

INNOVATION INSIDE



2009 INNOVATION EXPO
VIRGINIA BEACH



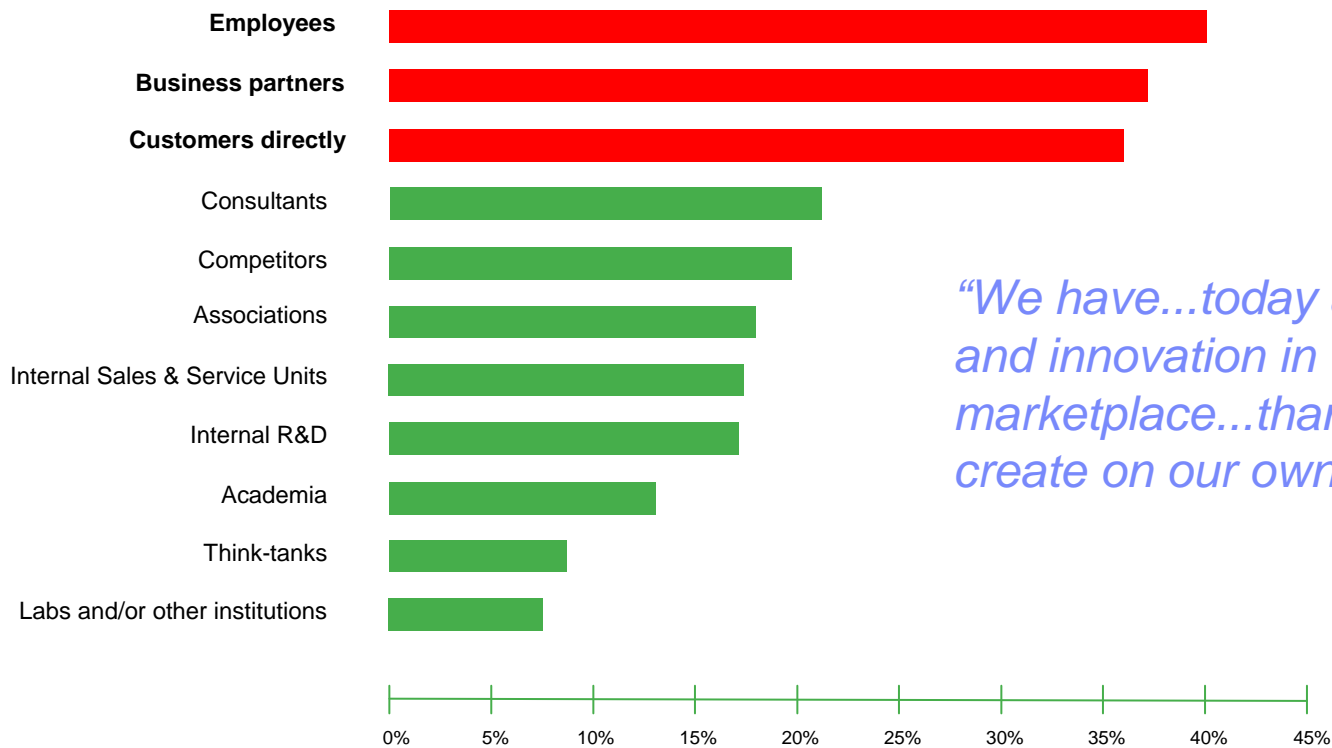
IBM Global Business Services

Building a Collaborative Innovation Culture

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Your Workforce is your #1 Innovation source

CEOs: Top sources of new ideas and innovation
 Collaboration sparks innovation



“We have...today a lot more capability and innovation in the [competitive] marketplace...than we [could] try to create on our own.”

IBM Institute for Business Value, CEO Study 2006

Today's business challenges require new ways to mobilize and focus the workforce on major change agendas

Validate, Align, Operationalize

- Are your innovation priorities broadly understood by your stakeholder community?
- Can your company tap into the expertise of the entire workforce or ecosystem to address strategic business issues?
- Do you have a great, revenue-producing idea, but are not able to implement or scale it?
- Are you looking to catalyze and focus an innovation agenda?
- Are you in the midst of defining broad, urgent or strategic transformation programs?
- Is it time to rethink your organization's values and how to bring them alive in daily operations?
- Do you need immediate employee feedback about important, strategic issues?



