



How to trigger valuable discussions in collaborative innovation?

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Enterprise Innovation Consultant at HYPE

My focus:

- People & process considerations that boost engagement and business value

My day job:

- Workshops
- Campaign planning
- Coaching
- Health-checks
- Process training
- Awareness raising



A light gray world map serves as the background for the slide. Two blue stars are placed on the map: one in the United States and one in Europe. A horizontal line is positioned below the "HYPE Innovation" header.

HYPE Innovation

190 Clients in
21 Countries

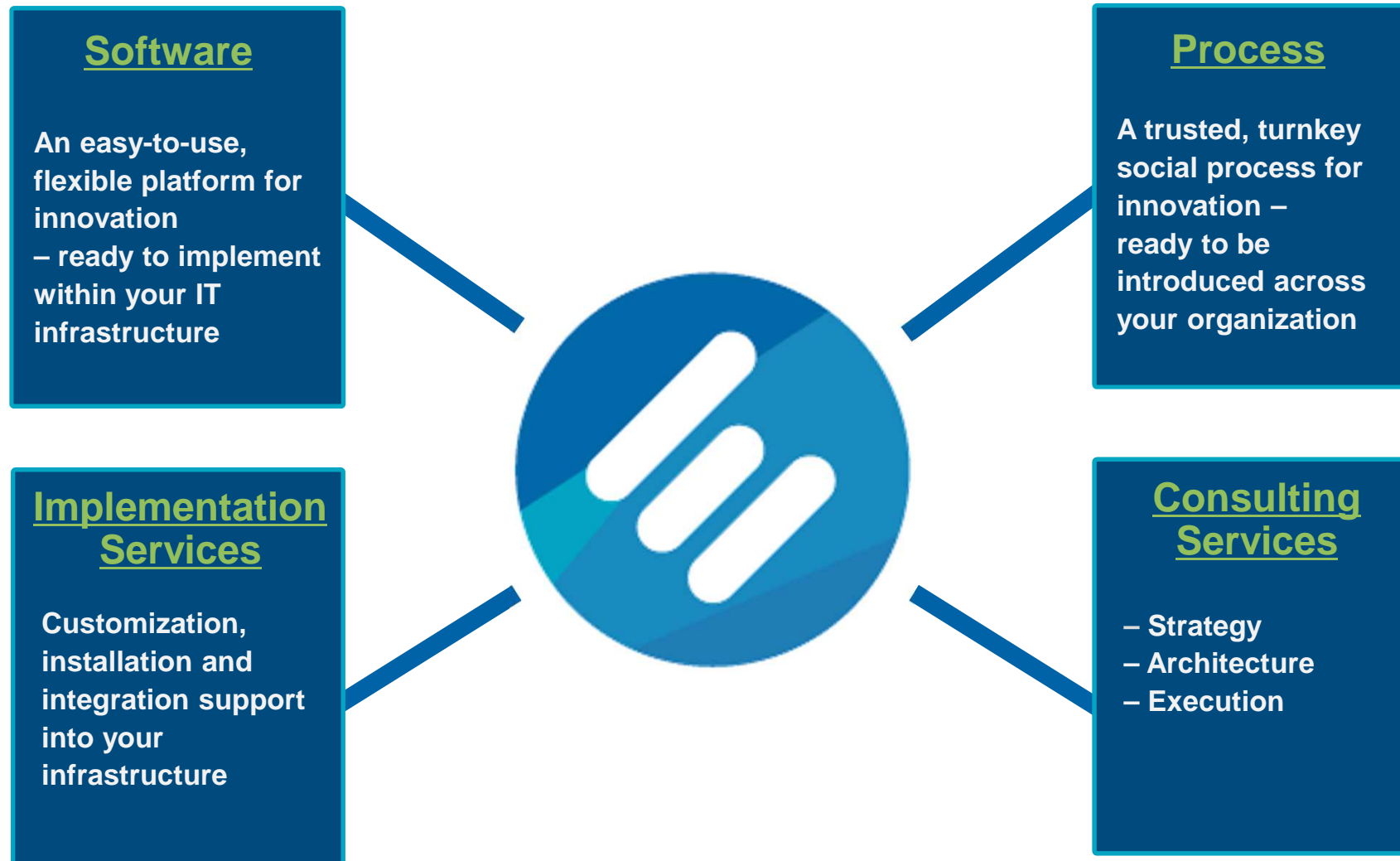
14 Years of experience
Founded as a
spin-off from Daimler

