From Engagement to Implementation

A Practitioner's Guide

Welcome to the HYPE Webinar Series

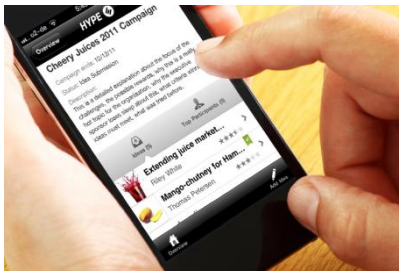
Upcoming Webinars and Events

Webinar Series:

- New format: coffee-break webinars, 10 min each, available online
- TBD: The “Business Sprint” – Concept Implementation and Prototyping, with XL Family

Events:

- November 5th, Regional Forum US, Chicago, hosted by Veolia
- November 20th, Regional Forum Germany, Dortmund, hosted by Wilo
- January 29th, Regional Innovation Managers Forum Switzerland, Lausanne, hosted by Romande Energie



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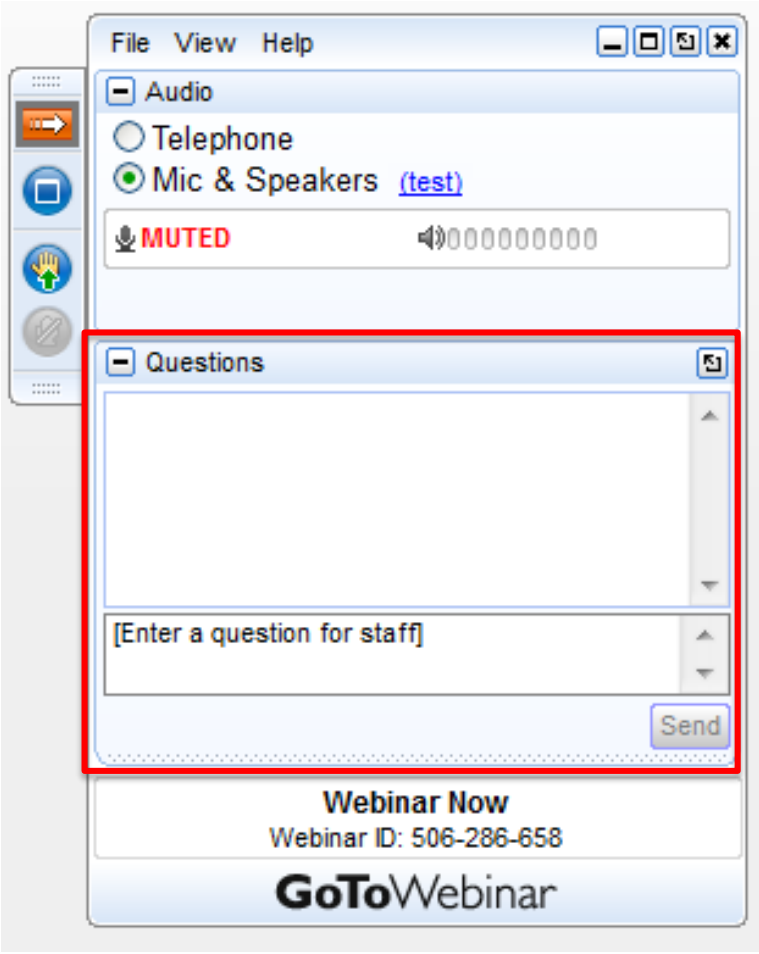
More info at www.hypeinnovation.com

Q&A: How Does It Work?

Please use the “Questions“ window to direct questions at the presenter – during the presentation or in the Q&A session at the end of the webinar.



Hi!

Anne Twilt

Innovation Specialist

Employee Engagement

Jaspar Roos

Co-Founder

Ideation

Tudor Cobalas

Co-Founder

Acceleration

XL family

Get Engaged Employees

Insights from the XL family rebels

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“How do I get more engagement on the innovation platform?”

- Almost every innovation manager at the HYPE conference in Bonn, 2015

Remember: Your Innovation Platform is a means for innovation. Engagement on the platform should never be a goal in itself

The REAL question is: How do I get my employees more engaged in innovation?

If employee engagement grows, involvement on the platform should automatically grow with it. As long as employees are not engaged with your organization’s mission, vision, strategy and goals they will not feel the necessity to be active on the platform.

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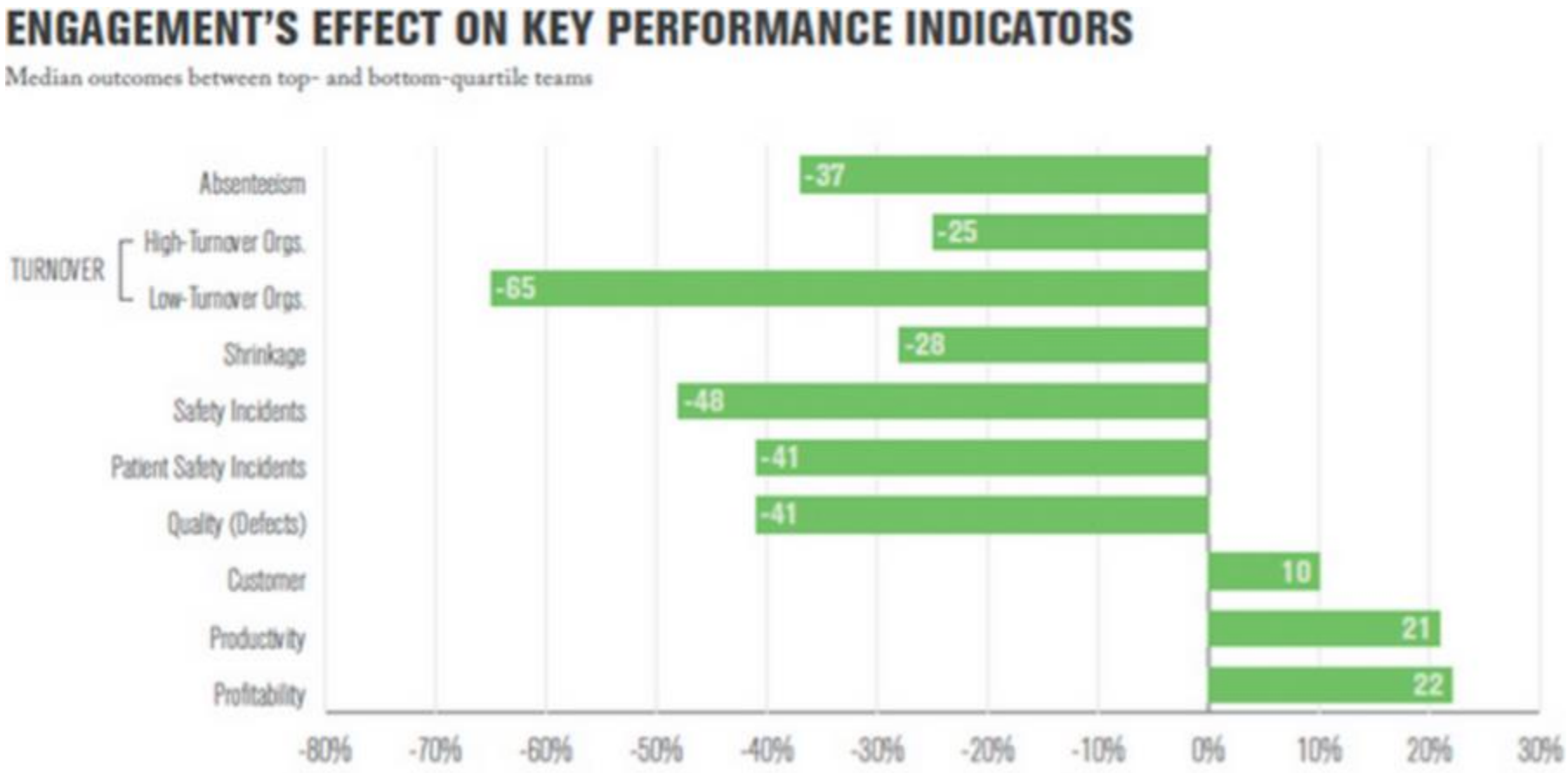
What Is Employee Engagement?

Employee engagement is a workplace approach designed to ensure that employees are committed to their organization's goals and values, motivated to contribute to organizational success, and are able at the same time to enhance their own sense of well-being.

Employee Engagement is relevant for many items



Engagement works for innovation!

According to research done by Gallup, Employee engagement is crucial for innovation as well:

- Engaged employees are the ones who are the most likely to drive the innovation, growth and revenue that their companies desperately need.
- Engaged workers build new products and services, generate new ideas, create new customers and ultimately help spur the economy to create more good jobs.

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Meaningful work	Hands-on management	Positive work environment	Growth opportunity	Trust in leadership
Autonomy	Clear, transparent goals	Flexible work environment	Training and support on the job	Mission and purpose
Select to fit	Coaching	Humanistic workplace	Facilitated talent mobility	Continuous investment in people
Small, empowered teams	Invest in management development	Culture of recognition	Self-directed, dynamic learning	Transparency and honesty
Time for slack	Modern performance management	Inclusive, diverse work environment	High-impact learning culture	Inspiration
A focus on simplicity				

Graphic: Deloitte University Press

Our Hybrid Approach

We use a combination of techniques:

1. **Measure: real-time feedback**
2. **Search for engagement triggers**
3. **Create interventions to improve engagement**
4. **Continue measuring constantly to monitor results**

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Business Case – Dutch Insurance Company

The challenge:

Increase the innovation efforts of employees throughout the entire organization.

What did they already do?

- Platform open to every employee & communicate about it.
- Clear proces.
- Sufficient budget available for the projects to be developed further.

