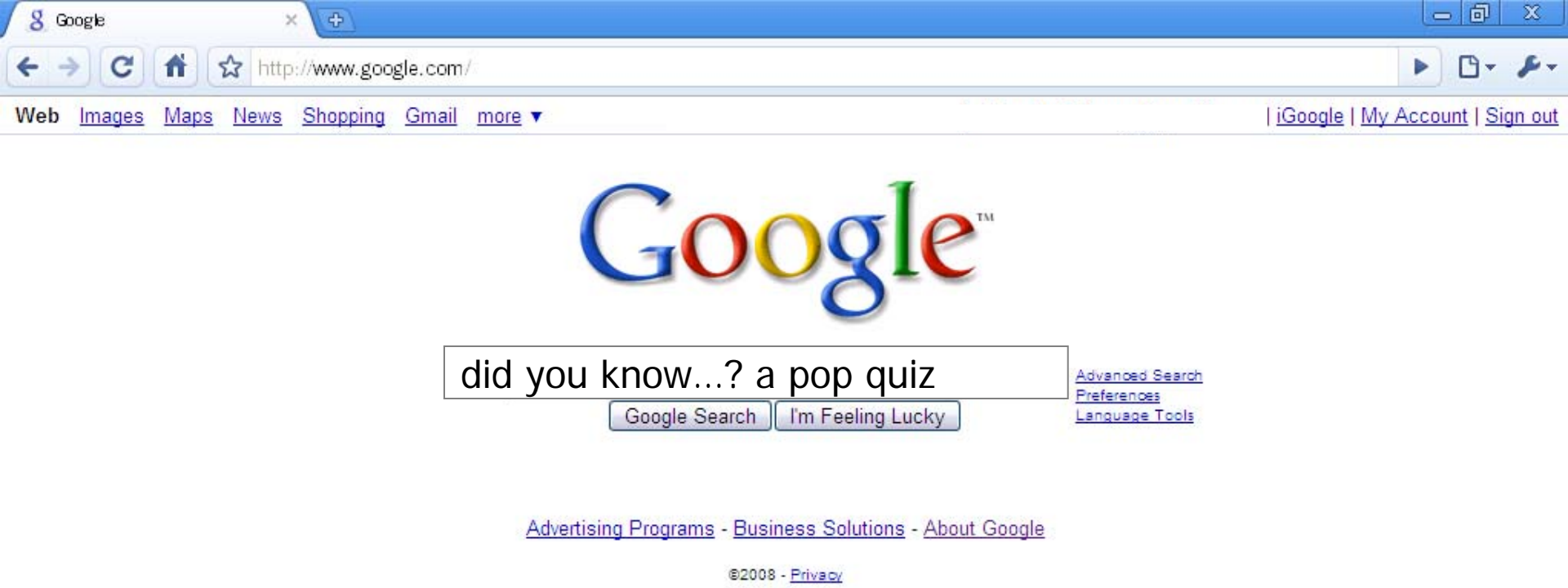
Google Search | I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

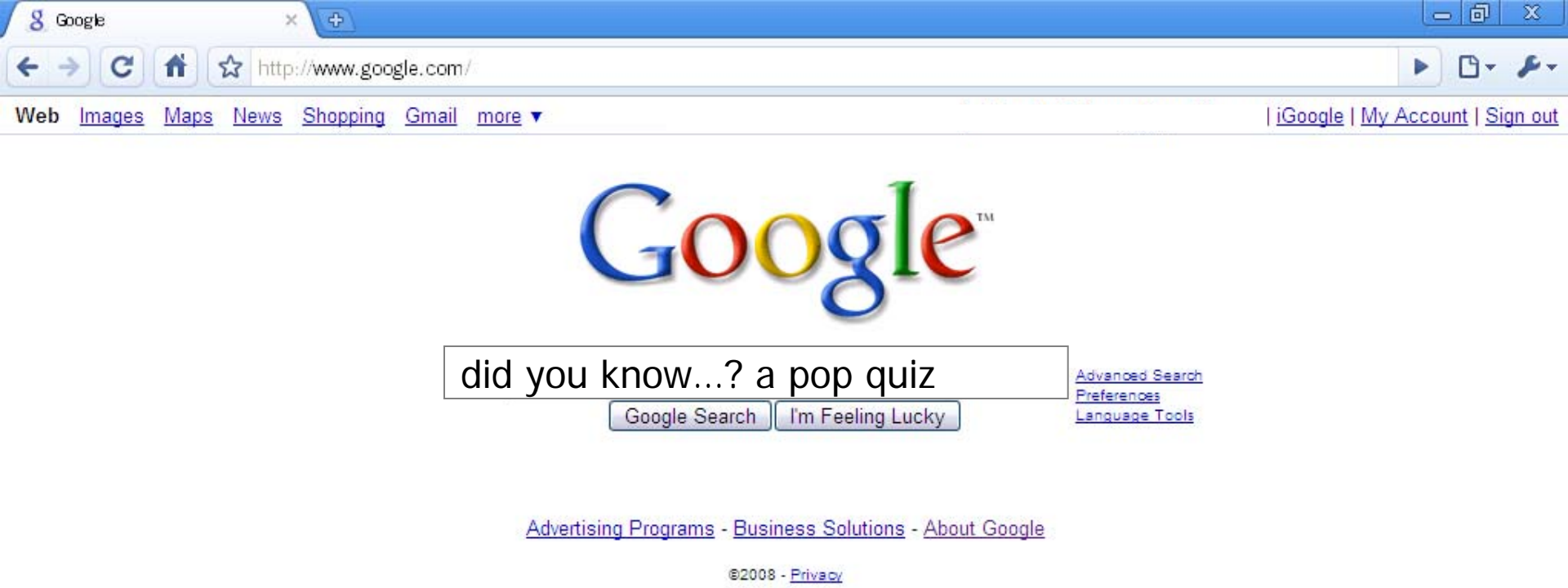
©2008 - [Privacy](#)

How many Google searches are performed each year?



How many Google searches are performed each year?

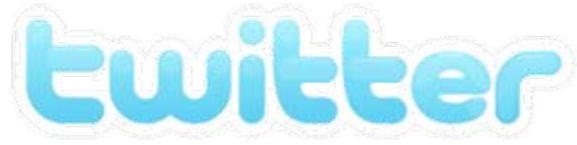
- A. Over 20 Billion
- B. Over 40 Billion
- C. Over 100 Billion
- D. Over 140 Billion



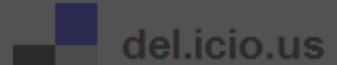
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did you know...? a pop quiz



did you know...? a pop quiz



How can we collaborate in new and innovative ways?

