



How to Define a Communications Strategy for Your Innovation Program

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Introduction

Why do you need to market your innovation activities?

Maturity Model - How and when to reach out to audiences

Questions supporting you to define a marketing strategy

Q&A

Introduction – Khattab Al-Ali



Director Professional Services Middle East

6 years in Online Innovation and Idea Management

- Primarily working in the Middle East
- Lead in projects for organizations like Saudi Aramco, Gasco, Dubai Water and Electricity Authority, Supreme Committee of Delivery and Legacy in Qatar and many more...
- Strategic consulting & coaching of organizations like Adidas, Bosch, Thyssen-Krupp, Bayer, Al Rajhi Bank and many more...

Background

- Specialized in Project Management & Data Mining
- Diploma in Computer Science and Business Administration

Focus

- Enterprise Innovation Consulting
- Project Management for large and complex Organizations
- Training & Coaching



Who We Are



HYPE Innovation

- Founded 2001: Daimler spin-off
- Specialize in Innovation Management
- Headquartered: Bonn, Germany
- Additional offices in Boston, Denver, Berlin, San Francisco, Abu Dhabi & London



Product

- Supports Full Scope of Innovation
- Off-the-Shelf Experience-Based Tools
- 100% Configurable: Evolves with You
- Cloud or On-Premise

HYPE as a Solution Provider

Software

An easy-to-use, flexible platform for innovation
– ready to implement within your IT infrastructure

Process

A trusted, turnkey social process for innovation
– ready to introduce across your organization

Implementation Services

Installation and integration support into your infrastructure

Innovation Consulting

- Strategy
- Architecture
- Execution



Who is this webinar for?



- ✓ Those looking to establish a successful and sustainable program of online innovation soon
- ✓ Those looking to extend the success of their running innovation program