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Business Case – Dutch Insurance Company

Our solution

We organized an innovation themeday for middle management. The workshops covered the following topics:

- Back to Basics: what is innovation and why do we need it?
- How does it fit in our company vision?
- How to stear for innovation:
  - Allow time for slacking
  - Set clear, transparent and simple goals
  - Be tolerant to failures

HET VERHAAL
GAME CHANGERS
I AM A RAINBOW WARRIOR
TWIX
SNICKERS

Business Case – Dutch Insurance Company

Results:

- A greater sense of urgency for innovation among middle management
- An increase of ideas from different places in the organization

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Business Case – Mexican Financial Institution

Challenge

This company wanted to put their slogan “From a GREAT place to work to the BEST place to work” into practice. They wanted to stimulate transformation via practices towards more collaboration, communication, transparency, and openness: Creating an innovative culture capable to support the innovation strategies of the company.

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Business Case – Mexican Financial Institution

Our solution

- Using regular social innovation events to create a social network and connect the people from different departments: participants existed of people active on the innovation platform.
- Intervention in the physical space and in new construction.
- interdepartmental organization: take time to do an ‘internship’ with a colleague of a different department.

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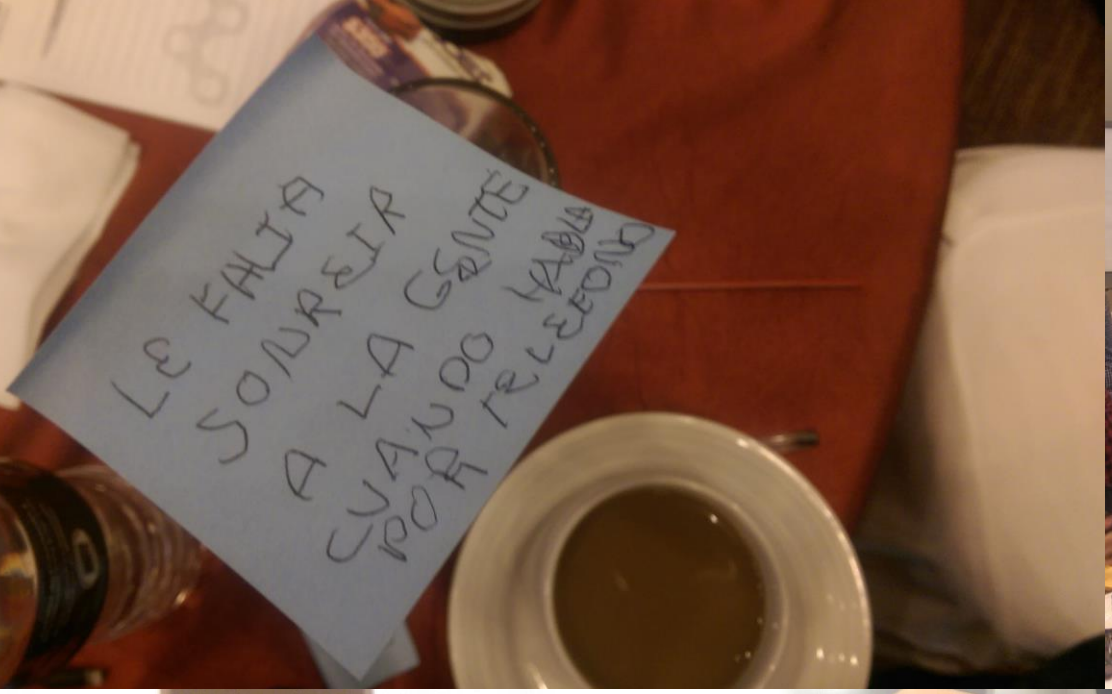
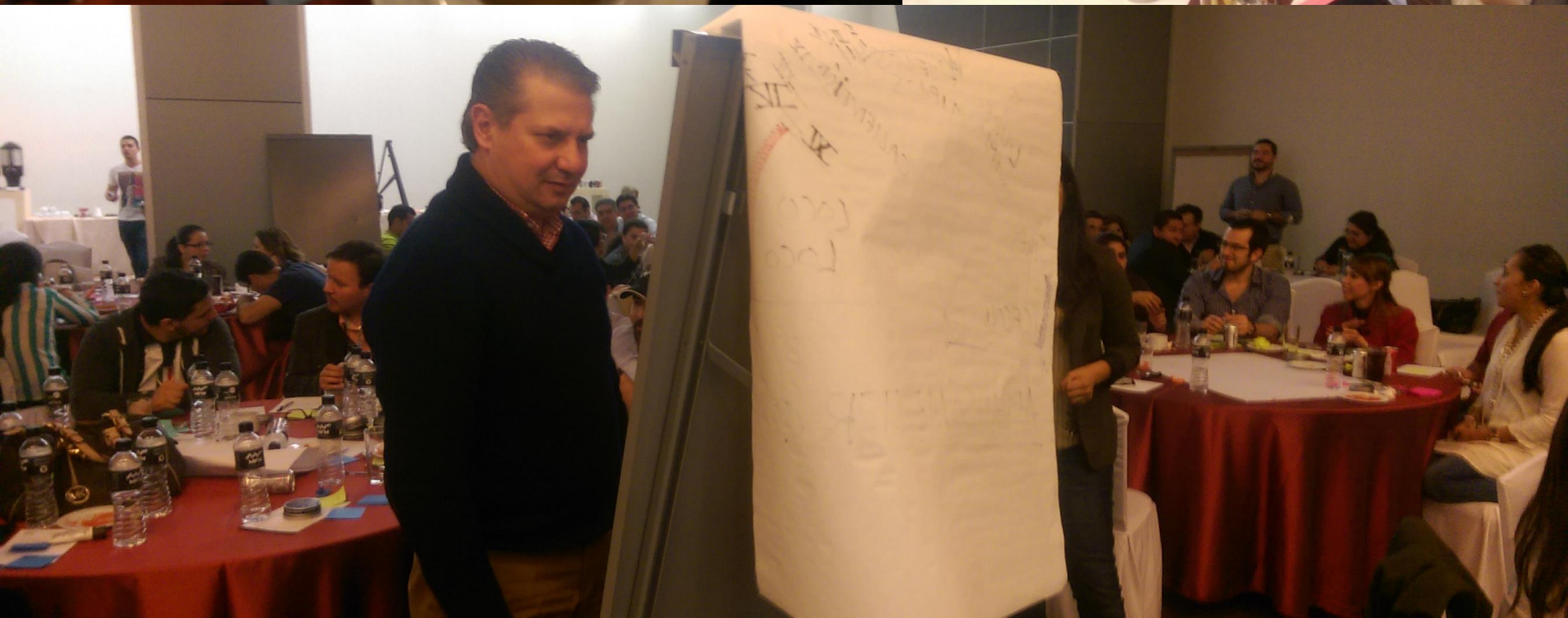

LE FALTA
SONREIR
A LA GENTE
CUANDO HABLA
POR TELEFONO



BEWARE
BOSS OFFICE
ENTER YOUR OWN RISK
CHO
i am not a robot
SMILE!
It makes your boss wonder what you have been up to.
As long as everything is exactly the way I want it,
I am totally flexible.
Always be yourself.
Unless you can be a unicorn.
Then always be a unicorn.
IF YOU'RE WAITING FOR A SIGN
REDUCE YOUR STRESS
HEAD HERE
IF YOU'RE WAITING FOR A SIGN
THIS IT!

Business Case – Mexican Financial Institution

Results

- People felt appreciated and inclined to stay part of the community.
- People who were not contributing on the platform yet were being lured into the world of innovation (because that's where the cool stuff happens).
- Rewarding desired behavior caused more of that type of behavior.
- The overall atmosphere within the company became more social.
- Employees got to know more coworkers outside their own department.

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Business Case – Dutch Facility Management Firm

The Challenge:

Aligning employees thoughout all layers of the organization, from cleaners to management to the vision of the company.

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Business Case – Dutch Facility Management Firm

Our solution

- A number of sessions with different groups of employees: from Marketing & Communication to the cleaning force.
- Goal: discuss the vision & proposed key words in it. What is your feeling with the words? What do they mean for you personally? How do you apply them in your daily activities at work?

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Business Case – Dutch Facility Management Firm

Result

- With the input of employees the keywords were changed into more approachable synonyms.
- Employees felt heard and appreciated the change to discuss these kind of topics.
- Employees took ownership.

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How to implement?

What to do when you want to implement the model and its 20 strategies?

1. HR and leadership must develop a complete understanding and mindset of these factors and how they all are interrelated.
2. Obtain regular, unbiased, and anonymous feedback.
3. Act upon that feedback

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Measuring

We are now privileged to have access to real-time employee engagement survey data that supports the bigger picture of the organization. With a simple machine we can continuously measure opinions & thoughts. The advantages are:

- Powerful analytics - delivers real-time results, 24x7;
- Track changes over time and in response to events;
- Takes a second to complete;
- Simple to setup and use;
- Communications enables anonymous feedback;
- Cloud-based, requires no IT involvement.

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See how engagement works for innovation!

Participate in our survey & we send you a report.

See the power and importance of engagement!

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Generating Awesome Ideas!