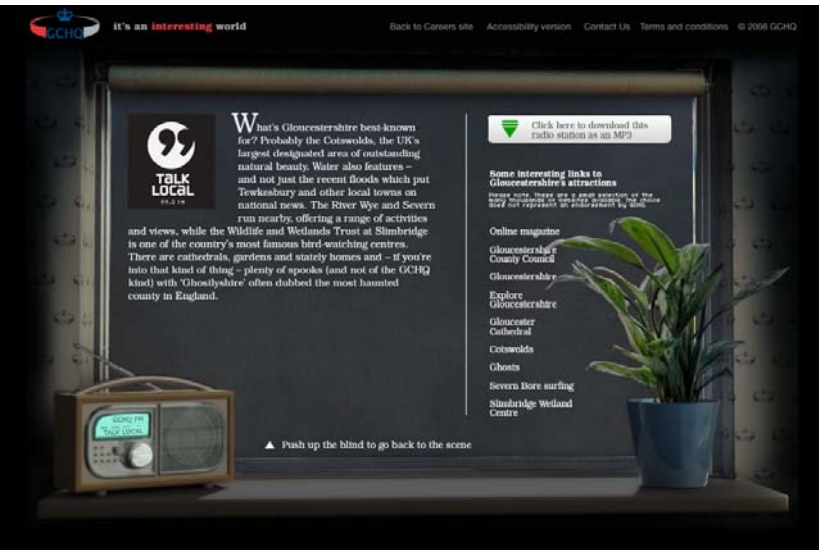


How can we drive innovation through collaboration?





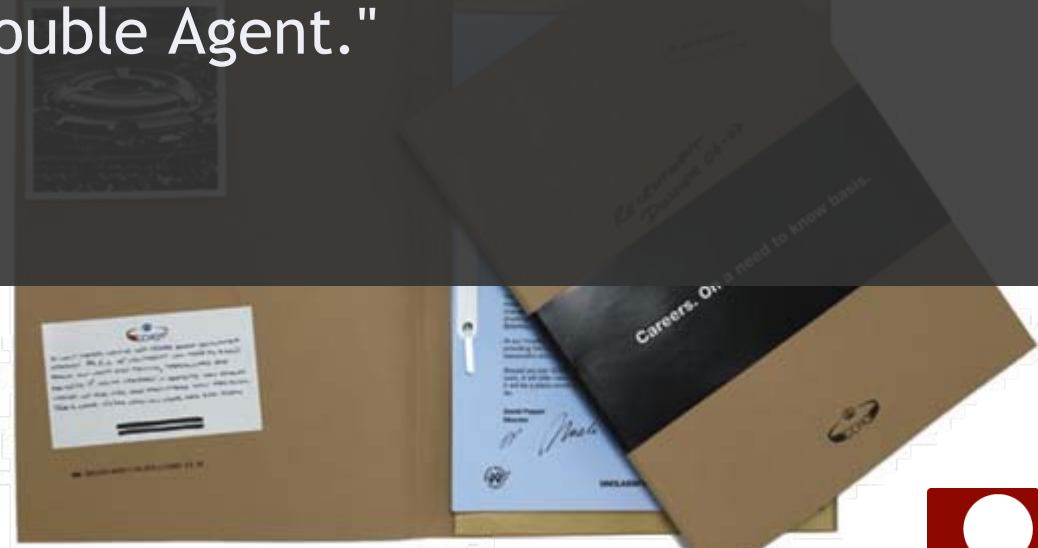
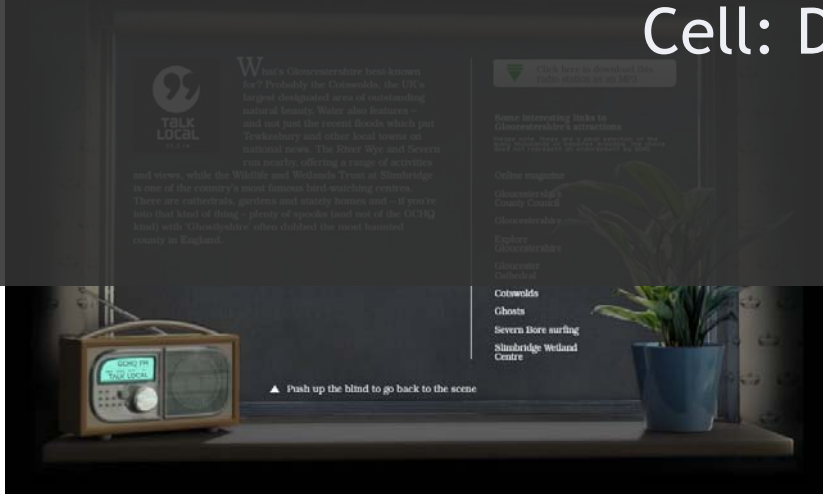
Unconventional collaborations can
lead to innovative results.





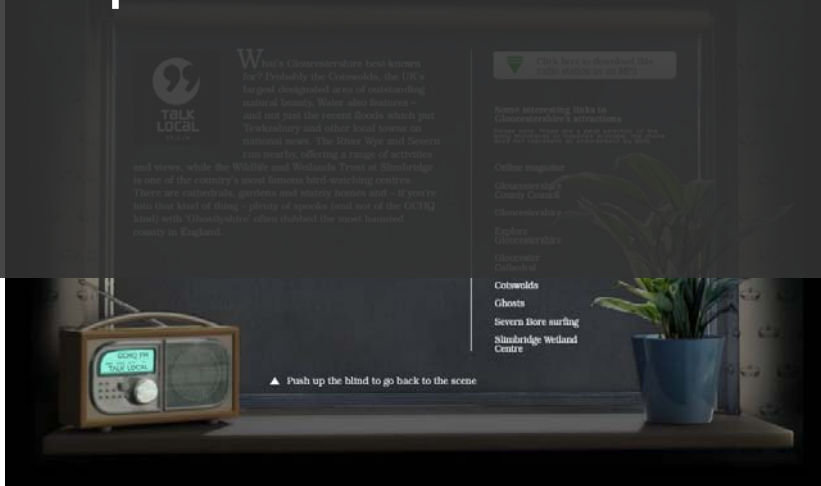
Government Communications Headquarters (GCHQ), the surveillance arm of British intelligence

Embedding job ads within video games: "Tom Clancy's Splinter Cell: Double Agent."





What unconventional partnerships can you explore to uncover new ideas and opportunities?





How do you collaborate with
everyone?

Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby GB postcode, or street name and area:

How to report a problem

1. Enter a nearby GB postcode, or street name and area
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

FixMyStreet updates

585
reports in
past week

626
fixed in past
month

23,434
updates on
reports

Photos of recent reports



Recently reported problems

- [30/40 mph speed limit sign](#)
- [Abandoned Shopping Trolley](#)
- [Terminus Drive road sign](#)
- [Street light not working.](#)
- [And noise](#)

This is a summary of all reports for one council. You can [see more details](#) or go back and [show all councils](#).