Offices in the US and Europe

One of the largest innovation & idea management software and service providers worldwide with over 90 employees.

We have clients in 21 different countries. Our consultants will work with you in English, German, Spanish, French, Italian, Portuguese or Arabic.

HYPE as a solution provider



Topics for Today

About HYPE

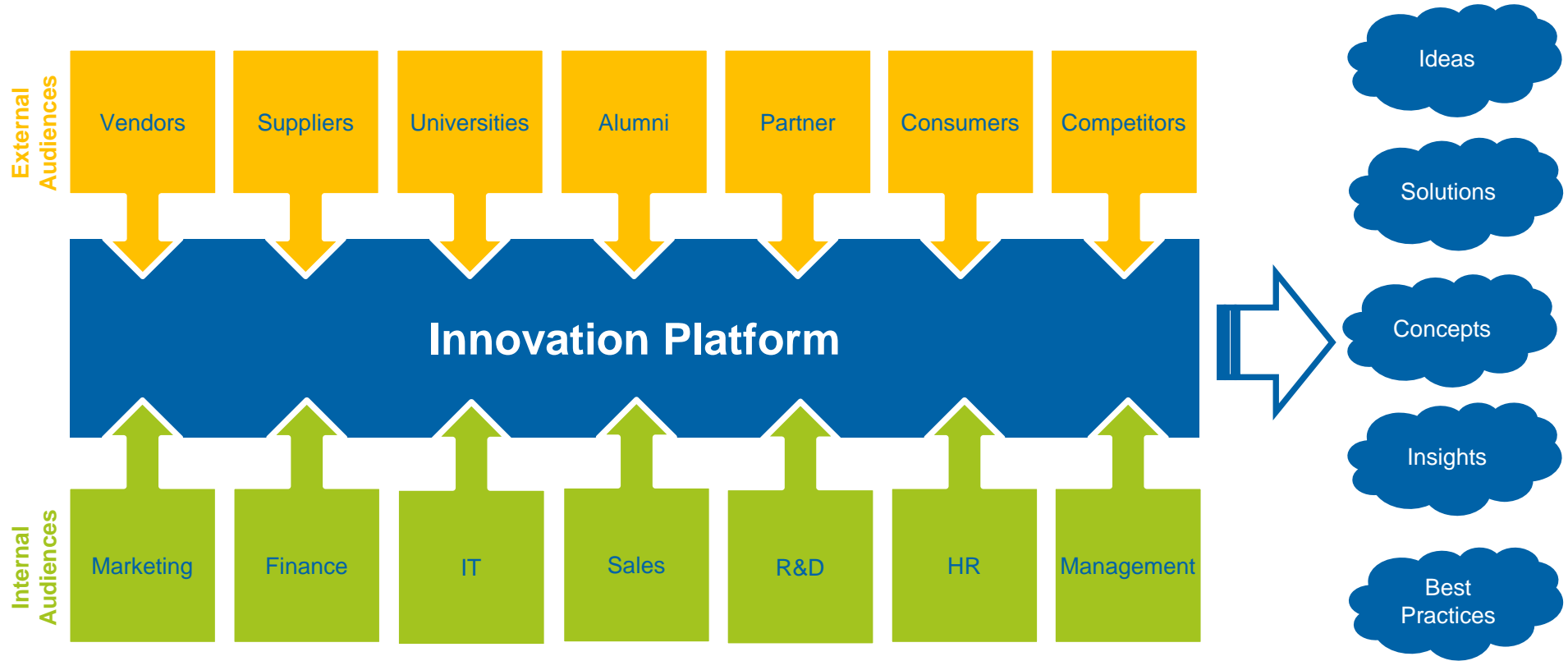
What is collaborative innovation?