Insights from the XL family rebels

Jaspar Roos

Hype webinar September 2015

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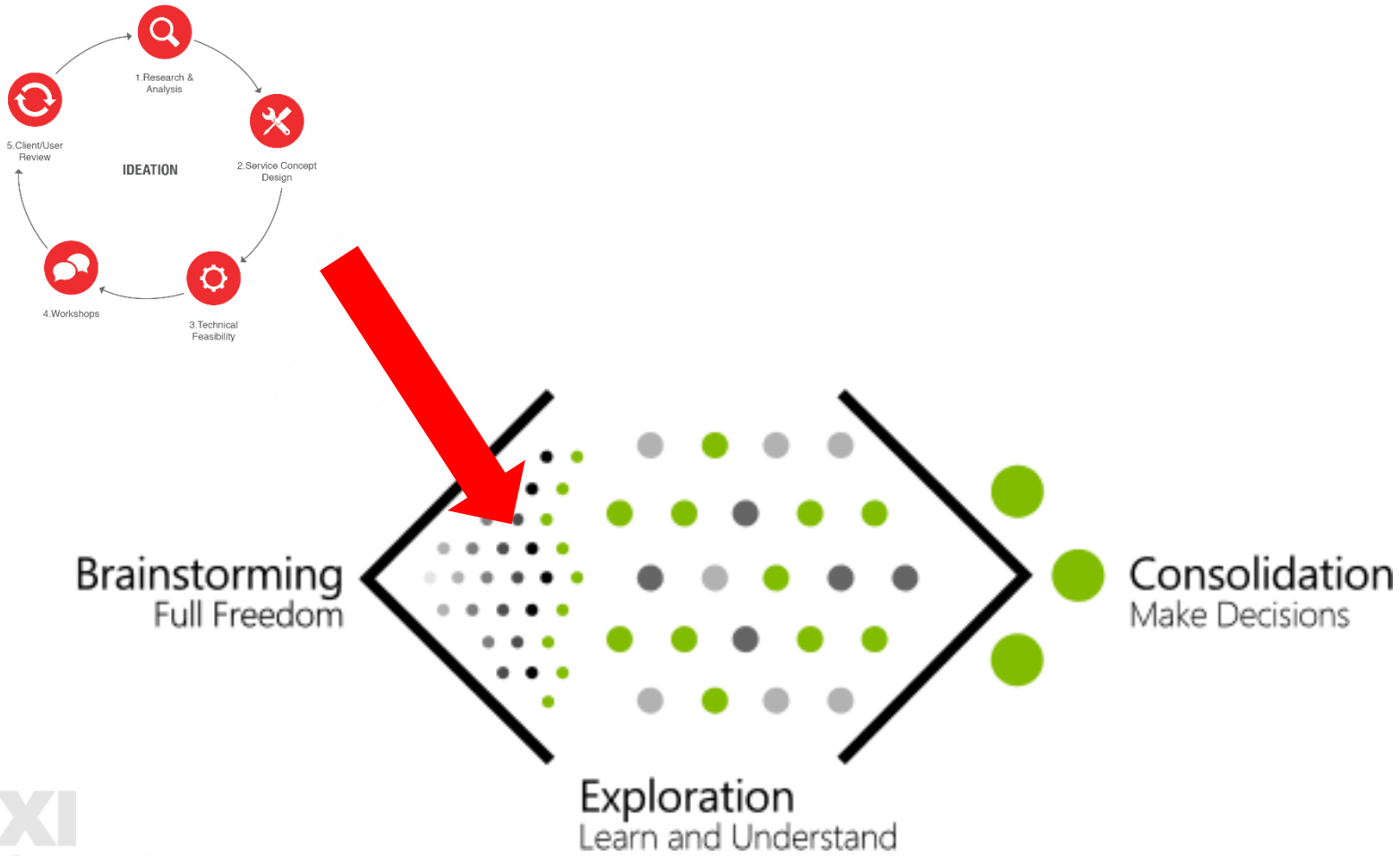
Our approach is additional to TRIZ, SIT, Forth, Design driven or de Bono



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Go to the edge

Provoke

Prototype

Three practical tips

Go to the edge

Provoke

Prototype

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Top 10 trends of 2015

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Finding an idea requires to understand what is really happening in society and apply your concept or new technology

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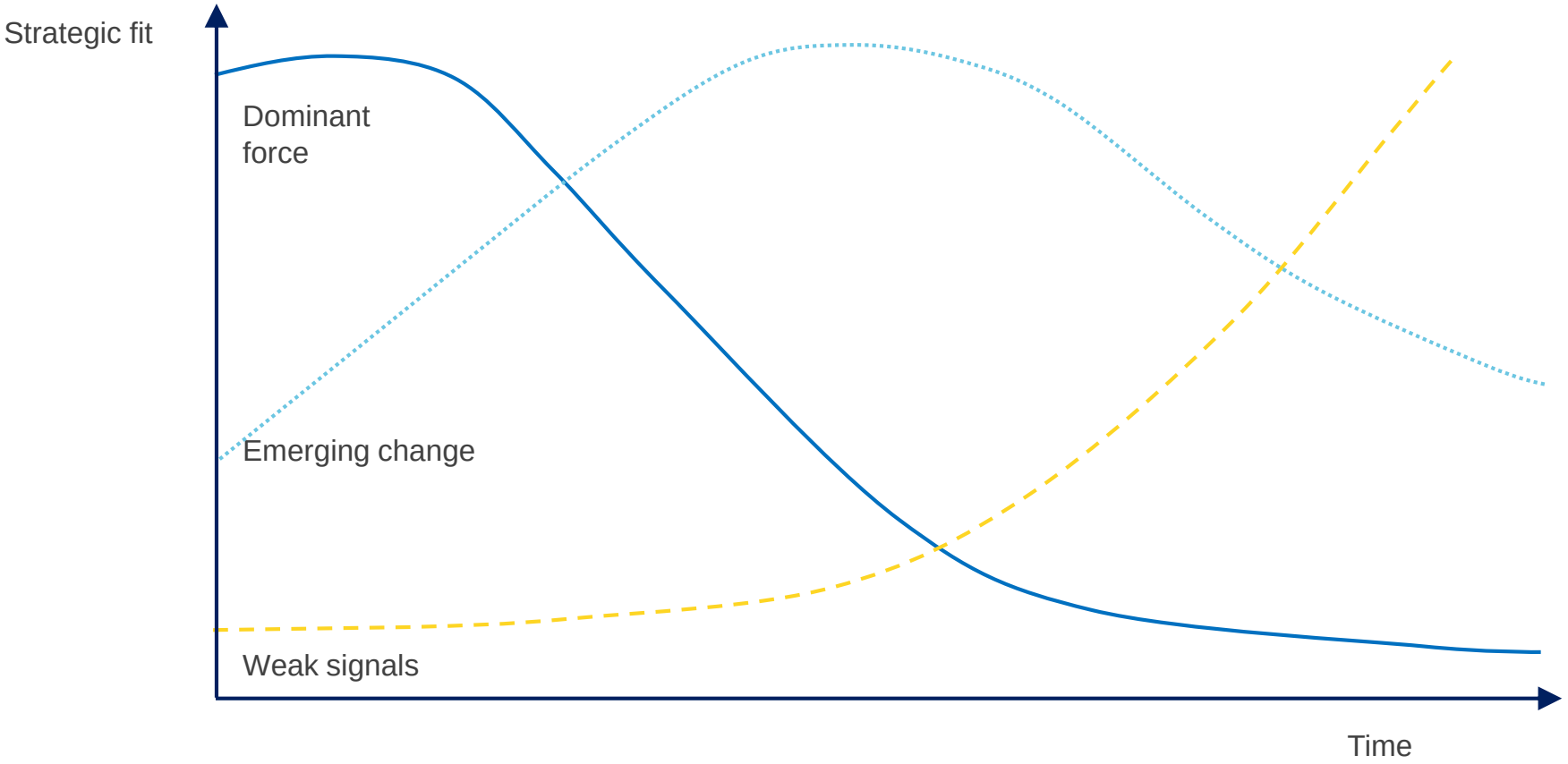
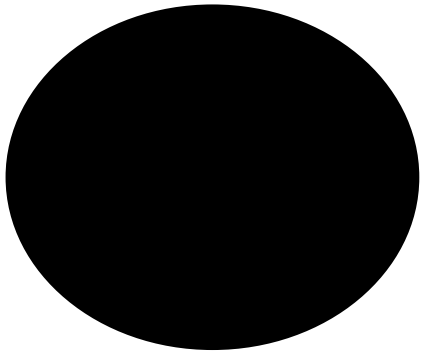

Strategic fit
Dominant force
Emerging change
Weak signals
Time



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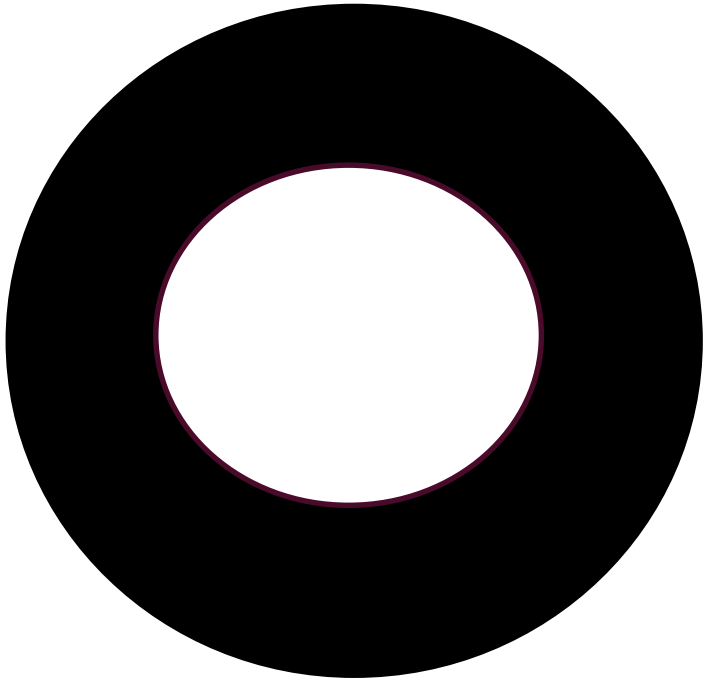