City of London Corporation

New problems

- [Cycle lights](#)
- [Badly Finished Pathing](#)
- [Street Light not working](#)
- [Hole in cycle lane](#)

Older problems

- [Vandalised & Abandoned bicycle](#)
- [Road surfacing](#)
- [Crossing button does not work](#)

Old problems, state unknown

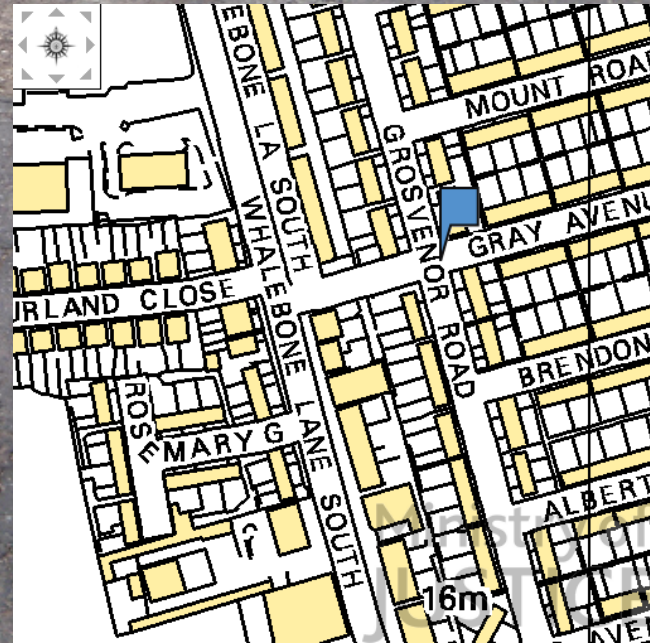
- [Blackfriars Subways](#)
- [White pipe - Bridgewater Sq](#)
- [Abandoned Road Cone](#)
- [Beach St pavement](#)
- [30-34 Moorgate - Lloyds Bank](#)

Recently fixed

- [23 Middle St](#)
- [Abandoned Sign Fann St](#)

Old fixed

- [Aldersgate St lights out](#)
- [Lights out on Lond Wall by roundabout](#)
- [Bubble in pavement](#)
- [48 Barthelomew Close](#)
- [Silk St abandoned road traffic sign](#)
- [Abandoned Barrier](#)
- [Rubbish Bags \(4\)](#)
- [Rubbish bags again \(3rd time\)](#)
- [Rubbish bags here again](#)
- [Bags & Umbrellas](#)
- [Splitting rubbish bags](#)
- [Hole around manhole cover](#)
- [London Wall - middle of road](#)








“fixmystreet.com aims to change the act of reporting faults - turning it from a private one-to-one process into a public experience where residents can see if anyone else in the neighbourhood has already spotted and reported a problem, and to see how their council is acting on it.

-Tom Steinberg, creator of fixmystreet.com





How can you create simple, effective mechanisms through which to collaborate with and engage a wide, public audience?

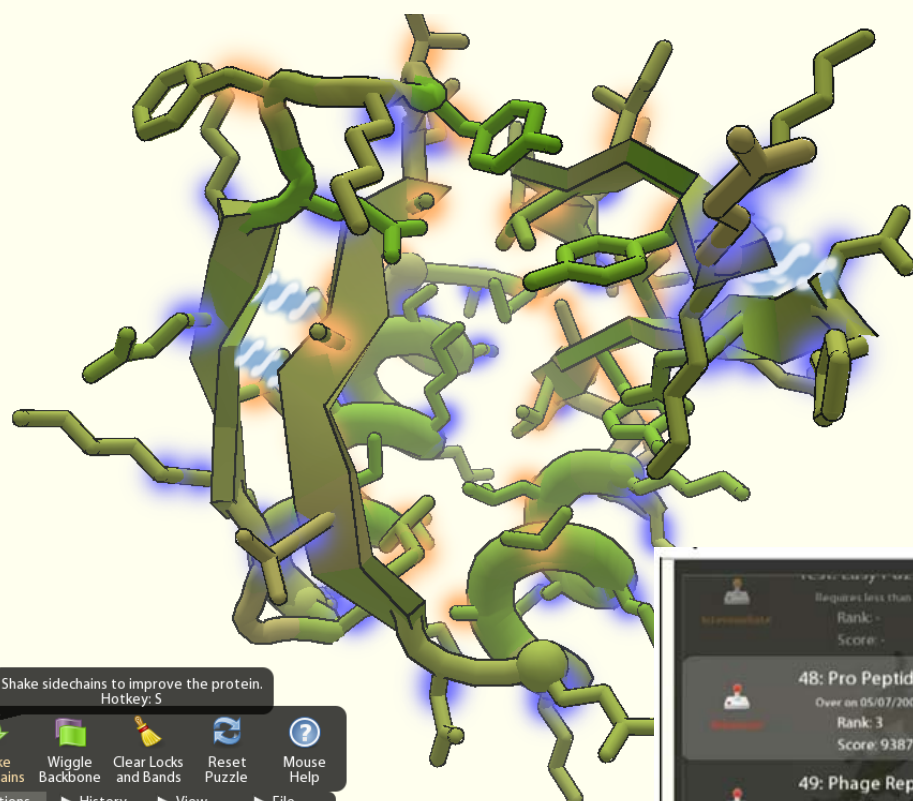


Capturing the upside of downtime.

Top Evolvers

Directory

RANK	PLAYER	GLOBAL EVOLVER SCORE
#1	g_s 1 5	4434
#2	MattSaffell 2 2	4389
#3	gla 3 68	3784
#4	gauchomurphy 4 91	3419
#5	spvincent 5 48	3393
#6	Madde 6 46	3194
#7	folditlady 7 29	3172
#8	Steven Pietsch 8 1	3168
#9	Guyoni 9 6	2906
#10	Aotearoa 10 8	2857
#11	Mike Cassidy 11 39	2821
#12	BikeLoup 12 11	2771
#13	sirenbian 13 12	2674
#14	skTyleriberg 14 138	2634
#15	TheGUmmer 15 196	2535
#16	misiaczkowski 16 133	2497
#17	boegiboe 17 21	2384
#18	Simek 18 84	1895
#19	madgamer2008 19 283	1891
#20	ferzle 20 24	1824
#21	Diderot 21 38	1795
#22	LeBerk_Folds 22 191	1764
#23	firejuggler 23 75	1753
#24	bzipitidoo 24 28	1743
#25	dejerpha 25 3	1688



Shake sidechains to improve the protein. Hotkey: S

- Shake Sidechains
- Wiggle Backbone
- Clear Locks and Bands
- Reset Puzzle
- Mouse Help

Rank: 17 Score: 9092

48: Pro Peptide

▼ Group Competition

#	Group Name	Score
1	The Lone Folder	9388
2	Street Smarts	9367
3	Illinois	9303
4	Berkeley	9255

▼ Player Competition

#	Player Name	Score
16	psen	-
17	kathleen	9092
18	versat82	9091
19	darktorres	9081
20	ccarrico	9032
21	mbjorkegren	9048
22	sslickerson	9038

▶ Chat



Requires less than 2000 global points to play.