An introduction to Jams

- **Massive** on-line **discussions** using the internet
- Pre-defined **topics** focused **on strategic** and **enterprise critical issues**
- Time limited event with **participation from tens of thousands**, even hundreds of thousands, anywhere in the world
- Moderators and facilitators guide **participants to build on each other's ideas**
- **Process** to engage participants in real-time to **generate deeper insights**
- **Real-time text analysis** and **mining** to highlight emerging trends and distill actionable results



How would my organization use Jams / MiniJams?



- Strategic Planning Process
- Environmental/Health Challenge
- Six Sigma
- Citizen/Customer Focus
- Blue-Sky Innovation
- Cost Reductions & Time Savings
- Expanding/Declining Market Shares
- Product Launch Innovation
- Business Process Efficiency
- CEO Challenges



- Business Transformation
- Problem Identification
- Crisis Resolution
- Meeting Facilitation (including Offsites)
- Voice of Customer (VOC)
- Merger Integration
- Best Practice Sharing
- Employee Engagement
- Expert Identification and Knowledge Sharing
- Project Resurrection
- Community Building
- Open Innovation...



The possibilities for collaborative innovation are endless!

Several success stories of utilizing Jam



- First **industry-wide** virtual collaboration event to address the challenges facing the North American supplier industry
- Over **150 companies** with participants ranging from CEOs to middle managers and engineers
- Results: Redefined the Supplier OEM relationship. Addressing multi-million dollars returnable container issue



- CEO sponsored to identify ideas to realize the company's new strategy with it's new values as the framework
- Over 1/3rd of Nokia participated from 40 countries including factory workers, sales teams, R&D and manufacturing
- Results: Nokia-wide restructuring to focus revenue growth in expanding AP consumer markets



- The World Urban Forum (WUF) was established by the United Nations to examine rapid urbanization and its impact on cities, economies and policies
- HabitatJam was the largest brainstorming ever on urban sustainability bringing together not only NGOs, politicians and academia – but the slum dwellers whose lives were directly impacted by this body
- Results: 8k+ ideas netted down to 70 – all presented and adopted at the WUF3 conference as it official platform



- CEO sponsored to generate practical ideas to help drive and realise the new values into the company.
- Over 1/2 of Lilly participated from 40 countries including factory workers, sales teams, R&D and manufacturing
- Results: Greater adoption of new values program, and hundreds of ideas, one example in SCM packaging saved \$14M

Select output from Lilly's Vision Jam

[Backup](#)

- Half of Eli Lilly's global population came together to help the company **realize it's new values** using the Jam to **generate practical ideas** to help drive the new values into the organization.
- **New corporate responsibility framework** to align with ideas and insights from the Vision Jam
- **“Green chemistry” initiative** has demonstrated potential for a 100-fold reduction in use of hazardous raw materials
- **“Global Service Day”** involved more than 20,000 Lilly employees in service projects worldwide that improved their local communities and helped patients
- Innovative packaging approach cutting waste and **cost saving more than \$14 million**
- **Met four of six 2010 environmental and safety goals** early leading to more aggressive goals for 2013



“I am convinced the Jam will be remembered as a transition point in Lilly’s history to drive change.”

– Eli Lilly CEO, Sidney Taurel



How are results compiled?

Texting & data mining analysis

- * Using COBRA – a proprietary text-mining tool can identify emergent themes in real-time and at milestones.
- * Run custom reports to determine content themes
- * Poll and statistics will be provided
- * Real time business analytics



Strategic insight analysis

- * Review transcripts and extracting detailed ideas not captured through tools
- * Grouping, Segmentation analysis, Value Driver analysis, Heritage Influence, Strategic KPI analysis, Mind maps, Organizational Culture Profile analysis
- * Connecting dots between different discussion to determine mega themes

Data driven strategic actions

Several analytical outputs from Mini Jam using text and data mining tools

Social Networking

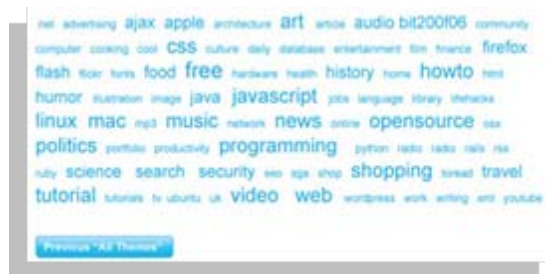
- Drives additional participants to live event and identifies **natural champions** for post event implementation