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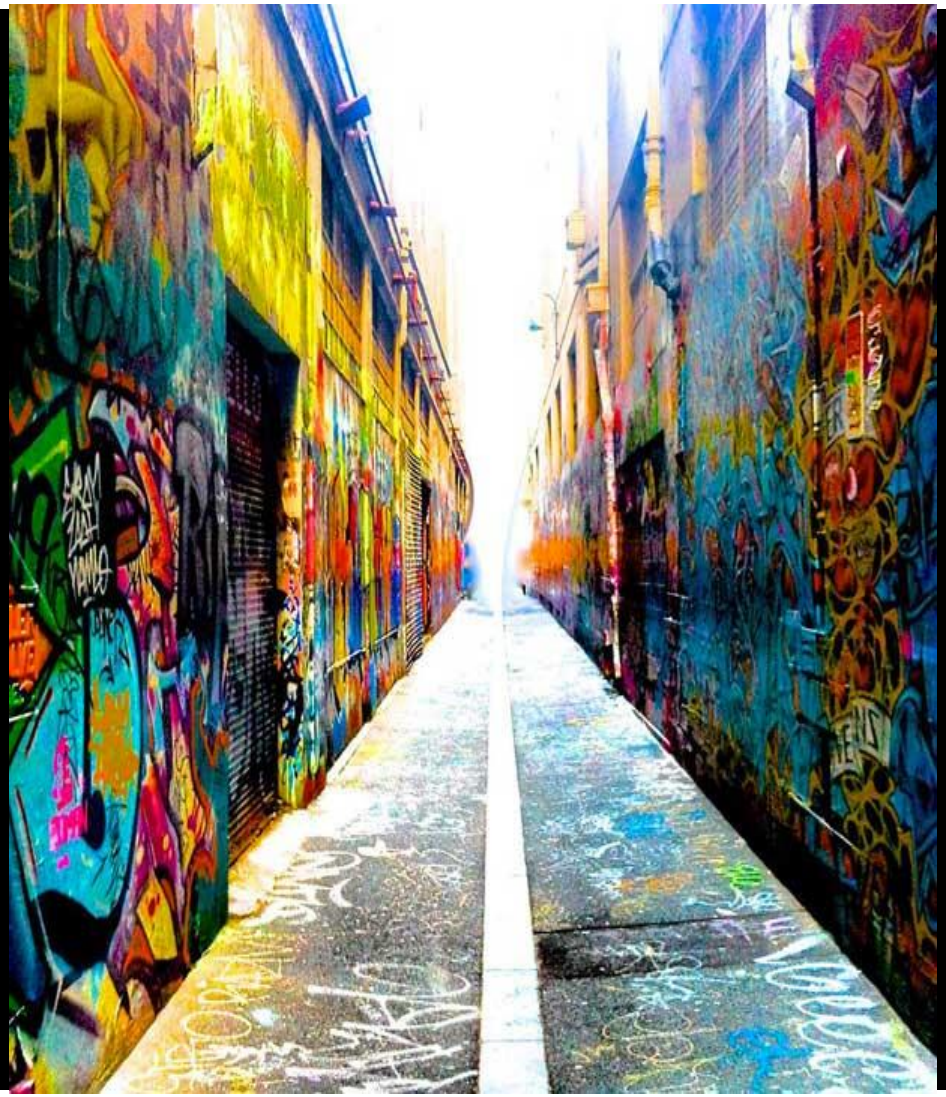

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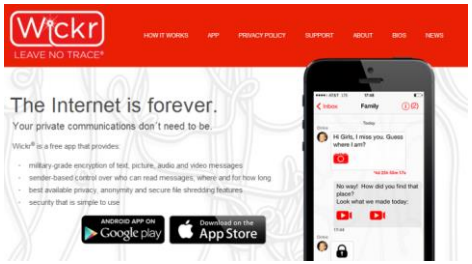
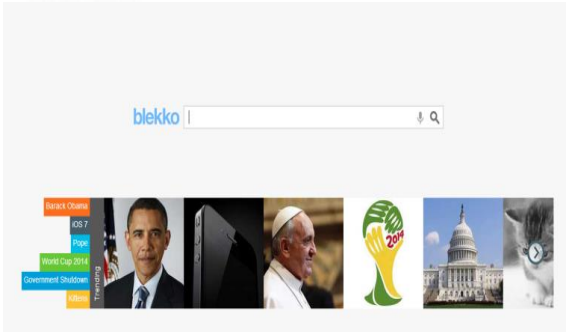
Telegram

taking back our right to privacy





Tor
TorProject.org

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Secret

Secret projects

Surprise collaborations

Special offers

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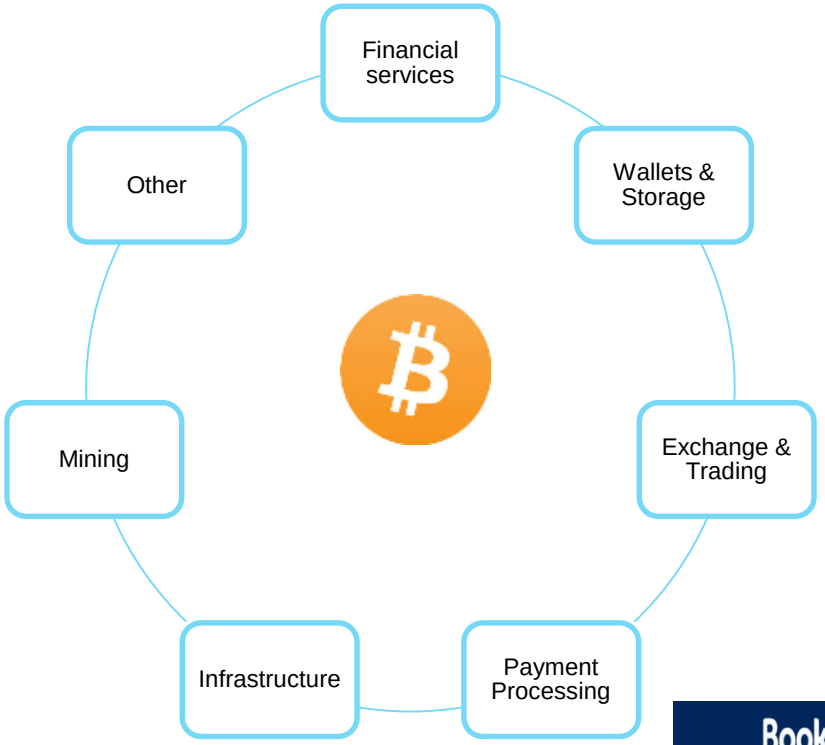
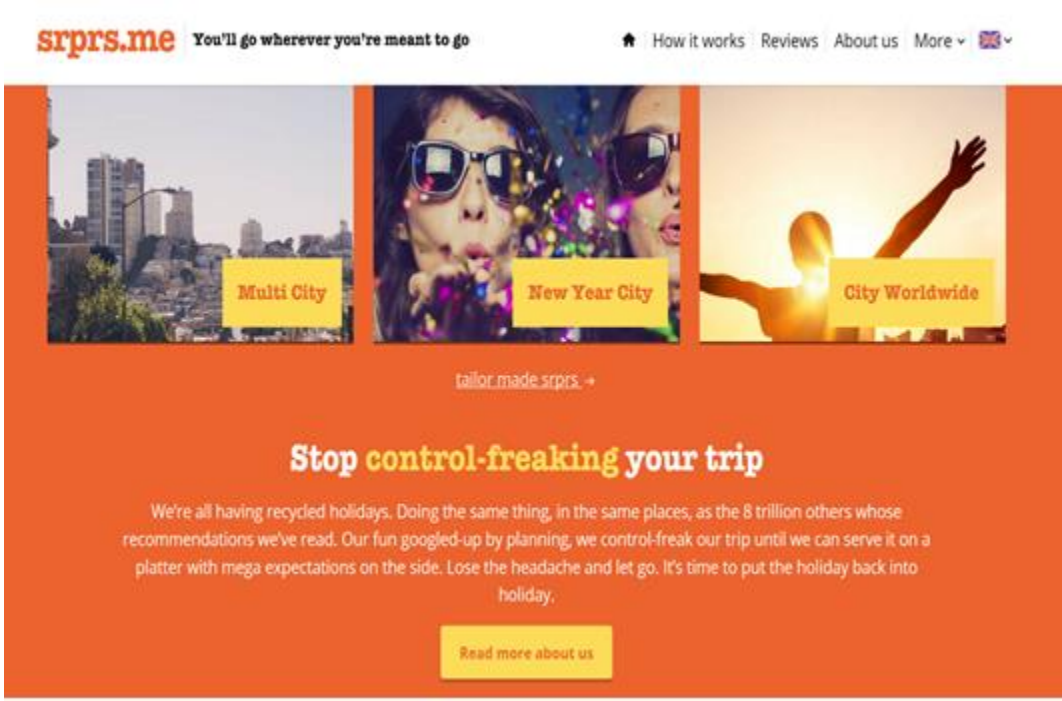

Financial services
Wallets & Storage
Exchange & Trading
Payment Processing
Infrastructure
Mining
Other


srprs.me
You'll go wherever you're meant to go
How it works
Reviews
About us
More
Multi City
New Year City
City Worldwide
tailor made srprs →
Stop control-freaking your trip
We're all having recycled holidays. Doing the same thing, in the same places, as the 8 trillion others whose recommendations we've read. Our fun googled-up by planning, we control-freak our trip until we can serve it on a platter with mega expectations on the side. Lose the headache and let go. It's time to put the holiday back into holiday.
Read more about us

Booking.com
Jaspar Roos
stad, regio of hotel
Zoek
50%
Tot 50% korting op uw volgende reis
Deals, speciaal voor onze leden
Jaspar, kies een deal in een van deze steden
Nha Trang
Vietnam
6 deals
Londen
Verenigd Koninkrijk
48 deals
Barcelona
Spanje
14 deals