Topics for today



Introduction

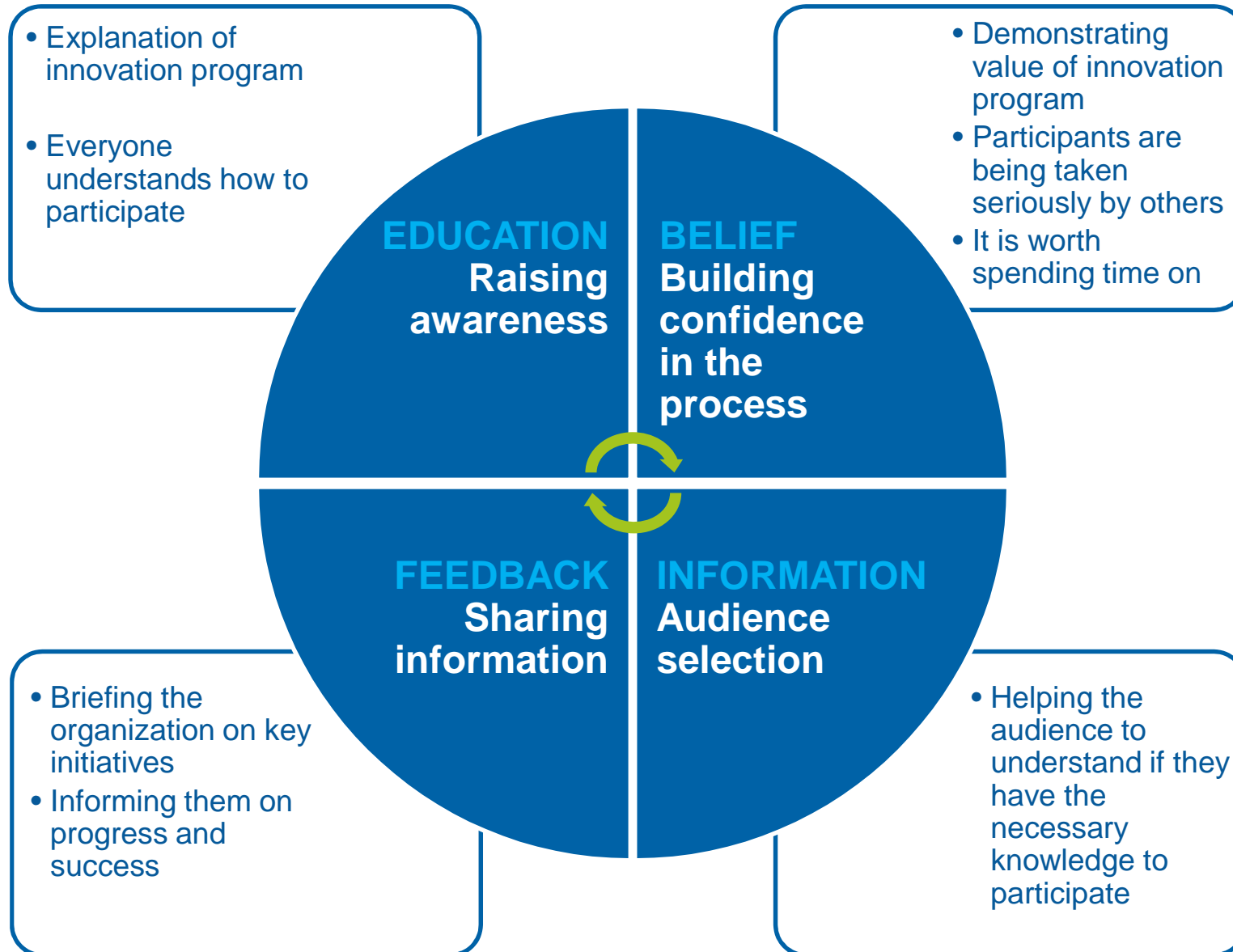
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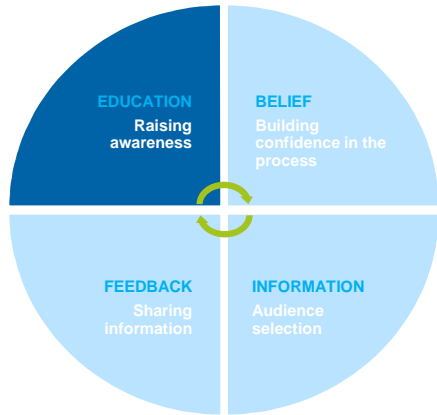
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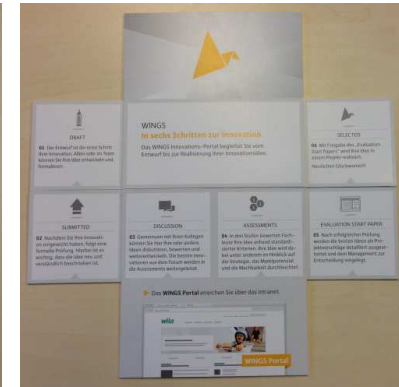
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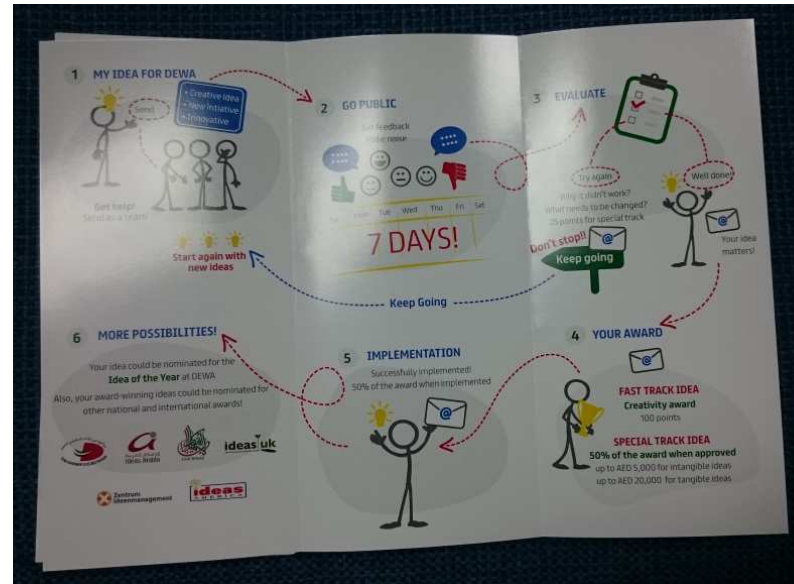
EXAMPLE - Education