Rank: - Score: -

48: Pro Peptide

Over on 05/07/2008

Rank: 3 Score: 9387

3 players online

- 1: ferzle 9380
- 12: spvincent 9019
- 12: David Baker 8968

49: Phage Repressor

Over on 05/08/2008

Rank: 14

This protein has 66 sidechains. It is part of an E-propeptide complex found in bacteria.

Show old puzzles

0:04 / 4:28

Top Evolvers

Directory

RANK	PLAYER	GLOBAL EVOLVER SCORE
#1	g_s 1 5	4424
#2	DeSaffell 2 2	4388
#3	spinncent 3 38	3383
#4	Madde 3 1	3188
#5	Guyoni 3 8	2888
#6	Potearoa 18	2857
#7	sirenbrian 13 12	2771
#8	skyerlberg 14 138	2634
#9	TheGlimmer 15 198	2535
#10	misiaczkowski 16 133	2497
#11	boegiboe 17 21	2384
#12	Simek 18 84	1895
#13	madgamer2008 19 283	1891
#14	ferzie 20 24	1824
#15	Diderot 21 38	1795
#16	LeBerk_Folds 22 181	1764
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Rank: 17 Score: 9092
48: Pro Peptide

Group Competition

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1 The Lone Folder	9388
2 Street Smarts	9367
3 Blind	9303
4 Berkeley	9255

Player Competition

Player Name	Score
17 dejerpha	9092
18 darkink	9081
19 ceasaru	9081
20 ceasaru	9031
21 darkink	9048
22 ceasaru	9038

“Our main goal was to make sure that anyone could do it, even if they didn't know what biochemistry or protein folding was.”

-Zoran Popović, lead computer scientist, Fold.it

Shake sidechains to improve the protein. Hotkey: S

Shake sidechains | Wiggle backbone | Clear Locks and Barriers | Reset Puzzle | Mouse Help



48: Pro Peptide
Over on 05/07/2008
Rank: 3
Score: 9387
1 players online

49: Phage Repressor
Over on 05/09/2008
Rank: 14
0 players online

This protein has 66 sidechains. It is part of an E-propeptide complex found in bacteria.

Show old puzzles

0:04 / 4:28

Top Evolvers

RANK	PLAYER	SCORE
41	g_s11_5	4424
44	gauchomurphy 4_ 81	4110
45	spvincent 5_ 48	3380
46	Maddie 6_ 46	3164
47	toothday 7_ 28	3172
48	Steven Pietsch 8_ 11	3180
49	Ricomi 9_ 6	2990
50	Ray 10_ 1	2980
51	bikeloup 12_ 11	2771
52	benjamin 13_ 12	2760
53	guy 14_ 10	2750
54	misadachyaki 15_ 123	2650
55	gamer 16_ 10	2640
56	ferzie 20_ 24	1824
57	Diderot 21_ 38	1790
58	LeBerk_Folds 22_ 181	1764
59	firejuggler 23_ 75	1760
60	buzpidoo 24_ 28	1740
61	dejerpha 25_ 3	1632

Rank: 17 Score: 9092

48: Pro Peptide

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15 pison	9090
17 kathleen	9092
18 versat82	9091
19 darktorres	9081
20 ceattio	9032
21 miborkegren	8048
22 salickerson	8038

Player Competition

Chat

“We’re hopefully going to change the way science is done, *and who it's done by.*”

Our ultimate goal is to have ordinary people play the game and eventually be candidates for winning the Nobel Prize.”

Shake sidechains to improve the protein. Hotkey: S

Shake Sidechains Wobble Backbone Clear Lods and Bands Reset Puzzle

-Zoran Popović, lead computer scientist, Fold.it



48: Pro Peptide

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19	danktorres	9081
20	ccarrico	9032
21	mberke...	9048
22	...	9038

How can you tap the 'wasted' energy of ordinary people to help you accomplish extraordinary things?

Shake sidechains to improve the protein. Hotkey: S

Shake sidechains | Wiggle backbone | Clear Locks and Bars | Reset Puzzle | Mouse help

48: Pro Peptide
Over on 05/07/2008
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0 players online

This protein has 66 sidechains. It is part of an E-propeptide complex found in bacteria.

Show old puzzles

0:04 / 4:28





Social Networks can work hard too.



John Q. Smith

Vice President: Marketing and Communications



Profile	Snapshot	Idea Submissions	Resources
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Current Projects:

- > Lead: Social Media Strategy Development
- > Support: Digital Advertising Strategy

Past Projects:

- > Lead: Digital Advertising Strategy Development
- > Lead: Online Business Development
- > Support: New Media Research

Recent Tasks Completed:

- > Outlined Social Media Landscape
- > Presented Social Media Findings to Marketing Team
- > Drafted Goals for Reed's Role in Digital Media Landscape
- > Recruited Team to Implement Social Media Strategy

Employee Since: 2001

Office: San Francisco

Tel: 415.987.6543

John.smith@wachovia.com

Friends

255 friends

[See All](#)



Robert



Stephen



Ah La Ko

Current Team Members:



Justin Feinstein



Adam Piekarski



Cassandra Lea



Jack Pan



Chelsea Hardaway



Mike Kenna



Roxanne Kalenborn



John Q. Smith

Vice President: Marketing and Communications

Profile

Snapshot

Idea Submissions

Resources

Enterprise Social Networks Contain:

- ▶ Contact Information
- ▶ Educational History
- ▶ Employment History
- ▶ Peer Reviews
- ▶ Past Projects
- ▶ Current Projects
- ▶ Areas of Expertise
- ▶ Areas of Interest
- ▶ Ideas Submitted
- ▶ Approved Ideas

Current Projects:

- > Lead: Social Media Strategy Development
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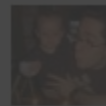
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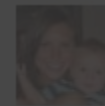
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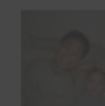
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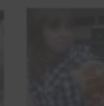
Jack Pan



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Idea Submissions

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- > Led Site Team to Implement Social Media Strategy



Enterprise Social Networks:

Enhance Collaboration across time, distance

Attract younger generations

Help Retain institutional knowledge

Accelerate Idea generation

Save money

Employee Since: 2001

Office: San Francisco

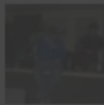
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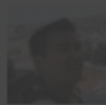
Friends

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See All



Robert

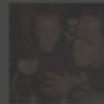


Stephen



Ah La Ko

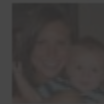
Current Team Members:



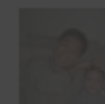
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Adam Piekarski



Cassandra Lea



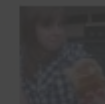
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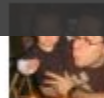


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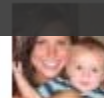
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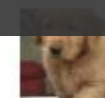
Adam Piekarski



Cassandra Lea



Jack Pan



Chelsea Hardaway



Mike Kenna



Roxanne Kalenborn

How can you harness your team's innate motivation to collaborate, share, and connect?