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Three practical tips

Go to the edge

Provoke

Prototype

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Provocation is useful...
without radical ideas, all ideas look the same and is more difficult to create awesomeness

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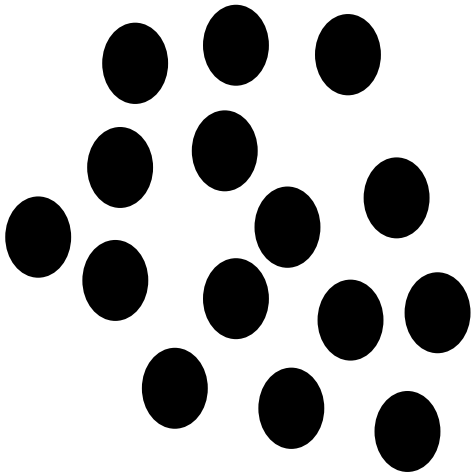
Imagine this list of ideas



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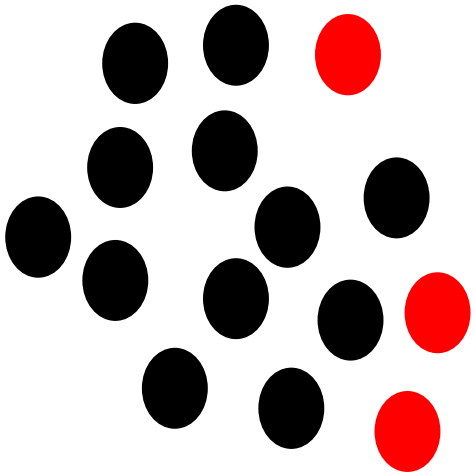
Now, these are thought provoking



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The more engaged people are…the more open for thought provocation

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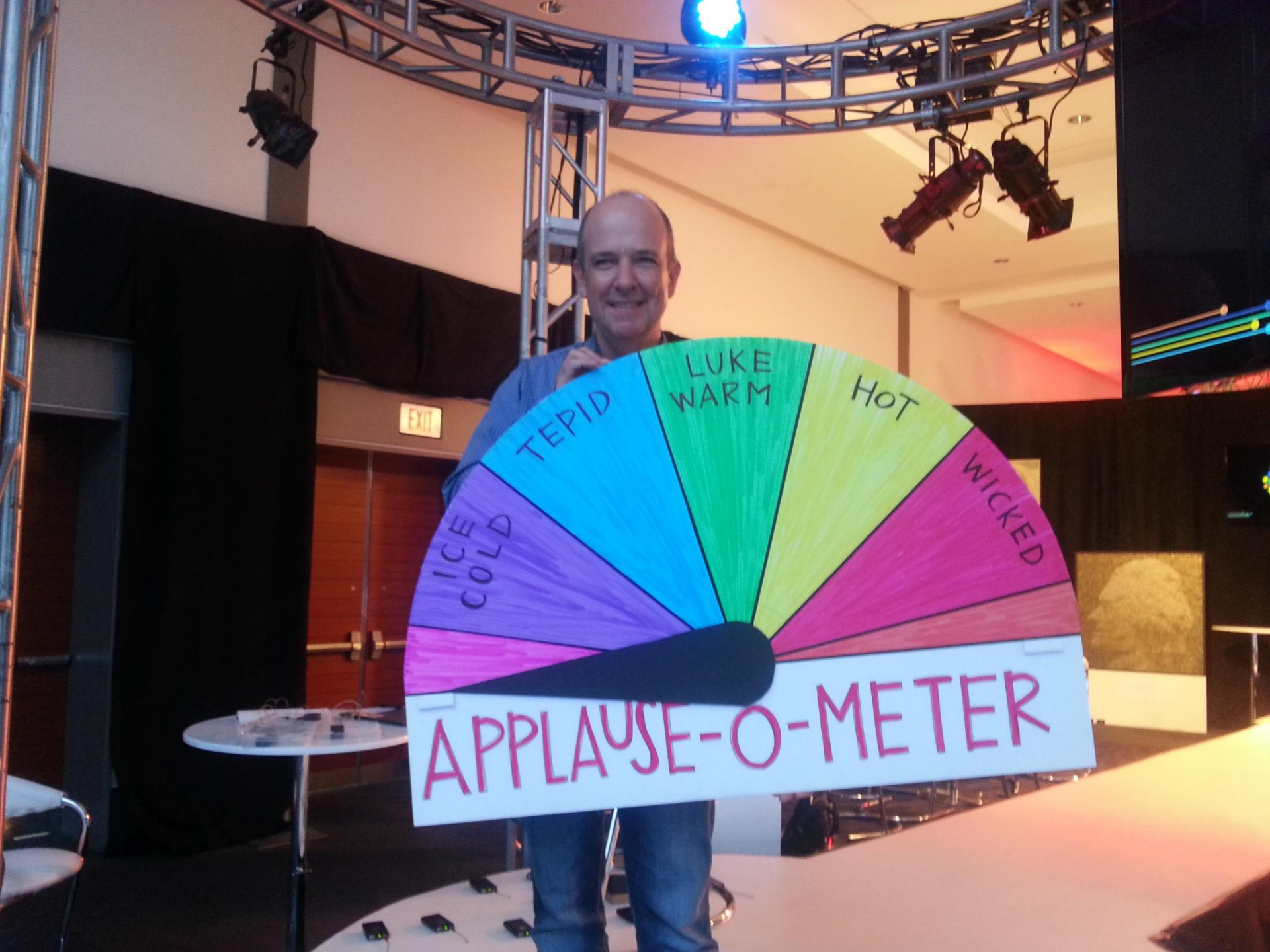
ICE COLD
TEPID
LUKE WARM
HOT
WICKED
APPLAUSE-O-METER
EXIT

Provoking your team consists of three basic elements:

Feeling free and engaged

challenging basic needs

Search for tensions and dilemma's

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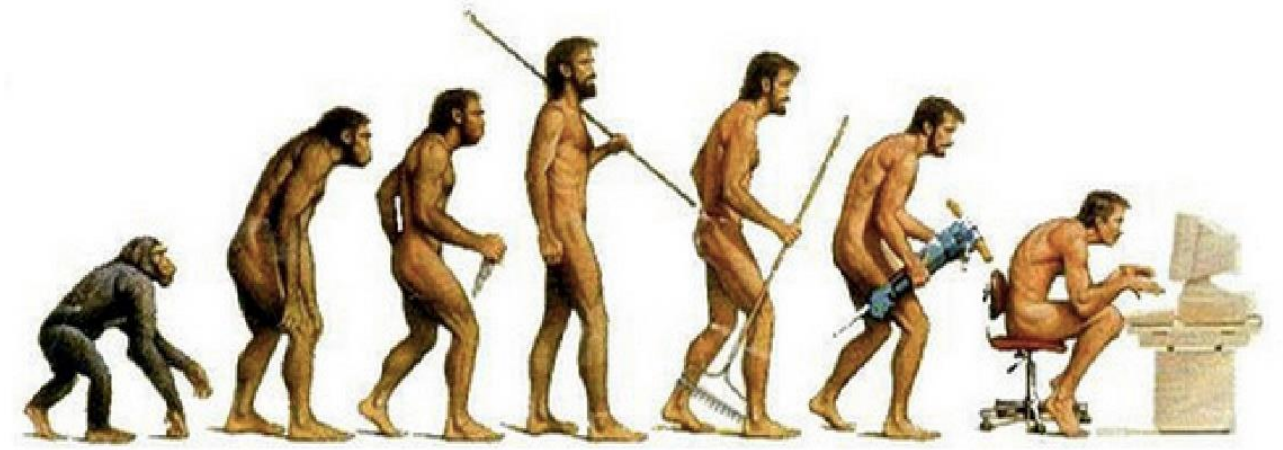
CHANGE?

BASIC NEEDS AND DESIRES



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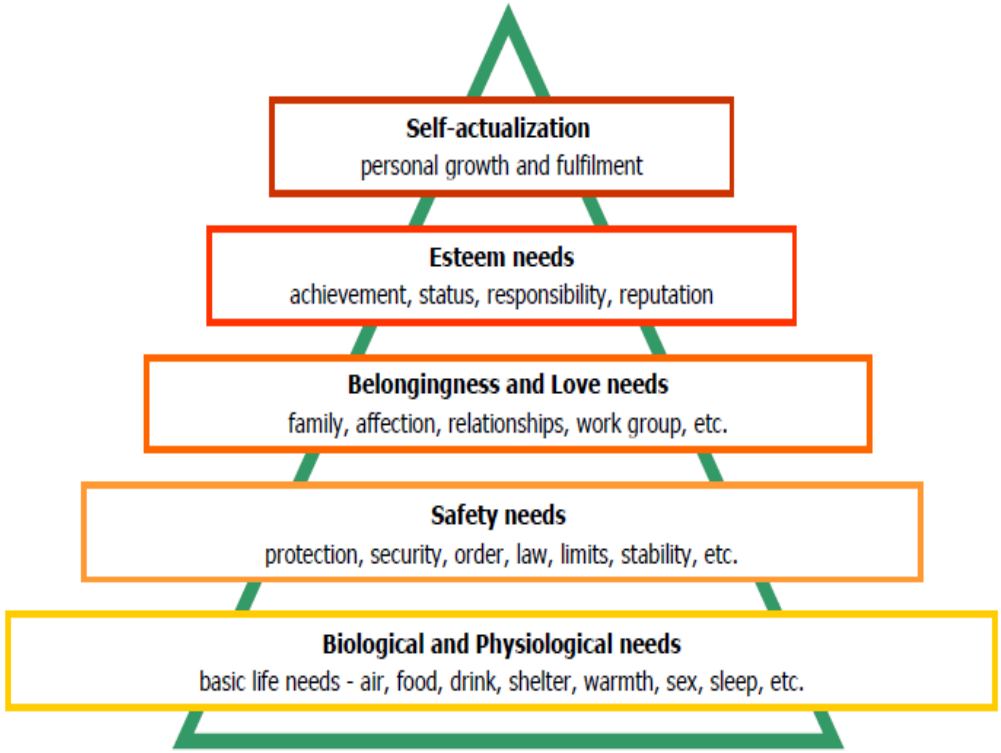
Maslow's Hierarchy of Needs