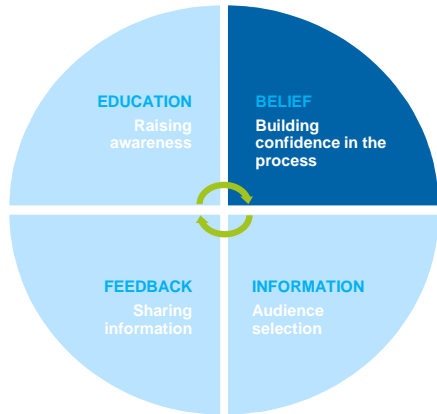
WILO Explanation of Process in Flyers



DEWA Explanation of Process in Flyers



EXAMPLE - Belief



HYPE Client Success Story published in Intranet

Results of the 72 hours worldwide, on line GTT and GTO MATERIAL COST JAM November 19 to 21

90% participation and 426 ideas submitted

JAM...:

The Jam is an online idea generation event. It is a way to make use of many brains across functions and regions, and it is focused in time and scope. The Jam is used to boost a strategic area by implementing the output = selected top ideas.

... has 5 years of experience with running Jams and using powerful communication and process oriented tools, always with a sponsor with a clear scope and objective, who sets up an idea campaign to gather, refine and select ideas.

During week 47, expert competence in ... was selected to participate to the **Material Cost Jam**. Around 800 ... employees from ... Purchasing, Product Finance, Product Planning and Assembly/Logistics joined the 72h Jam.

The Jam was one of the activities supporting the fulfillment of the **Strategic Objective 1.2: Reduce actual Standard Cost of Sales (SCOS) on total cost for current offer by 10%**. **Material cost**, as one of the main components of SCOS, was the main objective of the Jam held November 18 - 21.

The event was sponsored by ..., on behalf of ... and managed by ...

The statistics from the ... **Material Cost Jam** shows participation and idea generation beyond expectations: **90% participation from several sites & functions resulting in 426 ideas submitted.**

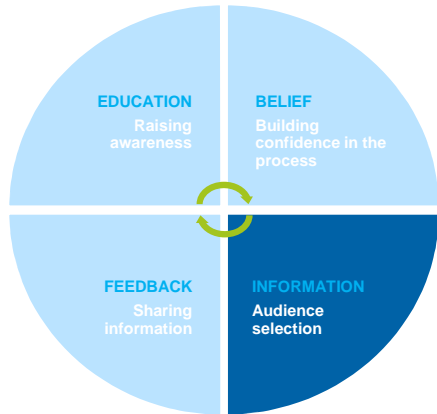
"Several sites have been engaged in the Jam's energetic environment, proposing and giving comments on the ideas. This has given a very positive side effect on spreading the product cost consciousness", acknowledged ...

"The primary objective of the GTT & GTO Material Cost Jam was to identify well elaborated ideas with high cost reduction value. The high number of ideas is a consequence of good participation and engagement", says ...

The next step is to evaluate and select the ideas with higher profitability potential. In charge of evaluation and selection of these ideas are the ... **Global Technology Managers** for each area: ...

"The ideas generated in the cost jam will be merged into the strategy work (SO 1.2.1). Until then the Global Technology Managers are responsible to make sure that all promising ideas are further matured until handed over to implementation projects", says ...

EXAMPLE - Information



Audience understands that only ideas related to Product-A should be submitted.

Audience understands that only ideas should be submitted that can be implemented in this time-frame and meet this budget

Campaign Description:

Over the past 6 months, we have leading at the head end of identifying **Product-A** for new markets. Target markets of **Scandinavia and Western Europe** require a wider range of capabilities than we currently offer in them. The market is heavily dominated by our competitors.

