

Establishing an Innovation Pathway in your Organisation

Better Boards Conference

July 30

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What we'll cover

Project Overview

1. Human Centred Design
2. What is Internal Innovation?
3. Successful prerequisites for Internal Innovation
4. Useful questions when embarking
5. Useful tools
6. The Digital Strategy Canvas

Human Centred Design

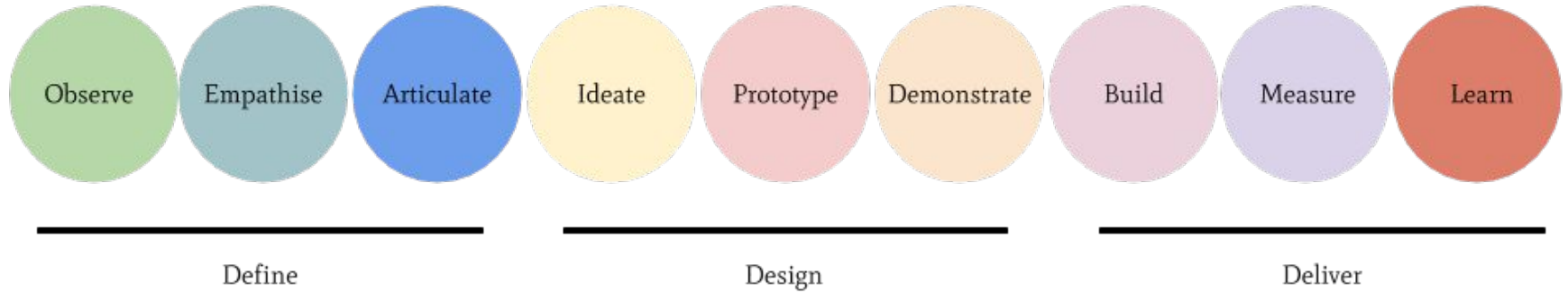
Human Centred Design Process

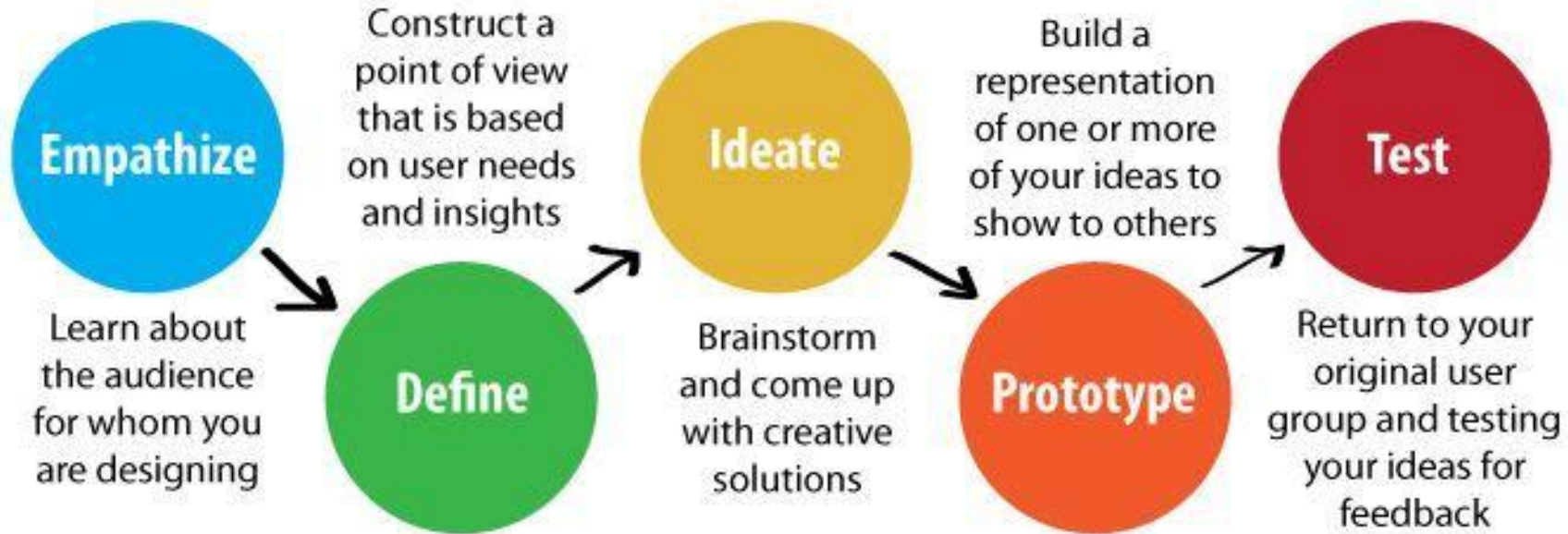
We utilise a comprehensive methodology to Design and Deliver innovative projects across a wide spectrum of industries. This approach reflects up to date *Design Thinking* processes combined with *Co-Design*, *Human Centered Design* and *Agile* principles to ensure that only the best and most viable ideas come to life.