Bring the 'outsiders' in.

There have never been
 so many **possibilities**
 for **innovation**.



InnovationJam*



When you **hear** the word
 “**innovation**”
 what springs
 to **your** mind?



How do you
 collaborate with
 customers you don't yet know?

Do you have a clear and decisive
 plan to examine and tap emerging
 sources of insight?

What kind of insight is critical
 to your future growth?

Will online communities really
 “deliver the goods?”

Do you have a world-class capability to analyze
 and act on that insight? If not, what must you do to build it?



There have never been
so many possibilities
for innovation.

More than 150,000 people
104 countries
67 companies
10 new IBM businesses
\$100 million invested

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There have never been
so many possibilities
for innovation.



When you hear the word
"innovation"
what springs
to YOUR mind?



How can you better engage 'outsiders' for new perspectives, insights, and ideas?

How do you
collaborate with
customers you don't yet know?

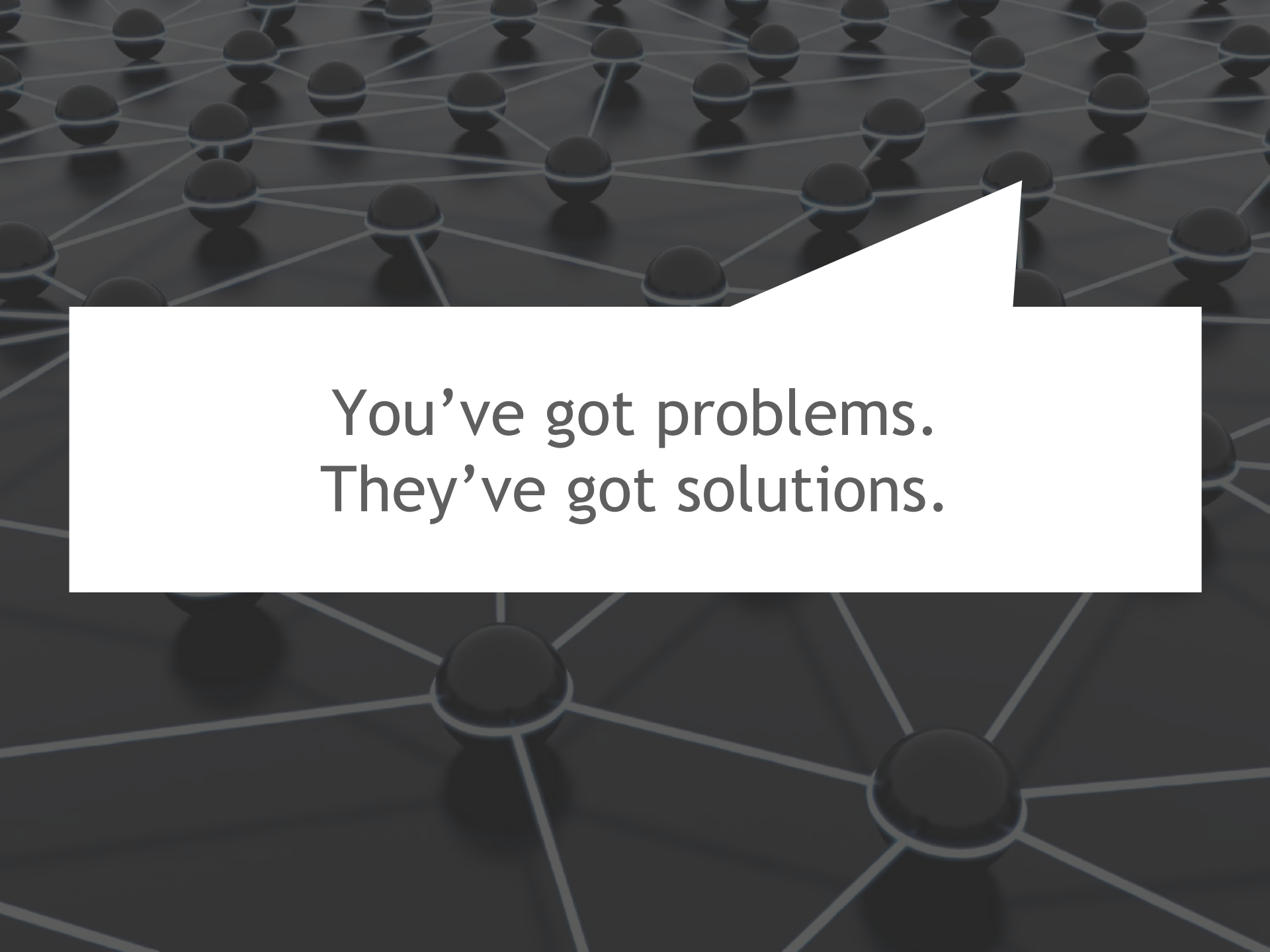
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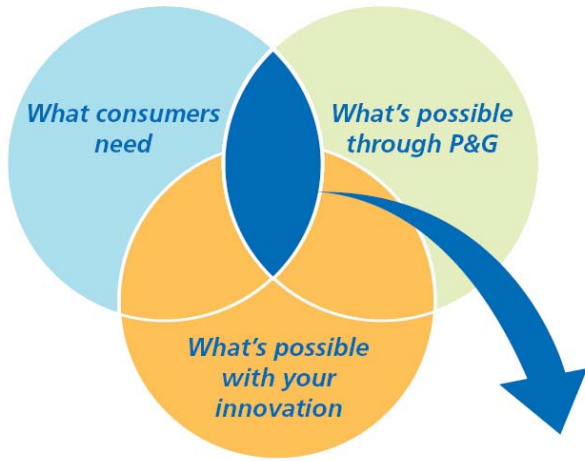


You've got problems.
They've got solutions.