I don't want to just compete with established players, I think we can go beyond them!

We're looking for ideas to identify **Product-A** for these target markets, making it more attractive than competitor products and cost by its capabilities. Not only by its marketing, support services and pricing models.

How can we make **Product-A** THE product to buy in **Scandinavia and Western Europe**?

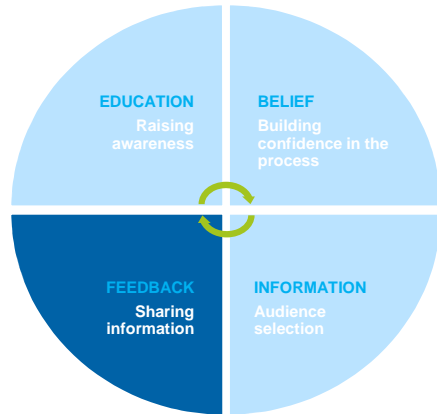
Share your ideas but also look at the ideas we already have, can you make them better? How can I make them practical and put them into the market within 6 months? Please consider only ideas that can be implemented within a budget of US-\$ 10,000.

What have you done previously that could be applicable to our work here?

We're running this campaign across the region for 2 weeks, please share your ideas and help make the ideas of others practical and strong!

We will evaluate both all sets of ideas and comments on a regular basis, making recommendations on next steps. You'll have to see our progress over the next months.

EXAMPLE - Feedback



HYPE Client

Early Feedback communicated while campaigns are still running

From: [Redacted]
Sent: [Redacted]
To: [Redacted]
Subject: Take 10 Minutes to log on to the Fixed Cost Jam and Post Your Idea!

54 ideas have already been posted! But we want more!!

The GTO Fixed Cost Jam has begun!

In the next 60 hours there are 3 virtual rooms you can post your ideas on how we can reduce Fixed Costs and contribute to the SO1.2. Click here to browse the rooms: [Redacted]

Or go directly to the rooms by clicking on the links below:



[Solve your frustration: Process Improvements](#)



[Industrial Footprint and Vertical Integration](#)



[Infrastructure, Office, Equipment etc.](#)

See you at the Jam!

Best regards,

[Redacted Signature]