What is the value of discussions around ideas?

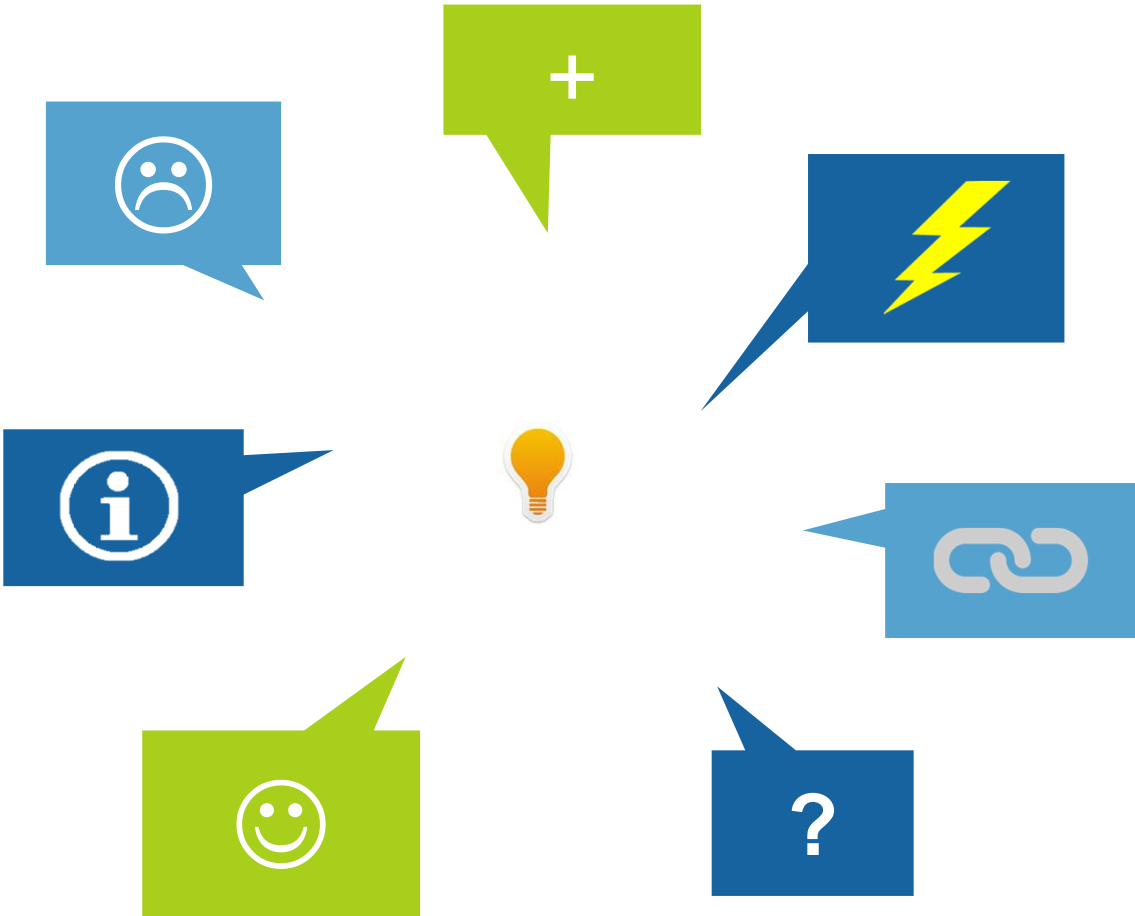
Contributor types

What triggers can you pull to drive valuable discussions?