© design Alan Chapman 2001-7, based on Maslow's Hierarchy of Needs

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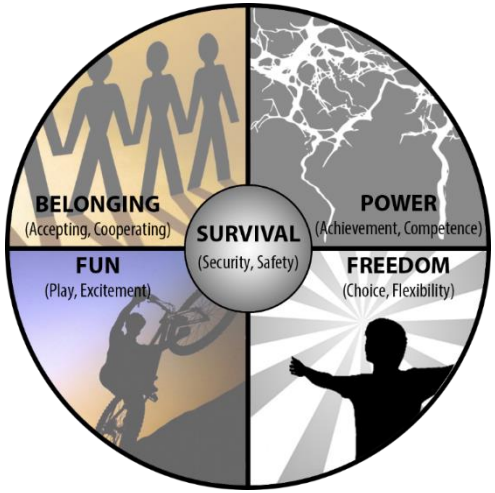

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TENSION & EMERGING EXPECTATIONS

Tensions and dilemma's…

Online or offline

Real time or right time

Money or time

Love or war

Collected or connected

So provoke yourself and
get out of the comfort zone.

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Provoke

Prototype

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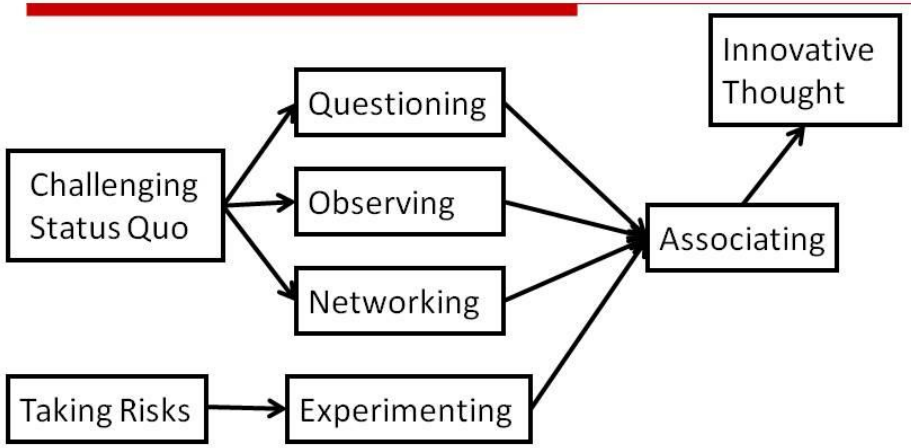
Relationship Between Skills



Drawing Derived from page 27 "Innovator's DNA"

SKMurphy

BOOK CLUB

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How would it look like if we realize one prototype of the dilemmma's....

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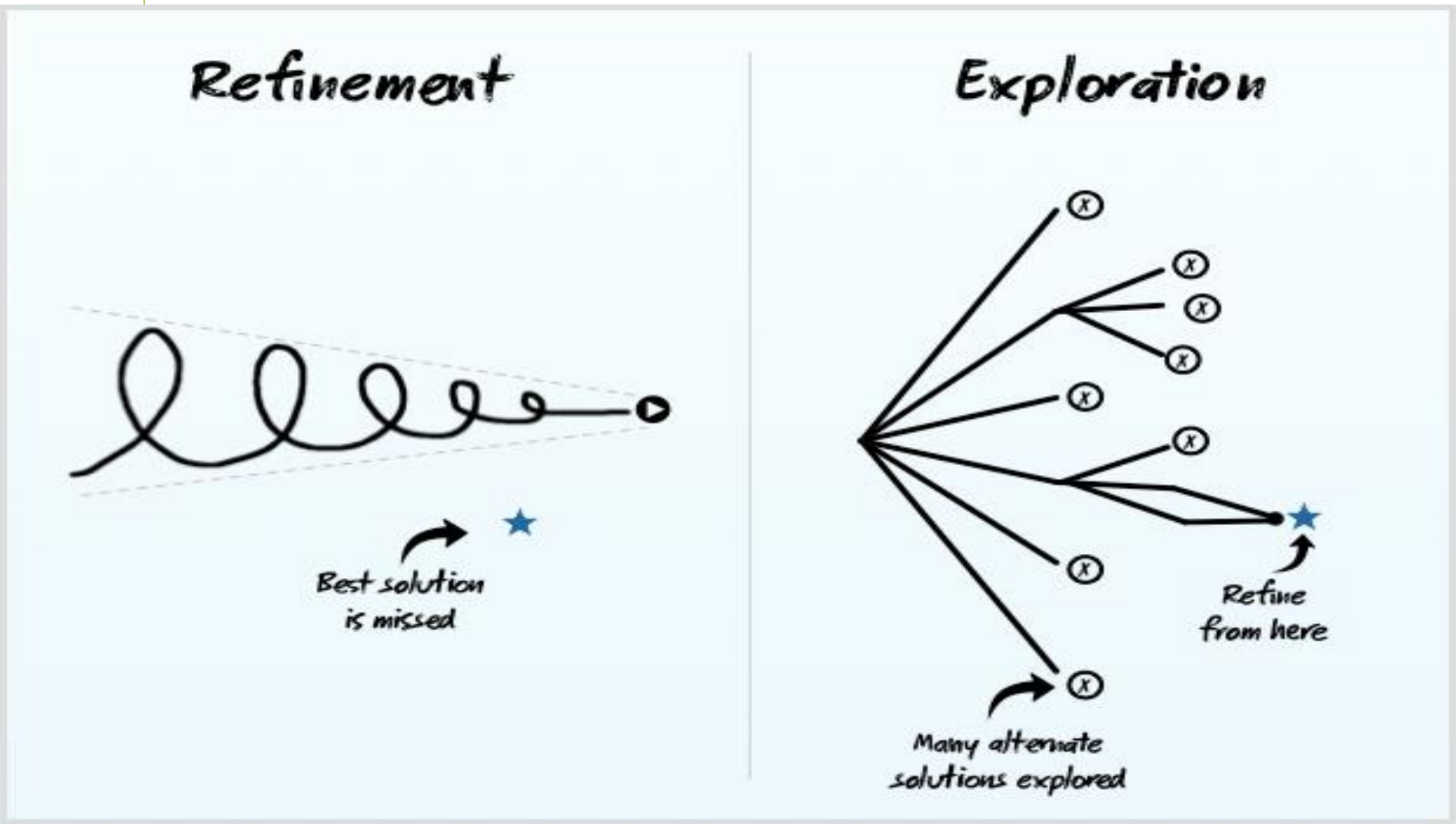
Refinement
Best solution is missed
Exploration
Refine from here
Many alternate solutions explored

We apply all techniques known in startups
and
radical innovation work

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Agile
Reverse ideation
scenarios
Pretotype
Prototype

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USE case

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6.1B Smartphone Users Globally By 2020, Overtaking Basic Fixed Phone Subscriptions

Posted yesterday by Ingrid Lunden (@ingridlunden)

1,601 SHARES

Next Story

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CrunchBase

Ericsson –

FOUNDED
1876

OVERVIEW
Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia ...

LOCATION
Stockholm, Stockholms Lan

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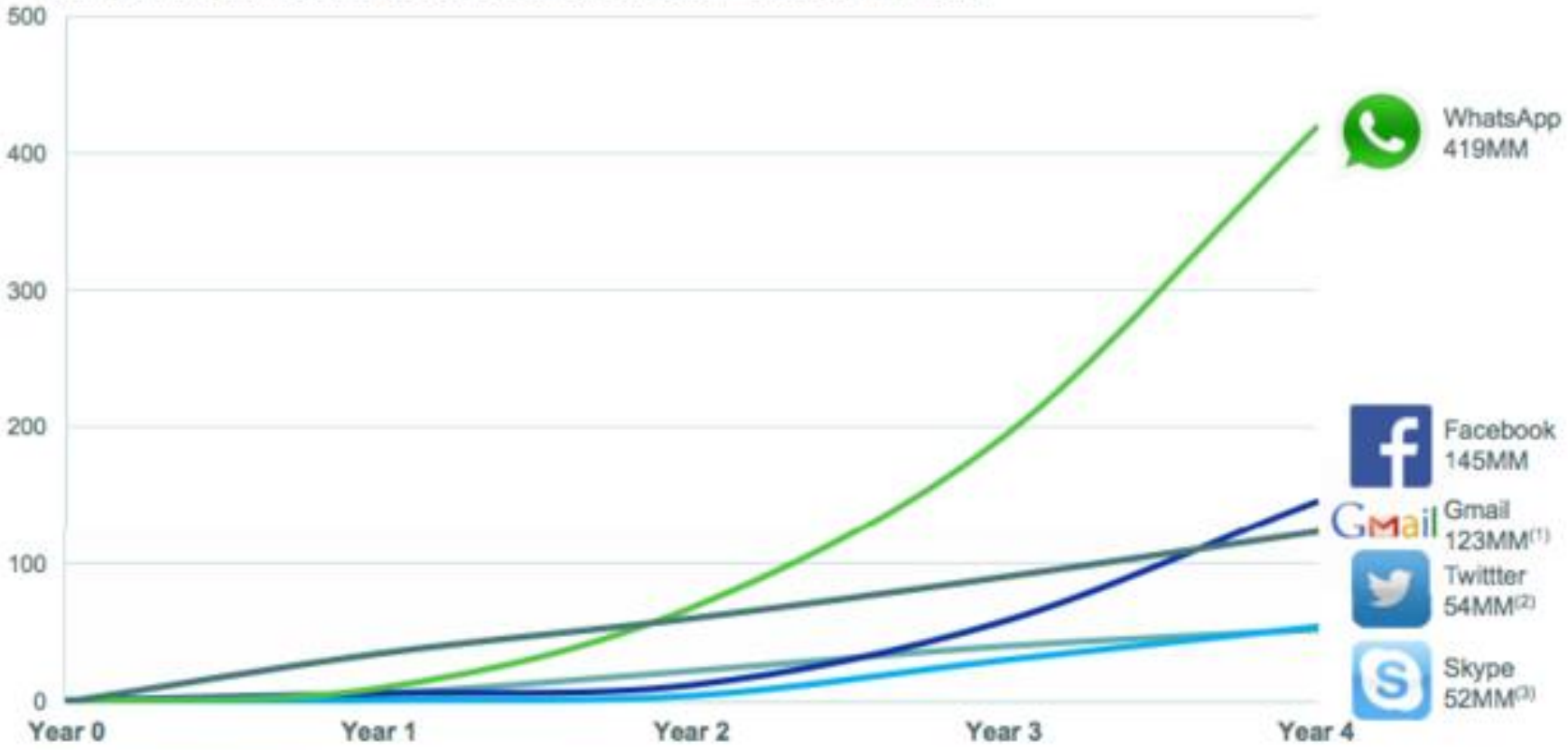
First Four Years Growth after Launch