Topics for today



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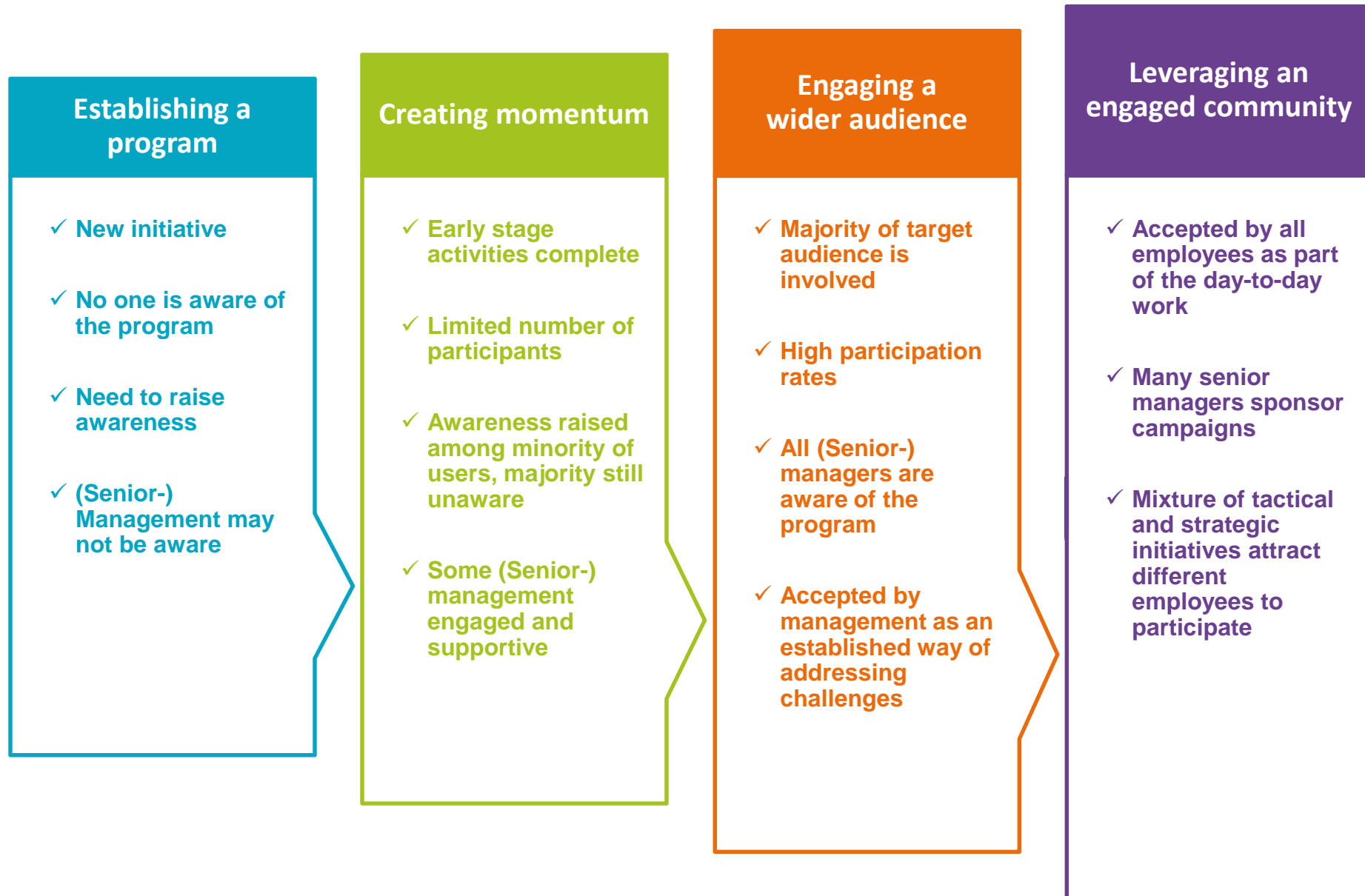
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Consider your program maturity...