Viral registration referral program

Collective Intelligence

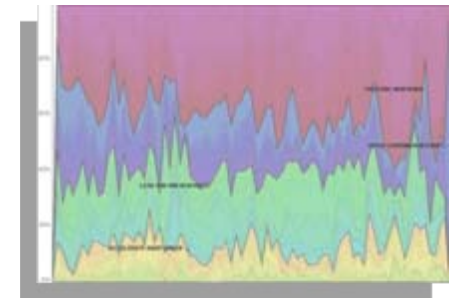
- Real-time business analytics** on emerging themes during live event and in post event analysis



IBM Research data analytics tool (COBRA)

Data Visualization

- Monitor **rate of participation** by location, job role, other demographics during live event and as part of post event analysis



IBM Research data visualization tool (ManyEyes)

Other reports :

- Top rated posts
- Final list of Hot Ideas and Focused Discussion Posts
- Final participation data (total log-ins, unique posts, unique users, total posts by forum, etc.)
- Affinity, Sentiment and Theme reports from COBRA
- Export of all user data & posts



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APPENDIX





Peek inside a MiniJam

- Features multiple tabs: **Home** (default view), **Hot Ideas**, **Themes**, **About the Jam**, and **MyJam**

Jam Dashboard

- Jam statistics
- “What’s new” since Jammer last logged in

- Quick polls (*get the immediate pulse of participants*)

- Jam Alert! to drive awareness and traffic to specific ideas or topics

- Multiple **discussion forums** covering specific business challenges



Peek inside a MiniJam – Discussion Forum page

- **Focused Discussion**

- Facilitators promote threads to draw awareness and promote deeper dialogue

- **Jammer's "business card"** to provide quick background on person

- **'Watch Jammer'** to track people of interest aggregated on MyJam tab

- **Jam Hosts** help guide and steer conversations given the nature of their role within the organisation

Welcome Paul Belliss! (sign out) | Help
 Advanced Search Search
 Building better partnerships
 Jam Time Remaining: 1031 hrs, 53 mins, 46 secs.

Home | Hot Ideas | Themes | About the Jam | My Jam

Home > Building better partnerships

Forum
Building better partnerships

Today, it seems, customers connect everywhere. Is your organization forming the right partnerships — both in and outside the enterprise — to better serve customers?

Here, briefly describe your objective or elaborate more fully on the question; approximately 2-3 sentences. [More](#)

[Start new thread](#)

Discussion Thread	Author	Posted	# of Replies
Focused Discussion The Jam team has highlighted certain discussions within Building better partnerships in the box below. Select one and contribute your thoughts.			
Enterprise co-collaboration the next Web 2.0	Paul Belliss 2 Posts Watch		0 replies
Tyranny of ROI	Paul Belliss 2 Posts Watch Jammer	04:00 PM UTC Dec 1, 2008	0 replies
Using Social Networking Between Partner Orgs	Terry Patterson 2 Posts Watching	05:58 PM UTC Nov 29, 2008	1 replies, latest: "Most companies today find co-collaboration uncomfortable. Ou..."
This is a post by a Jam Host Jam Hosts are optional, though when included, they play an important role in the Jam by 1) being a 'visible' voice in the event 2) helping to attract...	Kristine Lawless Jam Host 7 Posts Watching	03:56 PM UTC Nov 21, 2008	0 replies



Peek inside a MiniJam – Discussion Thread level

Welcome Liam Cleaver! (sign out) | Help
Advanced Search [Search]
Making talent a strategic priority
Jam Time Remaining: 1029 hrs, 12 mins, 7 secs.

Home | Hot Ideas | Themes | About the Jam | My Jam

Home > Making talent a strategic priority > What does a Jam have to do with talent mgt?