Monthly Active User Accounts of Selected Services that are 4+Years Old, in Millions



Source: (1) comScore Media Metrix
(2) comScore Media Metrix, news, and company filings
(3) News and company filings in addition to estimates derived from these sources

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We provoked ourselves…

How might it be if…

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Based on own bootcamps we organised internal coopetition challenges, we created over 50 ideas for safe driving

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So what you can do?

Go out to the edge
Create coopetition in teams
Do internal bootcamps to quickly accelerate ideas
Visualize and prototype it

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Concluding: awesomeness gets accelerated by…

Go to the edge

Provoke

Prototype

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Would you like to gain understanding of our full methods on how to come up with awesome ideas?

Get in touch!

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Accelerate Business!

Insights from the XL family rebels and SafeDrive

Jaspar Roos
Hype webinar September 2015

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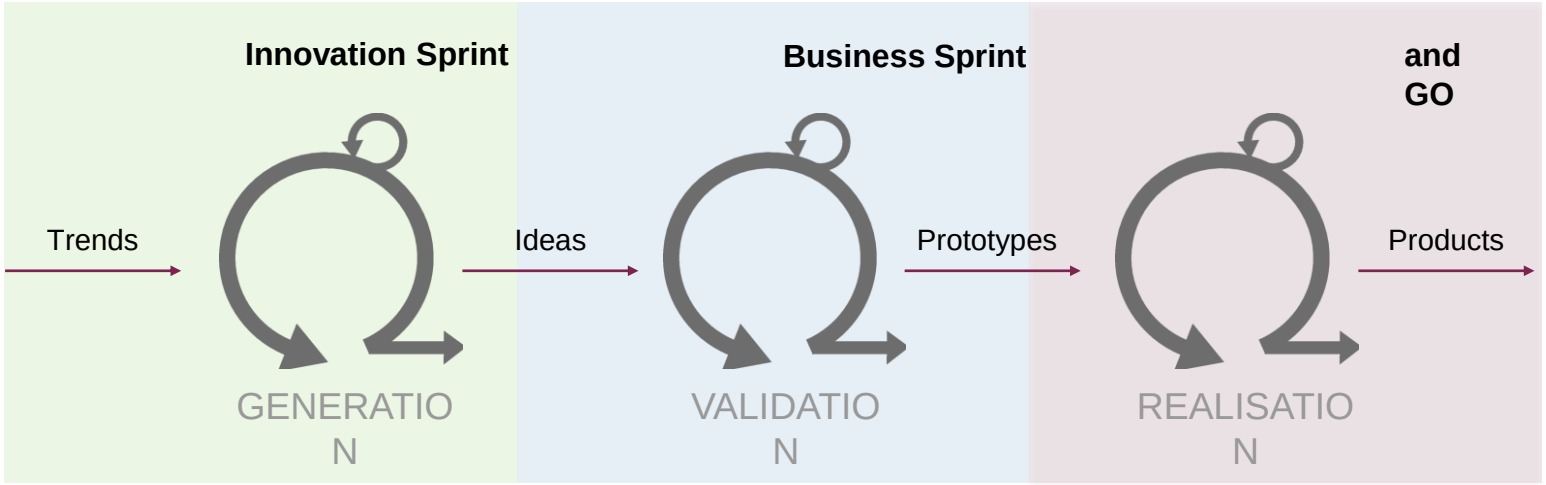
Our **Innovation Sprint** will supply you with all the latest inspirations from the outside world and help you structure these into concrete ideas. The **Business Sprint** will further develop your idea into a first prototype and make sure this is aligned with your stakeholders to ensure its future within your business.



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Every business case consists out of assumptions

These assumptions determine the future success of your business case. The sooner these assumptions are validated (tested) the faster you gain insight in the potential success. The Business Sprint is the first validation of your business case. This validation is done by applying agile and lean innovation methodologies.

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HOW TO TEST YOUR BUSINESS IDEAS

Make the team and the stakeholders understand the critical success factors of an innovative business case. We help our clients to an early insight into the business value of their project. Therefore we lower the involved costs and risks.

SafeDrive - get rewarded for NOT texting while driving

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Activities Business Sprint

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Activities
Business Sprint

Within 4 weeks 4 workshops take place with the project team. It results in a Minimum Viable Product (MVP), which is represented by a Prototype, Product Backlog and the Product Vision.

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1. Product Vision

Who is the target group, what are their needs, how do we address those, what's the value for you as a company?

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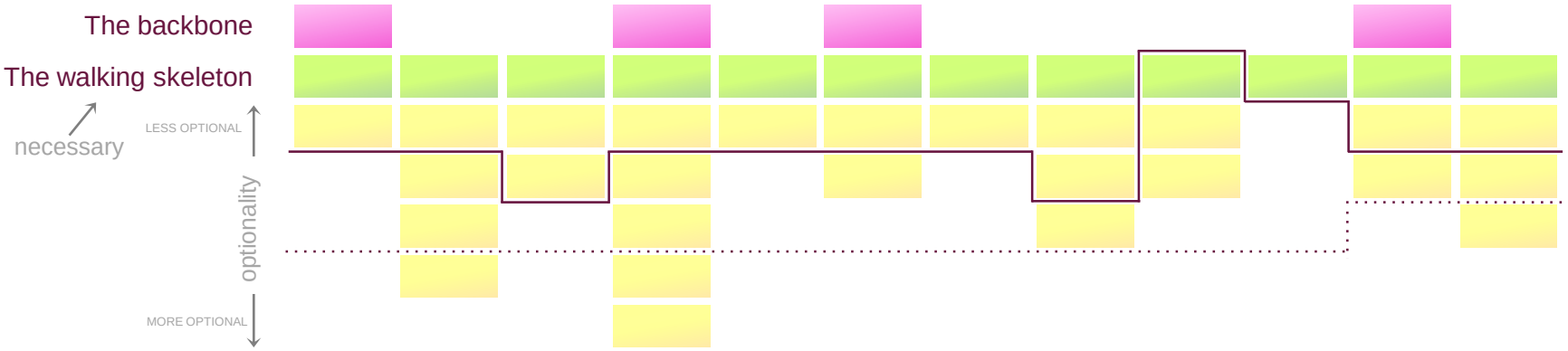
2. Story Mapping

Thinking up the features of the product, deciding on the priorities and determining the minimum viable product.



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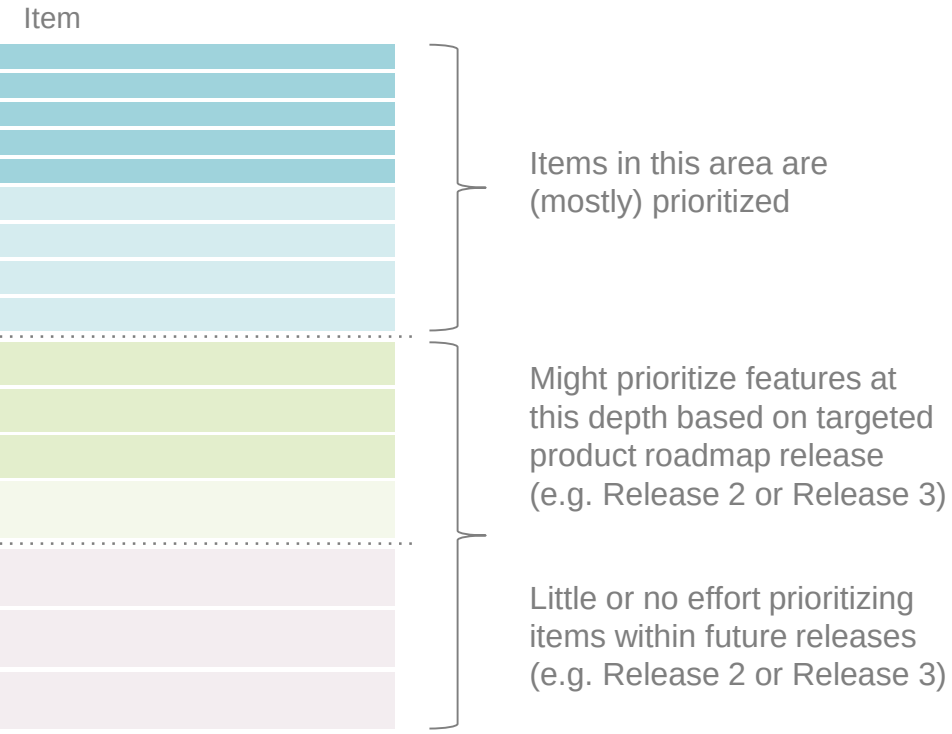

3. Product Backlog

Backbone of an Agile project.

