**think**     **design**     **collaborate**     **lead**

# 2010 innovationcultures program highlights >>

## A Framework for Strategic Innovation

Managing the innovation process for strategic breakthroughs. This insightful web lecture will look at why organizations today are looking at innovation as a critical strategy for sustainable advantage and will provide a framework for understanding the nature of organizational innovation.

- What's the buzz about innovation?
- Understanding the innovation continuum: From serendipitous to intentional innovation, incremental to breakthrough innovation
- Ten types of innovation: Thinking beyond products
- A framework for Strategic Innovation: The seven principles of Strategic Innovation
- Creating a managed innovation process

## Services Innovation: Value creation in the 21st century

Given the growing importance of the services sector in the economy, any focus on innovation should also include implications of services innovation. This **innovationcultures** research report will provide an overview of the services innovation landscape and the unique challenges of fostering innovation in services.

- Diversity of services
- Services and knowledge-intensity
- Innovation approaches
- Policy implications
- Human capital and organizational structure

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## Customer-centric Innovation Strategies

Customer-centric innovation and design strategies are increasingly being recognized by organizations engaged in product as well as services innovation – and in fact, these methods are also being successfully applied to public sector and social innovation challenges.

This insightful web lecture will explore the critical role of design thinking and best-practice methods for developing customer-centric innovation strategies.

- Design-thinking - The changing landscape
  -Technology vs. business vs. design-driven approaches
- Beyond functionality – Designing the experience
- Innovation strategy and the service product continuum
- Understanding the innovation process
- Real world look at customer-centric innovation
- Cultivating innovation-driven organizations

## Open Innovation: Co-creation in a Connected World

Accelerating business cycles and the need for faster customer-centric solutions is resulting in a trend towards more and more open innovation. This research report will review the core concepts of open innovation as well as organizational implications such as business models, structure and people. The report will also review the benefits and challenges of creating and leading in a collaborative ecosystem.

- Getting past the 'not invented here' precepts
- Making the decision to pursue open innovation
- Sources of open innovation (from lead-user to suppliers to crowd sourcing)
- Implications of open business models
- Managing the open organization and enabling technologies
- Making it work: Innovation metrics and more

## Leading Change

In this innovationcultures pod cast series, Teresa Di Cairano, Intervista's Innovation & Design Director, interviews Allan Jones, PhD – consultant with EM-I and expert in leading organizational change. This timely conversation provides valuable insight into leading innovation in organizations:

- Leading change and change management: What's the difference anyway?
- Beyond command and control: Future-making and leading the unknown
- Deep knowledge approaches to leadership: Navigating between the conscious and unconscious mind
- Towards co-creation and co-design strategies
- Emergence Vs process:  Beyond boxes and arrows to leading an innovative culture

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## Knowledge Management & Innovation

Increasingly innovation is being understood as a learning process. From idea viruses to the corporate immune systems that sometimes resist them, the role of knowledge and knowledge management continues to be strategic in creating a culture of innovation.

This insightful session will review emerging practices for evolving our enterprise DNA with the memes for change. Knowledge management expert, Michael Kull will also review social technologies for harnessing collective intelligence and the role of storytelling in innovation.

- Innovation:  Learning faster than the competition
- Innovation ecosystems: A new model for cultivating innovation
- Knowledge retention strategies for innovation
- Values: Understanding your knowledge cultures
- The social life of innovation: Building communities and social networks
- A real-world look at knowledge-based innovation strategies

## Client Co-creation Strategies for Breakthrough Innovation

When potential users collaborate closely with designers and researchers at the very beginning of the innovation process, deep insights into people's needs can be recognized. This initial phase, known as the "fuzzy front-end", is characterized by its divergent and exploratory nature. Often, it is not known whether the innovation outcome will be a new service, product, process, delivery channel, business model and so forth, or combinations of these.

In this web lecture we will review the wide range of activities in the fuzzy front-end, and its increasing importance in creating viable innovation outcomes. Moreover, with increasing participation by users, the innovation and design processes are also changing. We will look at emerging concepts such as "design for purpose" where the potential users' functional, emotional, cognitive, and social/cultural needs are fully explored.

- What is the "fuzzy front-end" and why is it so important now?
- User-centered strategies for uncovering real needs
- Design-led strategies for anticipating future needs
- Towards co-creation and co-design strategies
  - The customer and citizen as partners in a human-centered process
- Changing roles in open innovation
- A first look at real world co-creation
  - Getting the experience right in the health sector

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## Services Design and Innovation

Services are gaining increasing importance in the economy. In this session, both business and public sector enterprises will gain timely insight into the trend towards client and citizen-centric service innovation.

Through a real-world lens, we'll look at service as a journey - a sequence of critical, human-centric or technology-based encounters that take place over a period of time across multiple paths. Each encounter must be sensitively designed to ensure a positive experience of the overall journey.

- Service innovation: Why it's everybody's business
- Attributes of services thinking
- The service experience: Client-centric vs. process-centric
- Real-world  service innovation: The journey, encounters, and touch points
- Creating value: emerging metrics for services

## The innovation portfolio. Managing risk and reward

These later-stage activities of the innovation process involve switching gears into the implementation mode. In this session, team members will learn how to evaluate opportunities, manage risk, and ensure timely and disciplined implementation.

- The role of the convergent mode and traditional business analysis
- Opportunity evaluation and selection
- The innovation portfolio: Managing risk and reward
- Project management for the new initiative
- Taking a disciplined approach to implementation
- Implementation and integrating back-end processes
- Lessons learned from the real world

## Managing implementation. From insights to reality

Translating insights into design opportunities is a critical stage in realizing innovation initiatives.
This weblecture will review an iterative process that assists in articulating design imperatives that are focused on creating value for customers.

- From opportunities to concepts
- Articulating the value and business proposition
- Creating high-level design imperatives
- Early-stage validation
- Iteration and refinement
- Lessons learned from the real world

The innovationcultures program is under constant review and is subject to change. Additional sessions are currently under research and development.

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