Connect + Develop

P&G



Connect + Develop allows us to quickly create and introduce new innovations by incorporating the capabilities of external resources.



Success with Design Innovations



- Notable Products
 - Mr. Clean Magic Eraser
 - Swiffer Products
 - Crest Whitestrips
 - Eukanaba Dental Defense
 - Olay Regenerist



Success with Design Innovations



- Notable Products
 - Mr. Clean Magic Eraser
 - Swiffer Products

Ethnography

Eukanaba Dental Defense

Clay Regenerist

Technology Scouts

“Customers Do the Darndest Things” Sessions





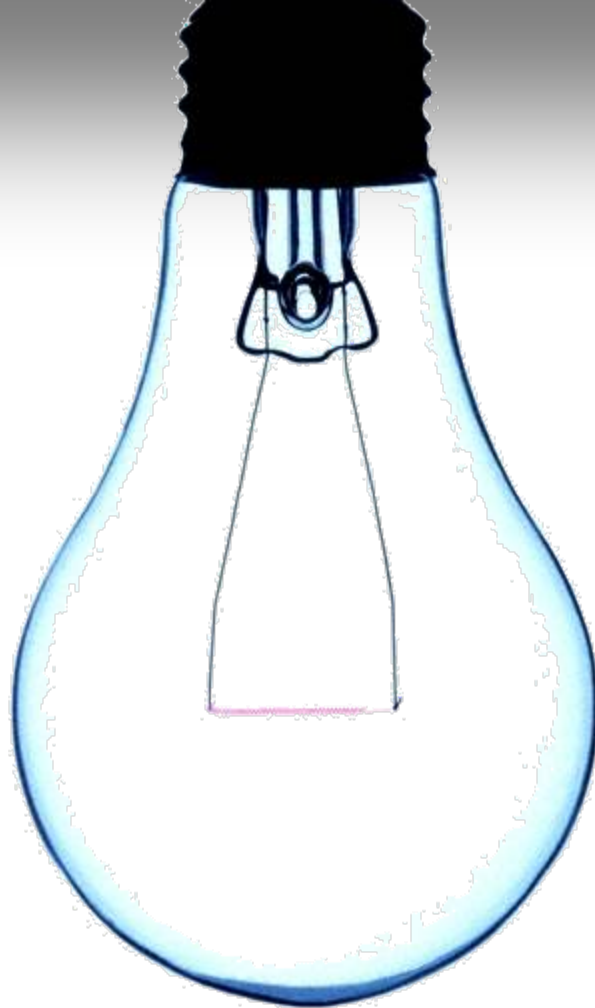
Connect + Develop



How can you systematically connect with relevant third parties to get ideas when you need them?



Connect + Develop allows us to quickly create and introduce new innovations by incorporating the capabilities of external resources.



How innovative are YOU?

How Innovative Are You?

How many questions can you answer “YES” to?

- We're proactive about getting new ideas. Innovation is a core value that is important to us.
- We're in touch with external stakeholders. Their suggestions help drive our innovation efforts.
- We get innovative ideas from all levels & divisions of our organization.
- We partner with people/firms on the outside outside the Coast Guard to get & develop new ideas.
- We like to try new things when it comes to our innovation efforts.
- I know exactly where to go to learn more about innovation and follow trends.
- We often scan the innovation landscape to see what others are doing and what we can learn.
- We actively encourage a culture of curiosity and open dialogue within our team.
- We continually fuel our team's thinking with resources and tools to learn 'what's next'.
- I actively participate in brainstorming and help develop new ideas.

How Innovative Are You?

1-4

You have the intent

now put your passion into practice and open your mind to new things

5-7

You're on the right track

try new things, meet new people, get out of your comfort zone once in a while

8-10

You have the curiosity

now hone your skills to create the next AHA!

A photograph of two people in a futuristic, circular tunnel. They are both in a starting crouch, ready to begin a race. The tunnel is composed of large, white, circular segments that create a strong sense of depth and perspective. The lighting is bright and even, highlighting the smooth surfaces of the tunnel. The overall mood is one of anticipation and competition.

Where do you start?

futurethink

Innovation Resources and Tips

Look to unrelated industries

- Research a topic you know nothing about: astronomy, telecommunications?
- Connect the dots: What ideas come to mind?



Innovation Resources and Tips

Look for the Weak Signals - Futurist Sources

- Innovation Watch (www.innovationwatch.com)
- Long Bets (www.longbets.org)



ID	PREDICTION	DURATION	PREDICTOR
9	By 2020, bioterror or bioerror will lead to one million casualties in a single event. More...	02002 - 02020 (18 years)	Martin Rees
10	The Euro system will be used in the world.		Paul Hawken
13	By 2010, Incumbent Regional Bell Operating Companies (RBOCs) (e.g. Verizon, SBC, Bell South, and EXCEPTING Qwest) from filing for Chapter 11 bankruptcy protection. More...	(5 years)	Andy Chapman
14	In 2012, 75 percent of all revenue for enterprise software companies will be from subscription fees rather than license fees. More...	02007 - 02012 (10 years)	marc s. sokol
15	By 2070, at least six countries will have officially implemented a 4-day working week.		Nova Spivack
16	That by 2070, at least six countries will have officially implemented a 4-day working week. [78% Agree – 140 Votes]		Gregory W. Webster
22	By 2100 a world government will be in place and in control of: business law, environmental law, and weapons of mass destruction. More...	02002 - 02100 (98 years)	Colin R. Glassey
26	By the end of 2008, more than 50% of the root servers on the internet will be located in Asia.		Bob Rosenberg
27	By the end of 2008, more than 50% of the root servers on the internet will be located in Asia.		Hemant Sharma
39	Musical notation will be used in 2015. More...	(13 years)	Jacob A. Walker
42	That by 2024 "artificial" life emerging somewhere out of the soup of human technology will be given a Latin taxonomic name by biologists and others and declared viable for study. More...	02007 - 02024 (22 years)	Bruce F. Damer

Innovation Resources and Tips

What are you reading?

The Wall Street Journal is great—but you need to cast a wider net if you want to start thinking differently.