What is collaborative innovation?



Comments – Essential for idea quality



What are useful comments?

Details

Remarks

Risks

Questions

Perspectives

Links

Weaknesses



What are less useful comments?

„I'd like to see that implemented“

Confidential information

„This bears a lot of risks!!“

Offensive ones

„We have have tried that before.“

„This idea is great!“

„This won't work“

„I don't understand the benefit of your suggestion“

Rather no comments than useless ones?

User voting removes some
undesired comments



Worse than unconstructive
feedback is no feedback at all



Large number of comments
indicates an interesting idea



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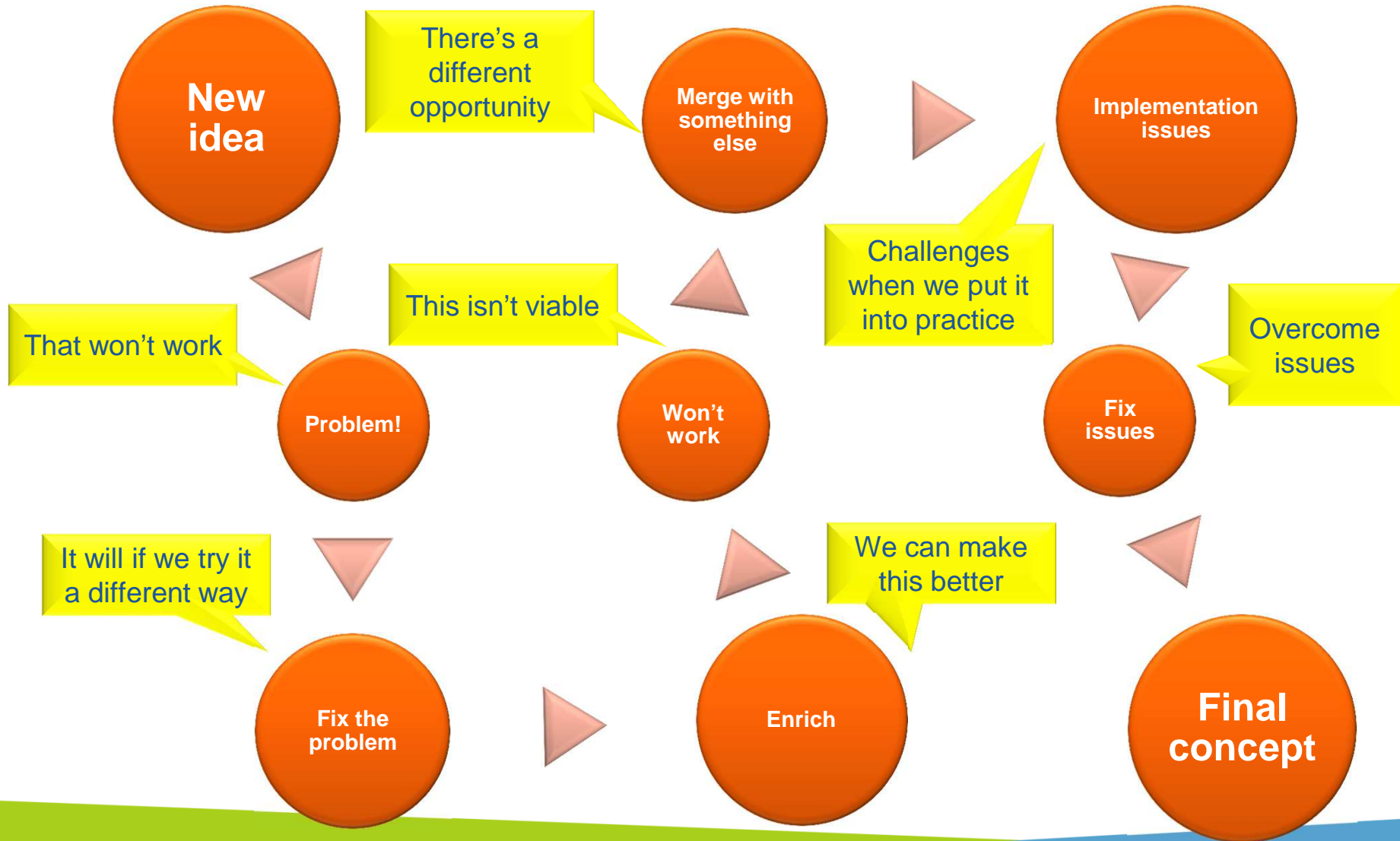
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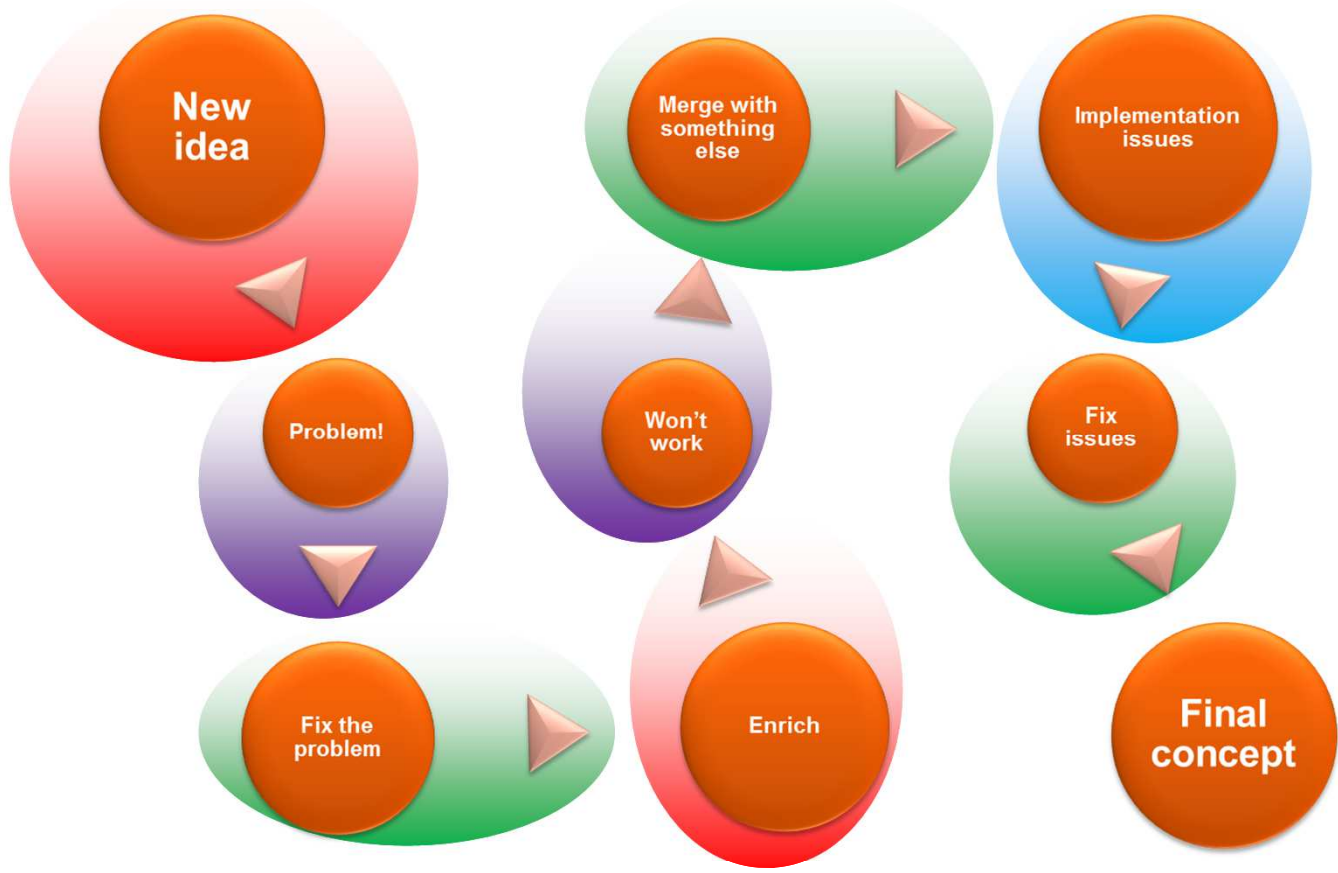
Contributor types