Continuously estimated & prioritized

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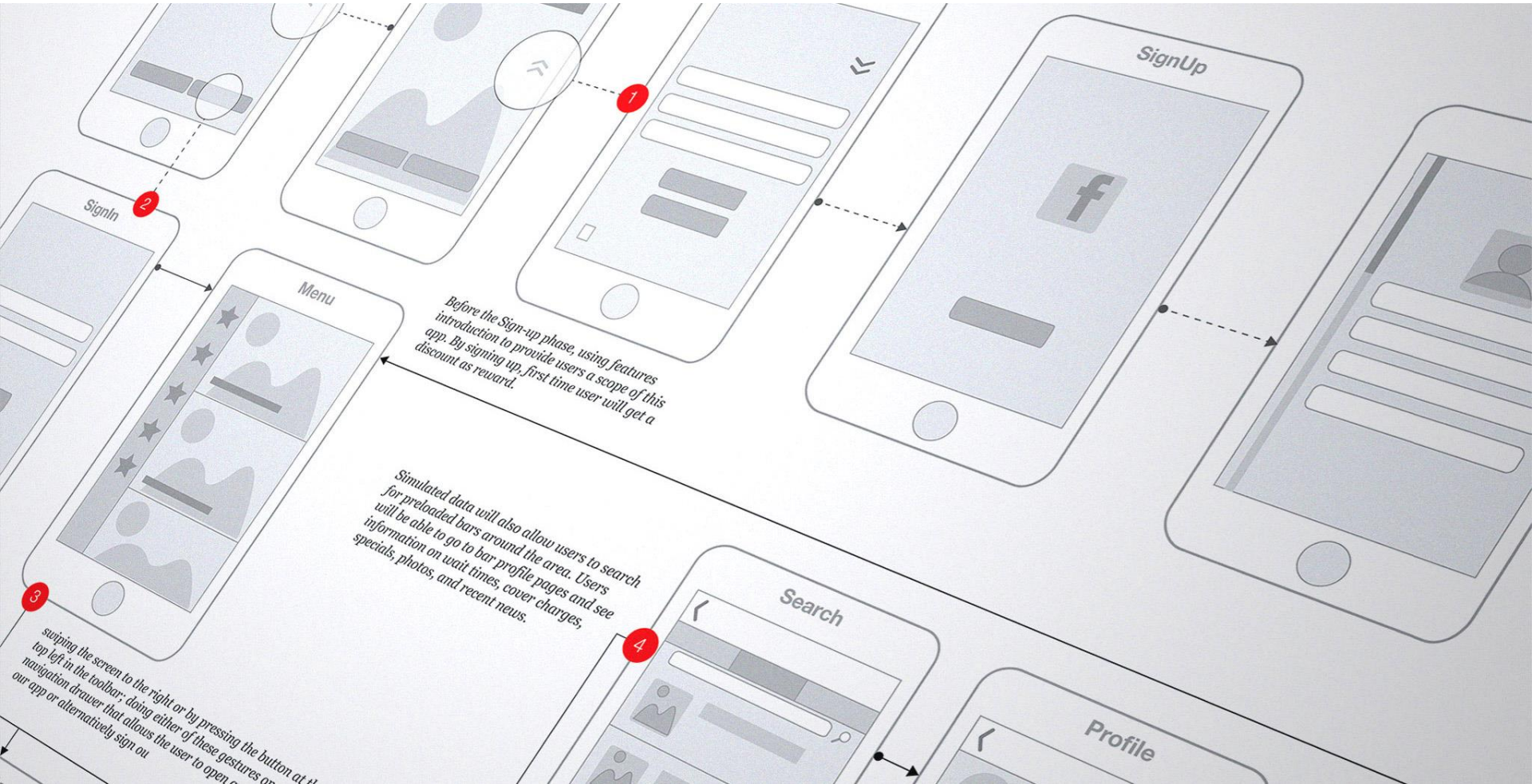
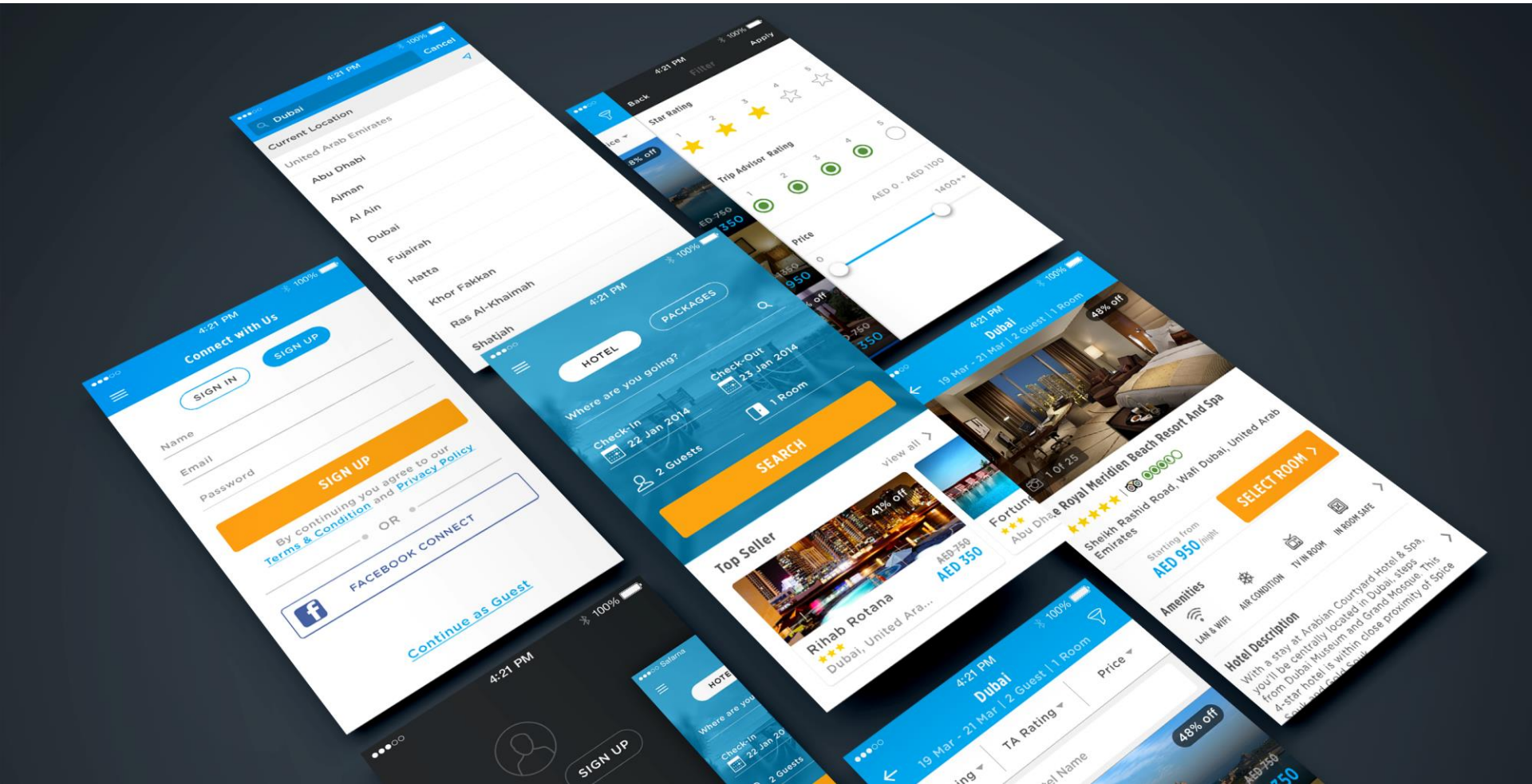
4. Prototype

Mock-up of the Minimum Viable Product: **Low fidelity prototyping**



4. Prototype

Mock-up of the Minimum Viable Product: **High fidelity prototyping**



Done?
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Next is realisation

Use Agile Scrum for continuous development whilst being responsive to change along the way.

Conclusion

1. The Business Sprint is the perfect start for your innovative IT project; it validates your key assumptions with your stakeholders.
2. Gain early and fast insight (within 4 weeks!) in the potential success of your business case.
3. The result gives insight into the Key Success Factors of your business case.
4. Ready to use output with a prototype and product backlog. Based on these results, you can estimate how much time it takes to build the first version (MVP) of your product.

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We are connected for countinuous innovation

XL innovate

We speed up your innovation process. Better. Faster. Easier. Our specialists help accelerate your processes and create an advantageous environment for innovation in your organization.

We help you to utilize current and future trends and methods in order to inspire, generate and validate new ideas and products.

XL venture

We stand for innovation. We are doers, not talkers. This is our very own incubator in which we learn by doing and stay on top of the game. In this environment we inspire, challenge and innovate ourselves.

We develop new start-ups, win innovation prizes all over the world and are not afraid to fail. The lessons that we have learned here are real.

XL go

Our team realizes high quality IT solutions in the areas of enterprise, online and mobile. Moreover, we deliver concepts and online identities. We do that lean and agile based.

With ten years of experience ranging from retail to banks, from the most famous ICT companies to new start-ups in the market.

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Are you interested in:

- Engagement?
- Ideation?
- Business Acceleration?

Please feel free to contact us!!

Anne@xlfamily.com

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