Top down vs Bottom up

Top down ⬇️

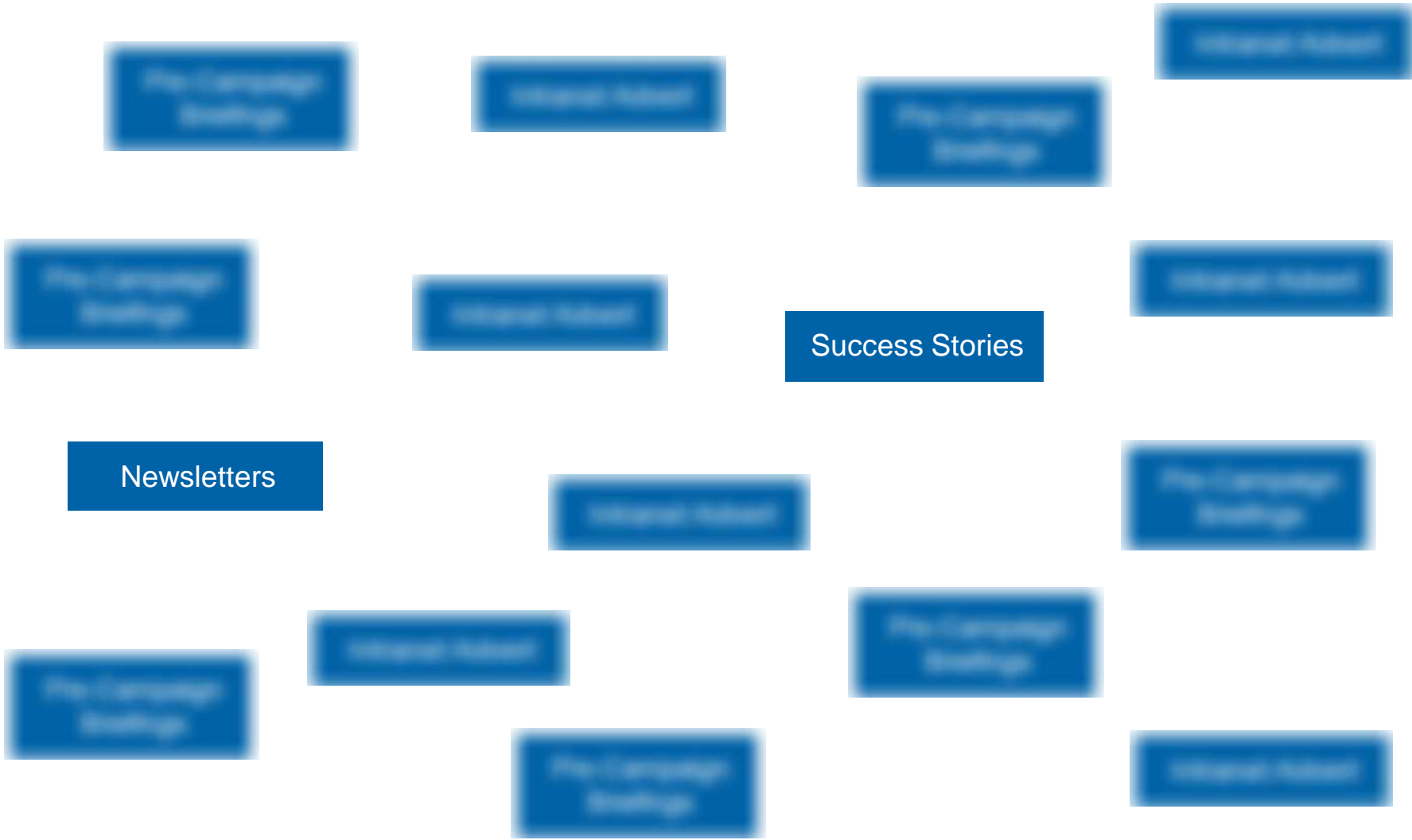
- ✓ Initiated from the TOP
- ✓ Support from CEO/Senior-Management
- ✓ Centralized
- ✓ Purpose led (Corporate Strategy etc.)
- ✓ Focus on facts & information