What triggers can you pull to drive valuable discussions?

What does a good discussion look like?



Who drives these discussions?



Offer something new

Identify weak areas

Help make it better

Drive towards implementation

Creative type:

Likes to investigate new technologies or business models

Comes up with new ideas all the time

Limited interest for the details

Offer something new

Identify weak areas

Help make it better

Drive towards implementation

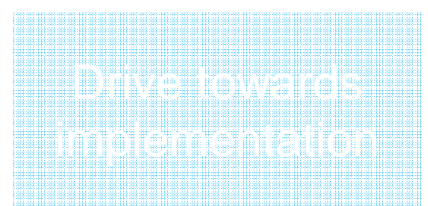
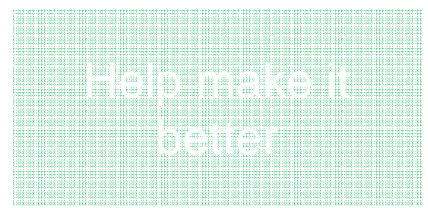
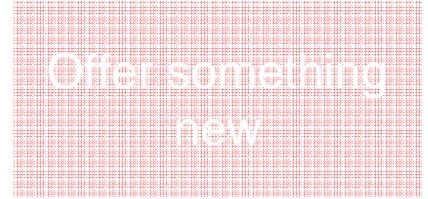
Who drives these discussions?

Inquisitive type:

Skeptics, taking a closer look at the details & try to find weaknesses

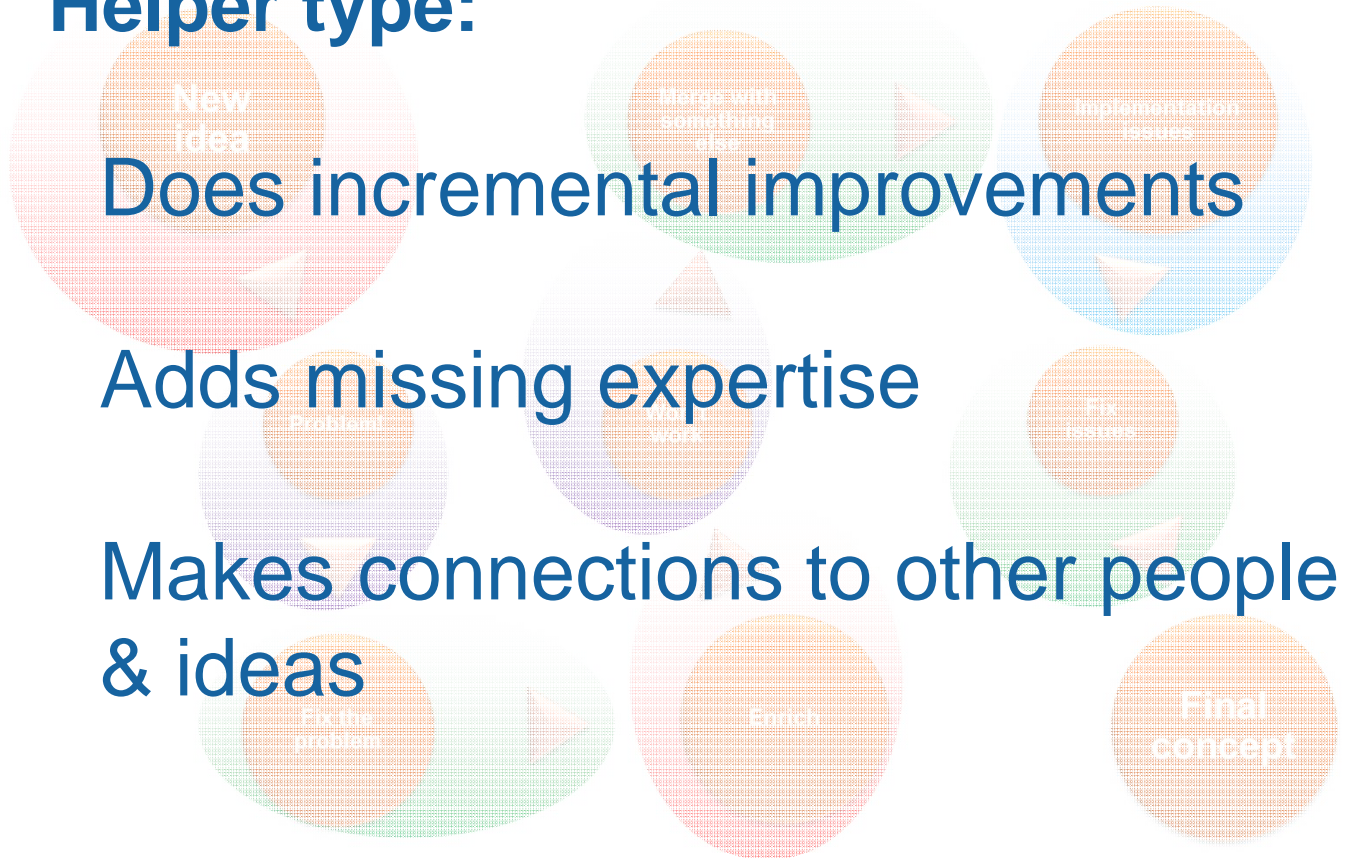
Questions things

Identify risks & fatal flaws



Who drives these discussions?

Helper type:



Does incremental improvements

Adds missing expertise

Makes connections to other people & ideas

Offer something new

Identify weak areas

Help make it better

Drive towards implementation

Who drives these discussions?

Doer type:

Practical oriented, looking at more mature ideas

What does it need to make idea become reality

Which existing resources or technologies can we use

Offer something new

Identify weak areas

Help make it better

Drive towards implementation

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What is the value of discussions around ideas?

Contributor types

What triggers can you pull to drive valuable discussions?

What is the value of discussions around ideas?