- futurethinktank.com
- Springwise.com
- BusinessWeek's innovation blog
- UnleashingInnovation.com



Innovation Resources and Tips

Identify Rules to Break

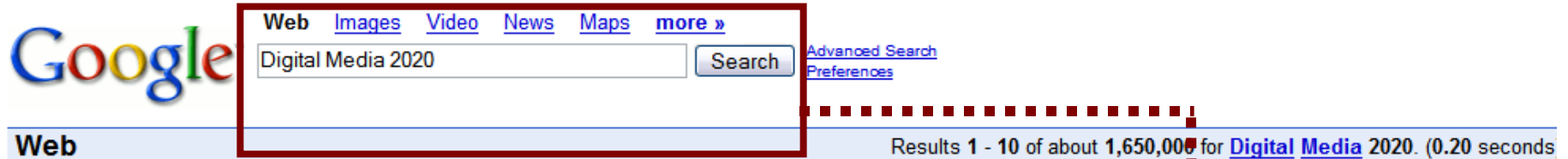
“Kill a Stupid Rule”

Challenges teams to identify “stupid” banking rules that fail to satisfy people’s needs



Innovation Resources and Tips

Google the Future



The screenshot shows the Google search interface. The search bar contains the text "Digital Media 2020". Above the search bar are navigation links for "Web", "Images", "Video", "News", "Maps", and "more »". To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the text "Results 1 - 10 of about 1,650,000 for Digital Media 2020. (0.20 seconds)" is visible. A red dashed line is drawn across the page, starting from the search bar area and extending downwards.

[What's New At Bridge Ratings](#)

Digital Media Growth Projections - Updated 02/19/2007 ... Despite audience attrition due to known and unknown alternate **media** by **2020** we are projecting that ...
www.bridgeratings.com/press_021907-digitalprojectionsupd.htm - 34k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[What's New At Bridge Ratings](#)

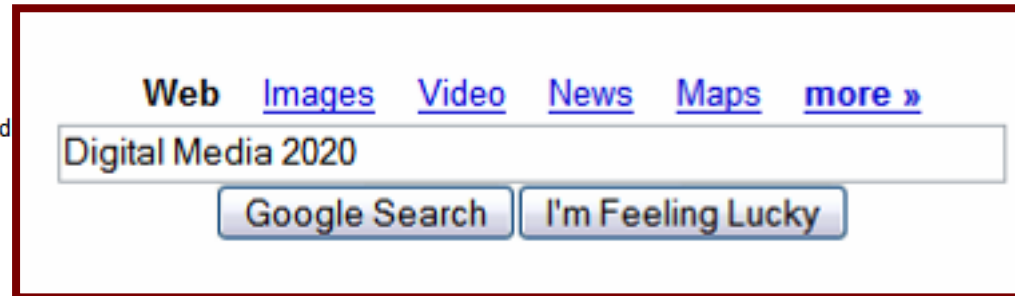
Digital Media Growth Projections - Updated 8/06/2006 ... projected subscribers to satellite radio should reach 34 million by 2010 and 60 million by **2020**. ...
www.bridgeratings.com/press_031006-digitalprojectionsupd.htm - 21k -
[Cached](#) - [Similar pages](#) - [Note this](#)
[[More results from www.bridgeratings.com](#)]

[Digital Media Workshops | Channel 20-20 Ltd](#)

Half Day Workshops are to be run by Channel **2020** for agencies, companies and authorities to help them integrate new innovations in **digital media** into ...
www.channel2020.co.uk/newsDigitalMediaMaze.php - 9k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[VSAR 2020 \(012845\) Internet and Digital Media \(2007\)](#)

University of South Australia, Course VSAR 2020 (012845) "Internet and **Digital Media**".
2007. South Australian School of Art.
www.unisanet.unisa.edu.au/courses/course.asp?Course=012845 - 20k -
[Cached](#) - [Similar pages](#) - [Note this](#)



This screenshot shows a different view of the Google search interface. The search bar contains "Digital Media 2020". Above the search bar are navigation links for "Web", "Images", "Video", "News", "Maps", and "more »". Below the search bar are two buttons: "Google Search" and "I'm Feeling Lucky". A red dashed line is drawn across the page, starting from the search bar area and extending downwards.

Innovation Resources and Tips

See what they're sharing.



Innovation Resources and Tips

Collaborate for CHANGE: Tools and Techniques

From Impossible to Possible



From Impossible to Possible

From Impossible to Possible

Some of the best ideas come from shattering norms and creating new paradigms. Detailing what CAN'T happen allows us to think about what actually CAN be done. Start by listing the things that would NEVER happen in our industry or company (e.g., offer products for FREE). In the second part of the exercise, you'll try to uncover ways to make these "impossibles" possible. Make it happen!



IMPOSSIBLE

What are your impossibles?

POSSIBLE

Here's how we can make it happen:

1. _____ _____	→	_____ _____ _____
2. _____ _____	→	_____ _____ _____
3. _____ _____	→	_____ _____ _____
4. _____ _____	→	_____ _____ _____

From Impossible to Possible

“We’d never be able to pull this off for our customers...”

“The greatest thing I’d love to see in our company but will never happen....”

“It’ll be a cold day before we ever get this to work...”

“This would make my job easier but we’d never do it...”

Examples:

Airline:

“We’ll never let people smoke on the airplane”

“Flying will never be free”

“I’ll never be guaranteed NOT to sit next to a screaming baby on my flight.”

IT'S JUST IMPOSSIBLE!

Examples:

Airline:

“We’ll never let people smoke on the airplane”

“Flying will never be free”

“I’ll never be guaranteed NOT to sit next to a screaming baby on my flight.”

~~*IT'S JUST IMPOSSIBLE!*~~



Fly The Difference
SMARTAIR



POSSIBLE!



Innovation Resources and Tips

Create an Advisory Board

- Pick 3 people from outside
- Set up an online forum to centralize discussion
- Create a Topics Calendar to fuel the interaction



Think About:

You are in charge of assembling your personal innovation advisory board.

What two people or organizations would you put on it?



Innovation Resources and Tips

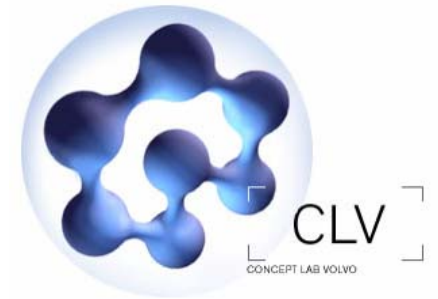
Become a Lab Rat

Google Labs: (labs.google.com)

Concept Lab Volvo:
(www.volvocars.com/conceptlab)

Nike Labs: (www.nike.com/nikelab/)

Boeing: (www.newairplane.com)



Innovation Resources and Tips

Find a Younger Mentor

Learn about their world, their technology, their 'communities'.