The Three Phases

The Human Centred Design Process is broken down into three phases: Define, Design and Delivery. The Define Phase is focused on understanding our users and their needs; the Design phase is used to co-design a process and tool that will address our users needs and promote engagement; and the Delivery phase is to implement a process that meets the goals of the project with scope for measuring and iteration.

The Three Phases





Internal Innovation Defined

What is Internal Innovation?

Innovation in ~~Government~~ any organisation can come in three forms:

1. “Improving something you already do to deepen your agency’s impact on people’s lives
2. Adapting a tried and true idea to a new context
3. Developing something entirely new to achieve your agency’s goals”.

My one liner.....

Creating a safe space to fail,
learn and move forward.

What are the Prerequisites for Successful Internal Innovation?

The 8 prerequisites

1. Leadership
2. Resourcing
3. Purpose
4. Communication
5. The Innovation Process
6. Sharing Knowledge across the organisation
7. Knowledge of the organisation
8. Incentives and Rewards

1: Leadership

- It is essential that the leadership have direct access to organisational heads to promote the innovation agenda and signals the commitment of the organisation to the innovation process.
- This leadership needs to be enthusiastic about the process to create a culture in the organisation.
- They are also responsible for showing to others that this is not a fad and is something the organisation takes seriously.

2: Resourcing

- It is vital that innovation processes be sufficiently funded to allow them to properly succeed.
- It is recommended that a multi-year resourcing commitment be made to allow the development of relationships and processes to be made without fear of “being on the chopping block” before gains are realised.
- Resourcing also needs to take into consideration staffing the team to run the innovation process.

3: Purpose

- Organisations must have a purpose to their innovation models which reflects available resources, experience, and circumstances. It must be more specific and meaningful than the vague goal of encouraging innovation your organisation. And it must be tied to the larger goals of the group.

4: Communication

- Communication between stakeholders is important in enabling them the opportunity to voice objections, propose fixes, and commit resources at various points throughout the process.
- Large organisations have succeeded when they have had clear channels of communication across all levels.

5: The Innovation Process

- It is necessary to have a clearly defined process with guidelines about how initiatives are made and transparency around processes for testing those initiatives.
- It is also important to iterate on the process based on its success and feedback from users.

6: Sharing Knowledge Across the organisation

- Those who are involved in innovation processes within the organisation need to communicate with each other across different departments to ensure that they are sharing their learnings and achieving the best outcomes.

7: Knowledge of the Organisation

- Successful innovation requires a good understanding of the focus and core business of an organisation, the internal dynamics of the organisation and its external environment, including clients and other stakeholders.

8: Incentives and Rewards

- Incentivising and rewarding users for taking part in the innovation process helps to engage them and promote the process.

Key Learnings

- Innovation kick off is important
- Idea challenges work best in “sprints”
- Avoid creating idea graveyards (no one has succeeded yet)
- Clearly articulate the process for everyone
- The process needs to be self-sustaining
- Focus on problems, not solutions
- The innovation team needs to be big enough to manage the process
- Buy-in and support from senior management is crucial
- Clear allocation of resources

Guiding Principles

Guiding Principles

1. The system must be accessible by those at all levels of the organisation
2. All ideas are created equal and will be judged and assessed on their merits not on their sponsor's position within the organisation
3. The system and how ideas are ranked, sorted, promoted and approved will be at all times transparent
4. The first iteration will be a minimum viable product with scope for increased functionality and future iterations
5. The design will strive to be reflective of individual user needs, tailored to the individual needs of the organisation.

Questions to Ask

Question for Web Builds

- Is the system open source?
- What is your policy for upgrades?
- Can I get access to the code base / GitHub repository?
- What is your policy for testing and bugs?
- What coding tracking to you use? JIRA? Can I get access?
- How will you manage knowledge transfer if multiple people work on my project?

Question for Web Builds

- I want my last payment to be when the system is deployed to an environment that is live. That OK?
- Will my site be hosted by a third party? What is their policy of downtime and maintenance?
- Would you be open for my site having a code review prior to it going live?

Question for Design

- Is the design mobile optimised?
- Are you starting from scratch or modifying a theme?
- Are you giving me a style guide?
- Can I use my existing fonts? Are they web-enabled?
- Are you using a template? If so, do I have ongoing rights to this?