Diversity of views and opinion

Types of contributors

Functional roles

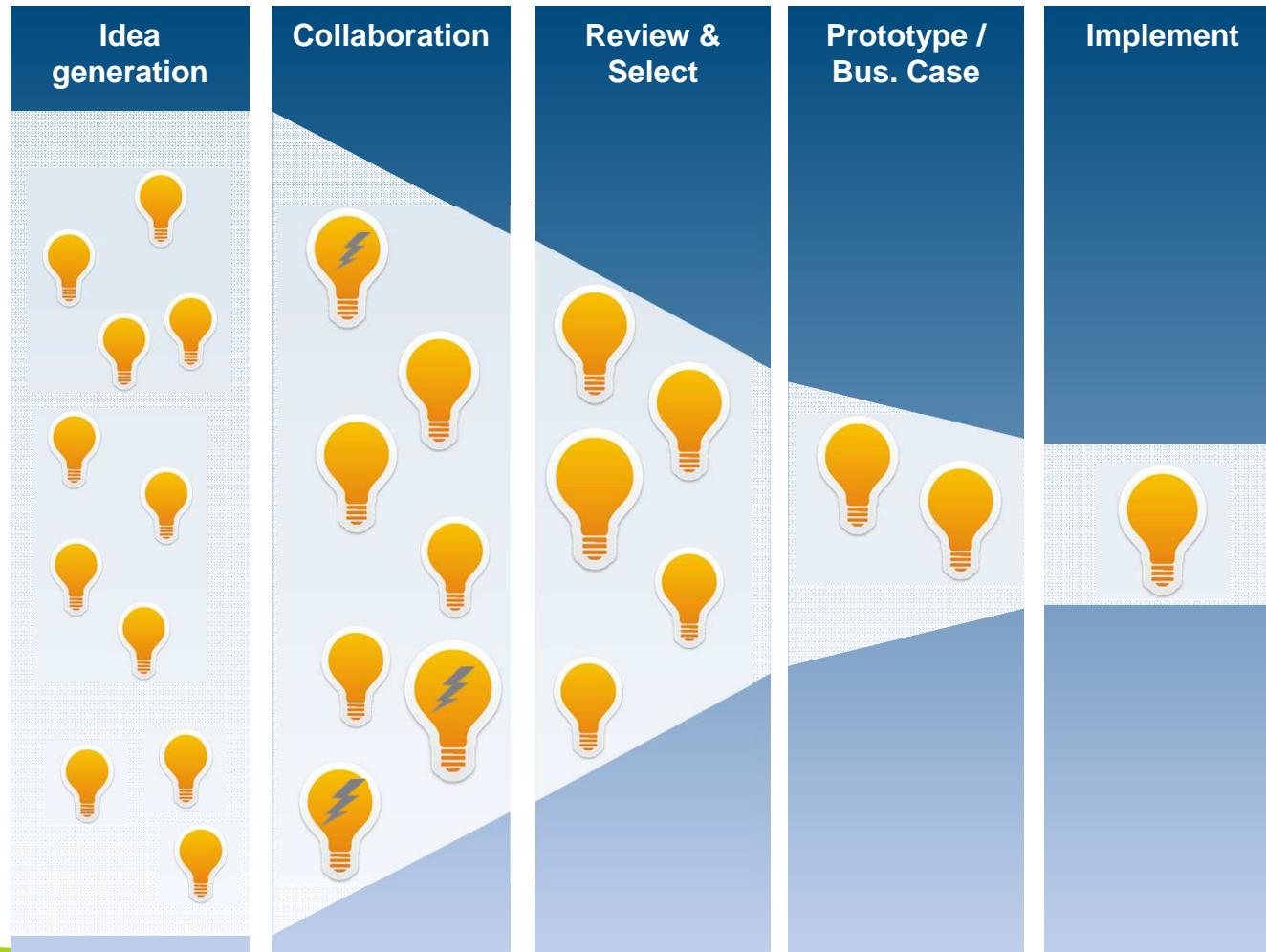
Hidden knowledge & experience



What is the value of discussions around ideas?



Increased speed of processing and quality of portfolio



Topics for Today

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Contributor types

What triggers can you pull to drive valuable discussions?

Trigger #1: Communications

Underline the importance of comments

- Campaign question
- Invites
- Reminders
- Adverts & articles
- Meetings & announcements
- ...



Trigger #2: Seed comments

Show that the commenting functionality exists

Diminish reluctance of being the first

Lead by example



Trigger #3: Active moderation

Lead by example

Clarify responsibilities

Get active regularly



Trigger #4: Involve sponsors and reviewers



Demonstrate commitment

Asking clarifying questions



Trigger #5: Rewards & Recognition

Only recognizing ideas harms your culture of collaboration!

Consider also the non-creative personality types

Recognize well discussed ideas



Summary – The 5 triggers to boost discussions



Trigger #1: Communications

Trigger #2: Seed comments

Trigger #3: Active moderation

Trigger #4: Involve sponsors and reviewers

Trigger #5: Rewards & Recognition

Thank you for your attention!



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