Bottom up ⬆️

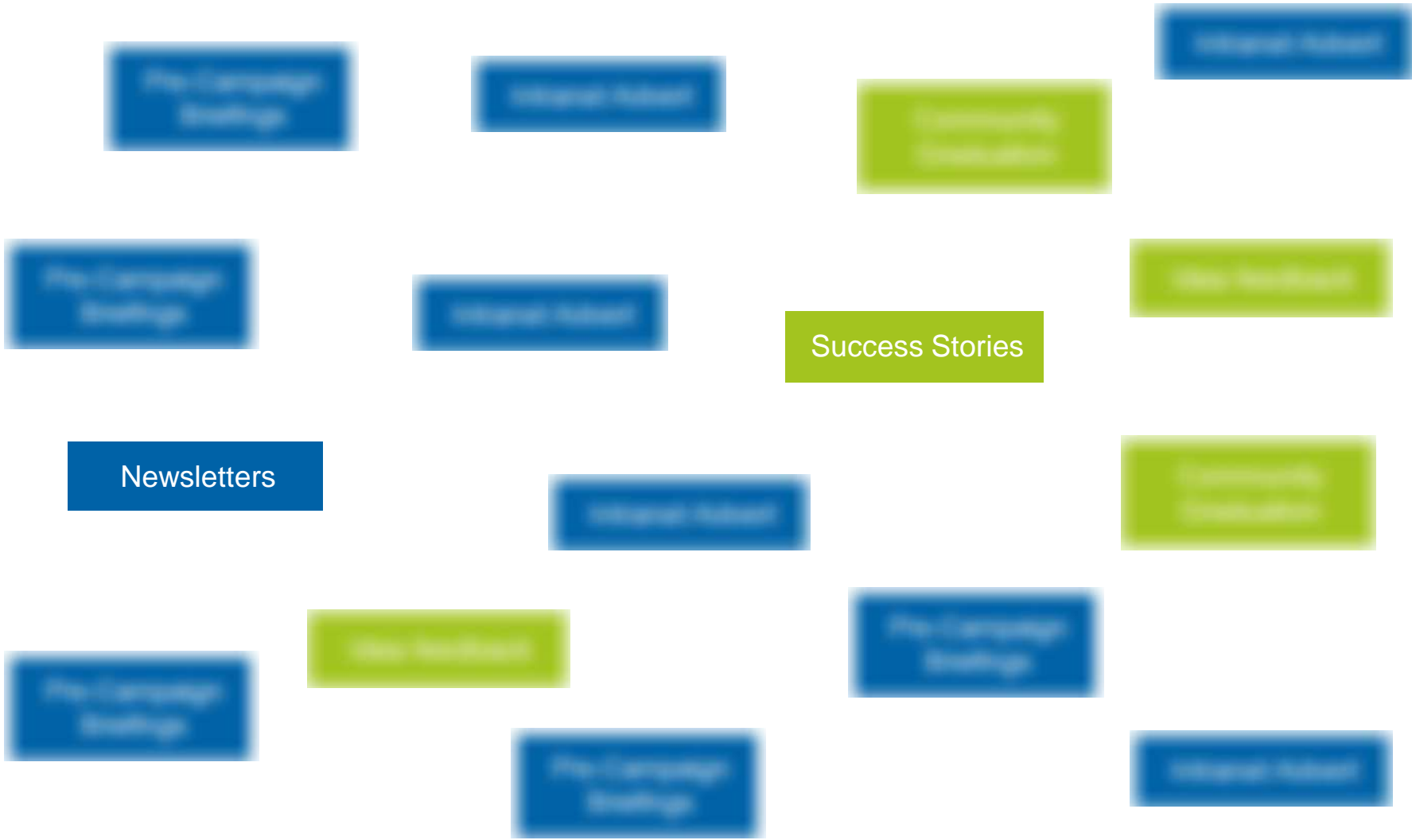
- ✓ Initiated by all management-levels
- ✓ Support from Sponsor(s)
- ✓ Peer-to-Peer recommendation
- ✓ Demand led (Challenges etc.)
- ✓ Focus on viral aspects

What is the right approach for you?

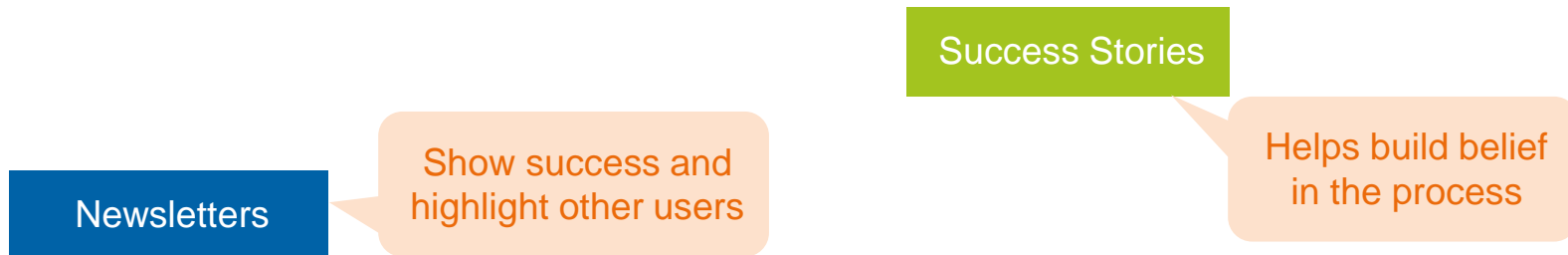
There are many different channels



Top down vs Bottom up



EXAMPLE: Effects of communication channels



EXAMPLE: Which options are best for you?