Discussion Thread
What does a Jam have to do with talent mgt?
10:02 PM UTC Nov 25, 2008

2 Reviews

5 Star	1
4 Star	0
3 Star	1
2 Star	0
1 Star	0

Terry Patterson
Watch Jammer
2 Posts
Permalink
Admin Comment
Facilitate Comment

A traditional view of talent management takes into account several areas such as recruitment and selection, development of skills and competencies through learning activities, and succession planning. Increasingly though, the view of how to make the most of the organization's talent is broadening. Using an collaboration / innovation tool like a Jam is a great example. Participants interact with and learn from all kinds of people they might never be exposed to otherwise. How else do you see Jams contributing to the imperative to optimize an organization's talent now and in the future?

Impact Area: Processes
Reply Watch Post

All Posts All Posts

Sean House
Watch Jammer
2 Posts
Permalink
Admin Comment
Facilitate Comment

Jams enable serendipitous connections 09:38 AM UTC Nov 26, 2008

In a jam we ran for a client in 2007, two members of the organisations' staff met in the Jam. They were both tackling the same challenge - but were approaching it from different perspectives. Their discussion in the jam enabled them to build off each others ideas (and even from the ideas of other employees watching their dialogue). The innovation that emerged from that

Expand

Ed Burek
Watching
2 Posts
Permalink
Admin Comment
Facilitate Comment

Future of Jams 01:54 PM UTC Dec 1, 2008

Jams assist in the broadening or democratizing ideas - it allows you cultivate and refine the ideas on a particular thread - In doing so the ability and want for an employee to be a part of the process should be rewarded and used as an evaluation criteria at some point in an organization - For instance, on the software team management looks for the communities, wikis and blogs an applicant contributes to and owns.

Expand

All Posts All Posts

Brought to you by: IBM

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Demo Jam is a forum for registered visitors to preview IBM's MiniJam solution. All aspects of the site are copyrighted, and all participants must comply with the stated Jam Rules.

- **Rating** a post is an optional feature and results are tallied in the Jam admin tool
- **'Watch Post'** to track a discussion thread of interest and quickly find via the MyJam tab
- **Facilitate Comment** is how the client's trained facilitators promote content during the event
- **Admin Comment** is accessible only by the event administrator to take action on a post in the event a participant's comments violate the agreed to Jam Rules



Peek inside a MiniJam – My Jam tab

- **‘My Posts’** allows you to keep track of your posts and any replies
- **‘My Watch Post’** to track a discussion of interest or one you want to find quickly over the course of the Jam
- **‘My Watch Jammer’** to track individuals you work with, respect, or appreciate their perspective on a given topic
- **‘My Polls’** to view the results of the polls you participated in
- **‘My Network’** to find participants of the most interest or relevance to you in the event

Welcome Paul Belliss! (sign out) | Help
Advanced Search [Search]
Select a forum [v]
Jam Time Remaining: 1026 hrs. 23 mins. 16 secs.

Home | Hot Ideas | Themes | About the Jam | **My Jam**

Home > My Jam

My Jam

Keep track of all of your posts and see how others replied to your ideas. Click on the "Watch Jammer" button in any post to add that author to your list. From the expanded view of any post or thread, click on the "Watch Post" button to keep track of that particular post or thread. Finally, review the results of the polls you participated in.

First Name: Paul
Last Name: Belliss
Email: pbelliss@gmail.com

Global Activity | My Activity

Since I last logged out

- # of posts: 0
- # of logins: 0
- # of new Themes: 0
- # of Hot Ideas: 0
- # of Threads: 0

Since the start of the Jam

- # of total posts: 40
- # of total logins: 267

My Posts (2)	
Title	Replies
Tyranny of ROI	0
Enterprise co-collaboration the next Web 2.0	0

View all

My Watched Posts (1)		
Title	Jammer	Remove
What does a Jam have to do with talent mgt?	Terry Patterson	<input type="checkbox"/>

View all [Update]

My Polls (1)
Title
Polling is an option in the MiniJam. Which do you prefer?

My Watched Jammers (6)		
Jammer	Posts	Remove
Kristine Lawas	7	<input type="checkbox"/>
Liam Cleaver	18	<input type="checkbox"/>
Nora Jones	1	<input type="checkbox"/>
Paul Belliss	2	<input type="checkbox"/>
Richard Nesbitt	1	<input type="checkbox"/>

View all [Update]

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