

INNOVATION AND ENTERPRISE HACKS

FROM VENTUREFEST SW 2016

GET PEOPLE TO INNOVATE *Roy Sandbach*

- ❖ Innovation isn't just a process; it's a people thing.
- ❖ You've got to make people just *think* they can do it.
- ❖ Make them think that they can fail fast, fail forward and repeat, repeat, repeat until they get it.
- ❖ Also: the way the land lies now, we are going to have to innovate from the bottom up.

CROWDSOURCE TO INNOVATE

Matthew Porter and Lloyd Brina

Four different ways:

1. R&D innovation platforms: like *InnoCentive*.
2. Ideas and challenges: like 'come up with a new flavour.'
3. Innovation tournaments: like hackathons.
4. Communities of practice: like *OpenIDEO*.



INNOVATE BY SCAMPERING

Matthew Porter and Lloyd Brina

Take your product and...

- SUBSTITUTE
- COMBINE
- ADAPT
- MODIFY
- PUT TO OTHER USE
- ELIMINATE
- REVERSE



GET AHEAD *Roy Sandbach*

- ★ Understand your **CUSTOMER** in an unbelievably rigorous manner.
- ★ **CHANGE** is happening around you. Make space in your day to keep up with it.
- ★ You need to innovate **INTO** and **WITH** those changes.
- ★ **DATA ANALYSIS** can give your company the edge.
- ★ Your **SKILLS** and your **CORE COMPETENCIES** are of greatest value.
- ★ **WATCH** others. Manufacturers watch people who are **HACKING** their products – the extreme users.
- ★ Not all the **BRIGHT PEOPLE** work for you. You need to work out how to work with them.



GET TO KNOW INNOVATE UK...

...and the Innovate UK family: Knowledge Transfer Network, Enterprise Europe Network and Catapult centres.

- ★ Innovate UK is an executive non-departmental public body, sponsored by the Department for Business, Energy & Industrial Strategy.
- ★ Their remit is to build innovation excellence and turn it into economic impact.
- ★ The three pronged strategy entails: connecting; funding; simplification.
- ★ This service is tax-payer funded and thus free.
- ★ Get in contact with them. Find out how they can help you.



COLLABORATE *Elizabeth Kavanagh*

COLLABORATE TO INNOVATE

- Collaboration is about achieving results we could not have achieved alone.
- Collaboration and innovation go hand in hand; they are completely conjoined.

BE A COLLABORATIVE LEADER

1. Redefine success: from narrow agendas to bigger goals.
2. Involve others: from autocratic top-down to inclusive decision making.
3. Be accountable: from blaming to taking responsibility.

FACTORS TO ENCOURAGE COLLABORATIVE BEHAVIOUR

- ❖ Trust & respect
- ❖ Siloes & T-shaped* people
- ❖ Openness & communications
- ❖ Common goals & new ways of working
- ❖ Leadership & interpersonal skills



T *a T-shaped person...
... is someone who is well rounded in their skills. Typically we look at the vertical axis of the T when we view people – that's aspects like their technical skills. The crossbar represents their soft skills, their creative problem solving skills – those are the ones that connect us.

SKILLS WHICH HELP NURTURE RELATIONSHIPS IN THE COLLABORATIVE TEAM

- ✓ Awareness of needs of other professionals
- ✓ Relational skills
- ✓ Sensitivity
- ✓ Caring behaviour

GROW *Darren Westlake*

Through PR

- ⊙ You need to raise awareness.
- ⊙ journalists like writing about innovation – harness this.
- ⊙ If you can't pay for PR, try to get people to do stuff for nothing – that's what entrepreneurs do. Give away shares if you need to.

Through data

- ⊙ Big data consultancies exist.
- ⊙ A consultancy can build a 'data warehouse' of your customers', clients' and users' behaviour.
- ⊙ Big data can help improve user engagement, for example by enabling you to personalise the user experience.

Through increasing efficiency of processes

- ⊙ You'll want to scale your processes without scaling your workforce.
- ⊙ So you need to make processes more efficient.
- ⊙ Use technology to do this.