Program LAUNCH	Campaign LAUNCH	Campaign LIVE	Campaign CLOSED	Program News ON-GOING
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Success Stories
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> Newsletters
<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Channels have to fit your organization, program maturity & culture

There is no single correct channel, use feedback from internal communications team on what works best for your organization.

The following three channels are the ones **most often used by HYPE clients**:

- 1. Consider posters & advertisements**
- 2. Advertise new campaigns on the corporate intranet**
- 3. Ensure there is a message from top level management
(best-case: CEO) on the platform**

When to communicate... ..and to whom

Level	Intensity	Audience	Notes
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How does your organization communicate?

Consider five levels:

- 1. New programs, initiatives or major changes at the organization?**
- 2. Updates on existing enterprise programs?**
- 3. News on tactical activities?**
- 4. Personal feedback related to individual performance or contribution?**
- 5. Branding?**

How does your organization communicate?

1. New programs, initiatives or major changes to the organization?

(consider: acquisitions, mergers, changes in company strategy etc.)

- What channels are used?
- What's the tone?
- Who are they issued by?
- How well does this approach work?

How does your organization communicate?

2. Updates on existing enterprise programs?

(consider: existing change programs, continuous improvement, changes in HR policy, company performance etc.)

- What channels are used?
- What's the tone?
- Who are they issued by?
- How well does this approach work?

How does your organization communicate?

3. News on a tactical activities?

(consider: departmental news, changes specific to a country, skillset, or offering etc.)

- What channels are used?
- What's the tone?
- Who are they issued by?
- How well does this approach work?

How does your organization communicate?

4. Personal feedback related to individual performance or contribution?

(consider: output from meetings, brainstorming sessions, project or contract information, personal performance updates etc.)

- What channels are used?
- What's the tone?
- Who are they issued by?
- How well does this approach work?

How does your organization communicate?

5. Branding?

- Does “Innovation” have a specific brand?
- Do other major change programs have a specific brand?

Checklist of the most significant activities

- ✓ **Corporate endorsement of the program** – ensure that all invitees know that the program is supported at the highest levels
- ✓ **Email invitation from a sponsor** (such as for a campaign) – ensure it's a personal appeal for support, be clear on what you're looking to achieve
- ✓ **Use existing channels to promote the approach** – talk to corporate communications about what works and what does not. Use posters, adverts on the intranet etc.
- ✓ **Use viral messaging** – discuss an upcoming campaign with selected, highly networked people
- ✓ **Reminders will continue to pull people in** – ensure campaigns don't run for too long, alert people every week and two days before the campaign closes
- ✓ **Communicate the outcomes and thank participants** – Ensure everyone knows what happened next, what will be implemented and any other actions

Summary

1. **Targets of communication** – education, belief, information, feedback

Needs

2. **Communication channels** – consider which channels work best for your organization

Channels

3. **To whom and when** – different audiences need to be targeted at different times

Audience

4. **Analyze your communication culture** – comm. strategies are unique to each organization

Alignment

How can HYPE support you?

- ✓ HYPE Case Studies
- ✓ HYPE Innovation Forums
 - Share knowledge and experience with HYPE clients
- ✓ HYPE Enterprise Innovation Consulting
 - Value Expansion
 - Adoption Monitoring
 - Health Checks
- ✓ HYPE Innovation Blog
- ✓ HYPE Youtube Channel

HYPE Case Study



Strategy	Collaborative Innovation Foundations	Planning & Alignment	Health Check	Value Expansion	Open Innovation	Social Media Integration	Design & Branding
Architecture	Campaign Best Practices	Software Training & Setup	Communications	Expert Process Training	Innovation Champion Training	Campaign & Strategy Playbook	Process Design
Execution	Campaign Building	Innovation Team Coaching	Awareness raising	Program Champion	Facilitated Evaluation Sessions	Adoption Monitoring	Community Management

THE HYPE INNOVATION BLOG

[YouTube.com/HypeInnovation](https://www.youtube.com/HypeInnovation)

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Questions?

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