Question for Advertising

- Can I get access to the Analytics account?
- What is the average CPC in my industry?
- What are you doing to push organic traffic to my site?
- Have you set up a funnel on customer acquisition for us?
- What knowledge transfer is there to my organisation

**Products you need to know
about**

Tools for Internal Communication

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Tools for Visualising

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[Envato](#)

Tools for Customer Engagement

[Base](#)

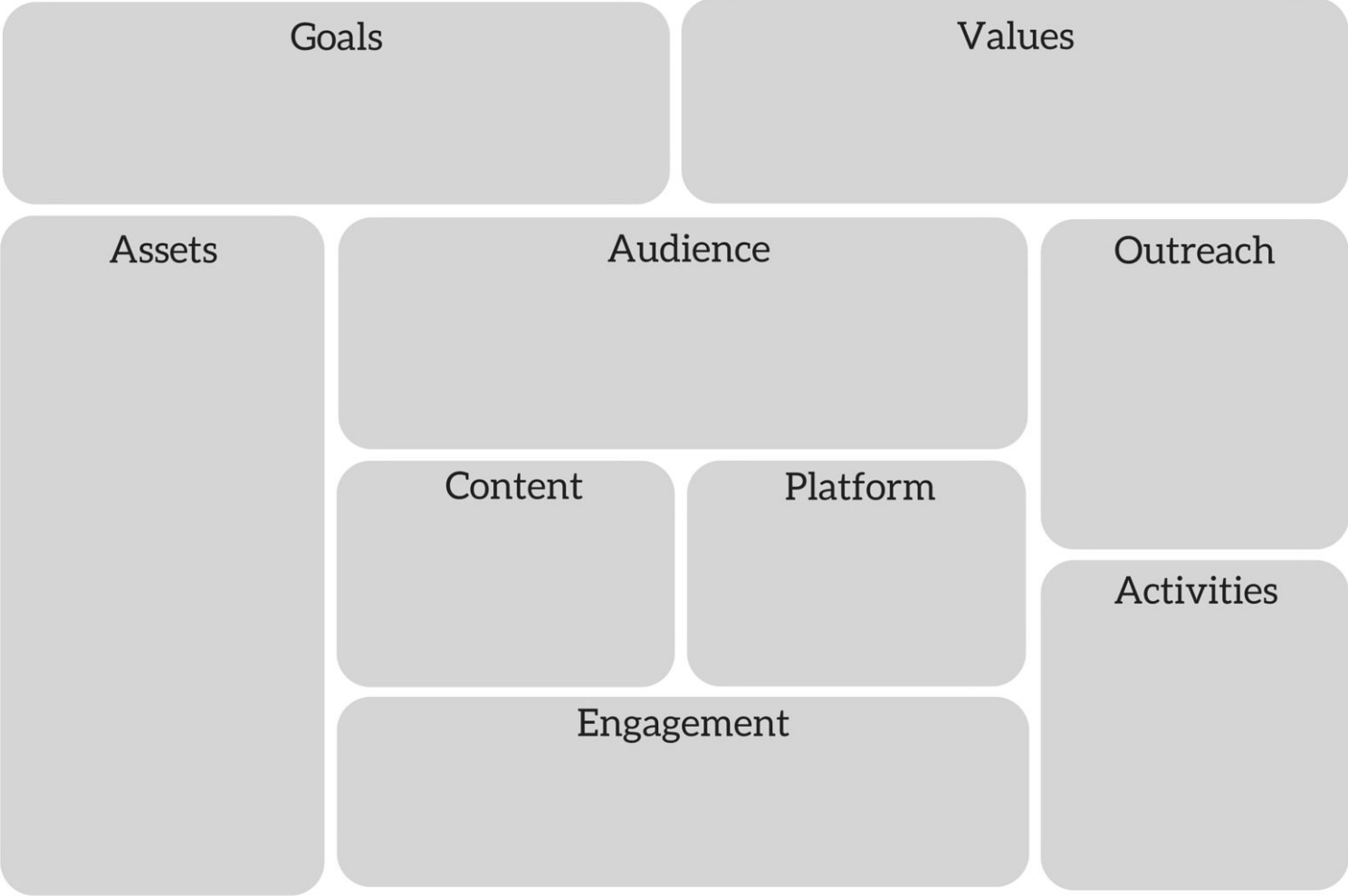
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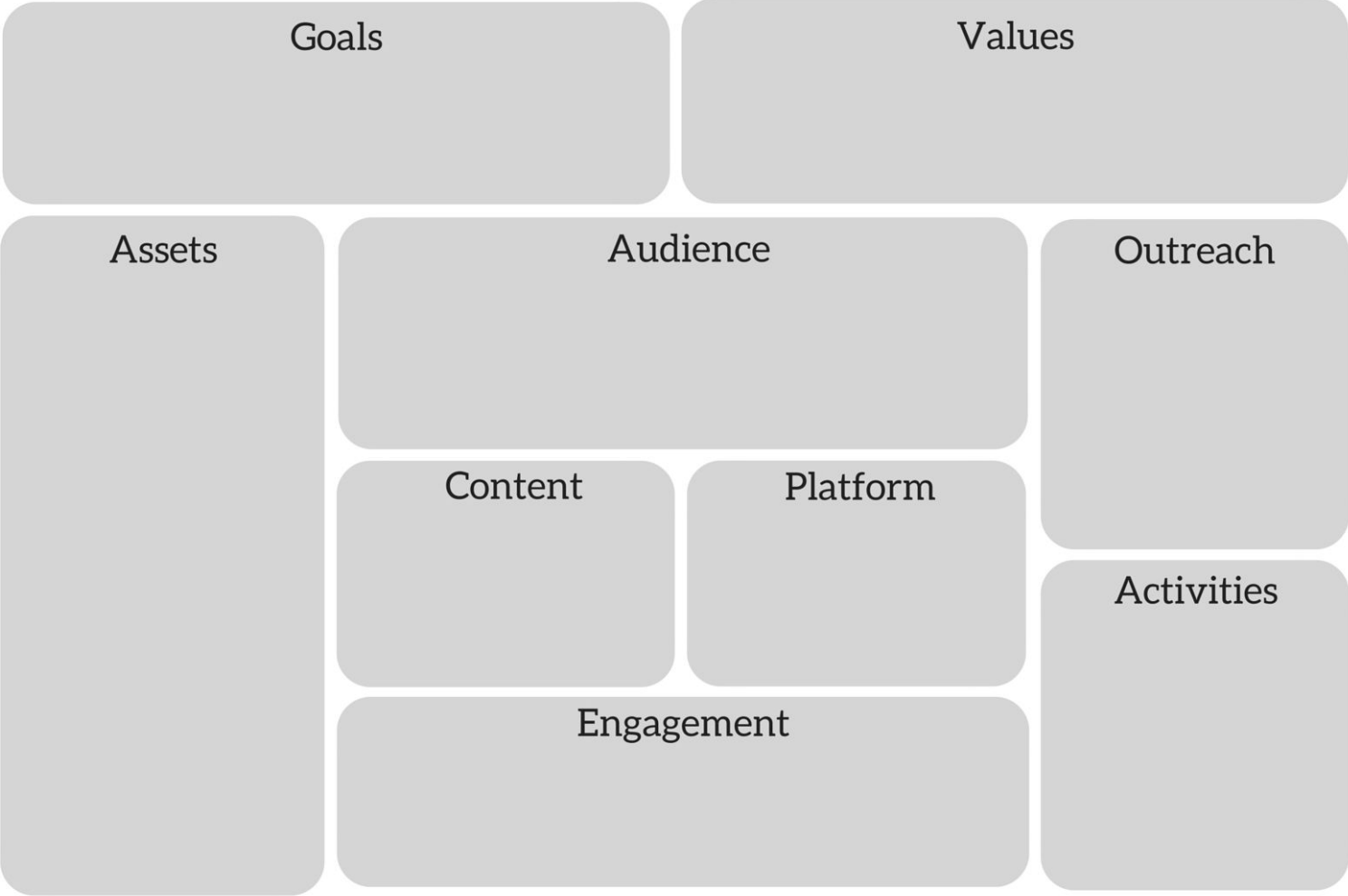
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Developing your Digital Strategy Canvas



Goals	What does our company want to achieve? What are our goals for using digital in the company?
Values	What do we stand for?
Assets	What does our company have to offer? What is our unique value proposition? Why are we the best to deliver this?
Audience	Who is our current audience? What is our future audience? What does our audience(s) look like? What are their motivations / pain points?

Outreach	How can we reach our current audiences in digital? How can we reach our future audience in digital? Where do we have to be to meet our audience online?
Content	What type of content will we focus on? (articles, thought leadership piece, reposts, video, imagery, testimonials)
Platform	Where can we find our audience? Which platforms should we be focusing on? What does research tell us?
Activities	How will we make the connection between our audiences and our assets? How will we measure this?
Engagement	Let's run through a story of turning a passive potential customer into an engaged brand advocate. List the steps that would need to happen. What is our process to continue to measure this?



Thanks!

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