Innovation Resources and Tips

Be the Accidental Tourist

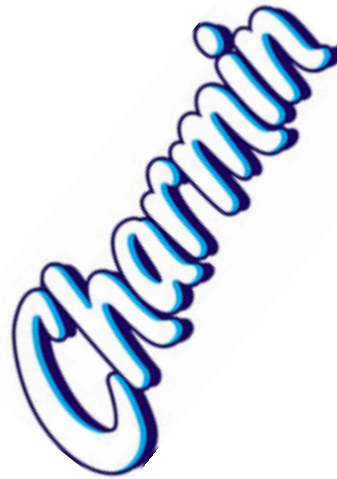
- Visit a new store, different coffee shop - do something out of the ordinary to discover the extraordinary



Innovation Resources and Tips

Be the Accidental Tourist

Charmin Pop-Up: Times Square, Holiday Season 2007



Innovation Resources and Tips

Listen.

Establish a listening day where you make an effort to minimize speaking and just listen



Thank you for listening.

What are you going to do next?



Ready to become more innovative? Not sure where to start?

Innovation becomes easier when you master four key elements:

strategy, ideas, process, climate

Your Industry

Number of Employees

[TAKE THE DIAGNOSTIC](#)

strategy

[YOUR GAME PLAN]

1. We've clearly identified our "innovation blockers" and outlined how we'll overcome them.

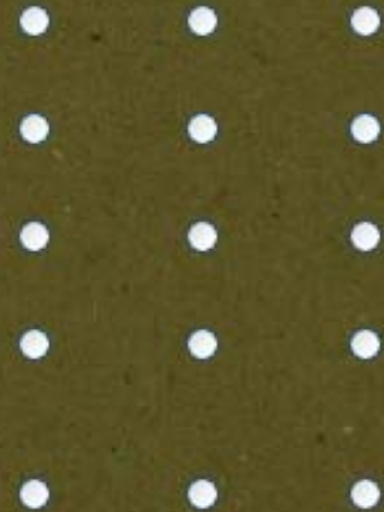
2. Our vision for innovation is inspiring and acts as a rallying cry for all our employees.

3. Everyone within our organization is clear on who the "go-to" resource is for innovation assistance.

4. We rely on a consistent set of metrics to serve as an "innovation dashboard" and track our innovation activities.

5. There is a specific individual/group that has a central and unified picture of our innovation efforts.

strongly disagree somewhat agree strongly agree



ideas

[YOUR MOLDING CLAY]

	strongly disagree	somewhat agree	strongly agree
1. We have a pipeline of ideas that will keep our organization growing well into the future (time horizon greater than 5 years).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. We are constantly looking for new ways to improve our offerings—even our most successful ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. We have a deep, intimate relationship with our customers that helps us intuitively understand their needs—even when unspoken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. We are encouraged to generate ideas to shake the status quo in our industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. We have successfully collaborated with other firms to generate and implement new ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

process

[YOUR ROADMAP]

1. We have multiple idea submission channels (offline and online) to get ideas from diverse sources.
2. We do an excellent job stopping work on/killing unnecessary ideas.
3. We rely on set of evaluation criteria that helps us identify our best ideas.
4. We always launch our innovations in a timely manner.
5. We start with many ideas with minimal investment, and gradually increase our resources as we focus on the best ideas.

strongly disagree somewhat agree strongly agree



climate

[YOUR OFFICE VIBE]

1. Our senior management strongly believes that innovation is the lifeblood of the business.

2. Failure and risk-taking is celebrated within our organization.

3. There's an active culture of dialog between roles, departments, functions, and levels.

4. We have a rewards/recognition program that motivates people to participate in innovation.

5. Our senior managers are respected role models when it comes to innovative thinking.

strongly disagree somewhat agree strongly agree

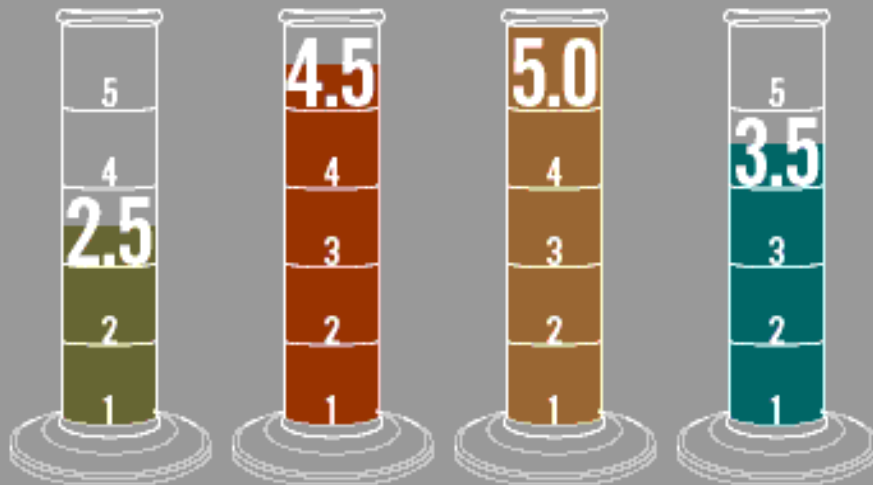
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SUBMIT

Your Innovation Diagnostic Results

MODERATE:

Your organization is getting the right pieces in place, but should address its remaining weak areas as soon as possible.



strategy ideas process climate

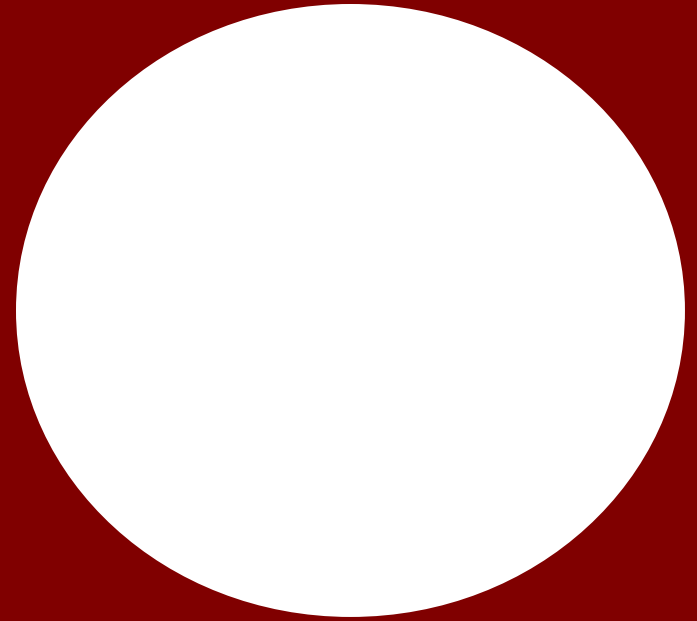
**Get Your
Diagnosis
Results via
email**

Enter your email address below to receive your diagnosis results via email. You'll also get a more robust diagnosis (40 questions, PDF format) to use as a springboard for discussion in your organization about how you can better focus your innovation efforts.

SUBMIT

www.getfuturethink.com

Thank you.



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Email: innovate@getfuturethink.com