
Innovation for Impact

- To - Increase the Rewards from Innovation
- Reduce Risk Associated with Change



Overview

1. Incremental Innovation

- to extend Products / Services

2. Sustainable Innovation

- to improve processes / efficiencies

3. Disruptive Innovation

- for “ new “ products, services, markets, etc.



The Need to Innovate Better 1

1. To drive meaningful change
 - vs being a victim of change
2. To improve business outcomes
 - more \$, Relevance, Opportunities
3. To attract the best talent
4. To demonstrate Leadership, Vision, Look Ahead
 - + can execute on new initiatives / corporate strategy
 - + can create and monetize value



The Need to Innovate Better 2

5. To be a Player in “ Smart “ initiatives
ie: Smart – Buildings / Manufacturing / Energy / Finance /
Healthcare / Vehicles / Retailing / etc.
6. To benefit from new opportunities, emerging markets, new technology,
etc.
7. To create the future with the opportunity to be –
 - an Amazon - not a Retailer
 - an Uber - not a taxi company
 - a Netflix - not a video store
 - an Apple - not a music distributor



The Importance of “ Disruptive Innovation “

1. To
 - meaningful grow current markets
 - successfully enter another market
 - create new markets
2. To create significant new opportunities with
 - meaningful added intelligence to current offerings
 - new products / solutions / services
 - a new business, different business model, a new value proposition, Partnering synergies, etc.
3. To fast track developing the “ *Innovation Mindset* “

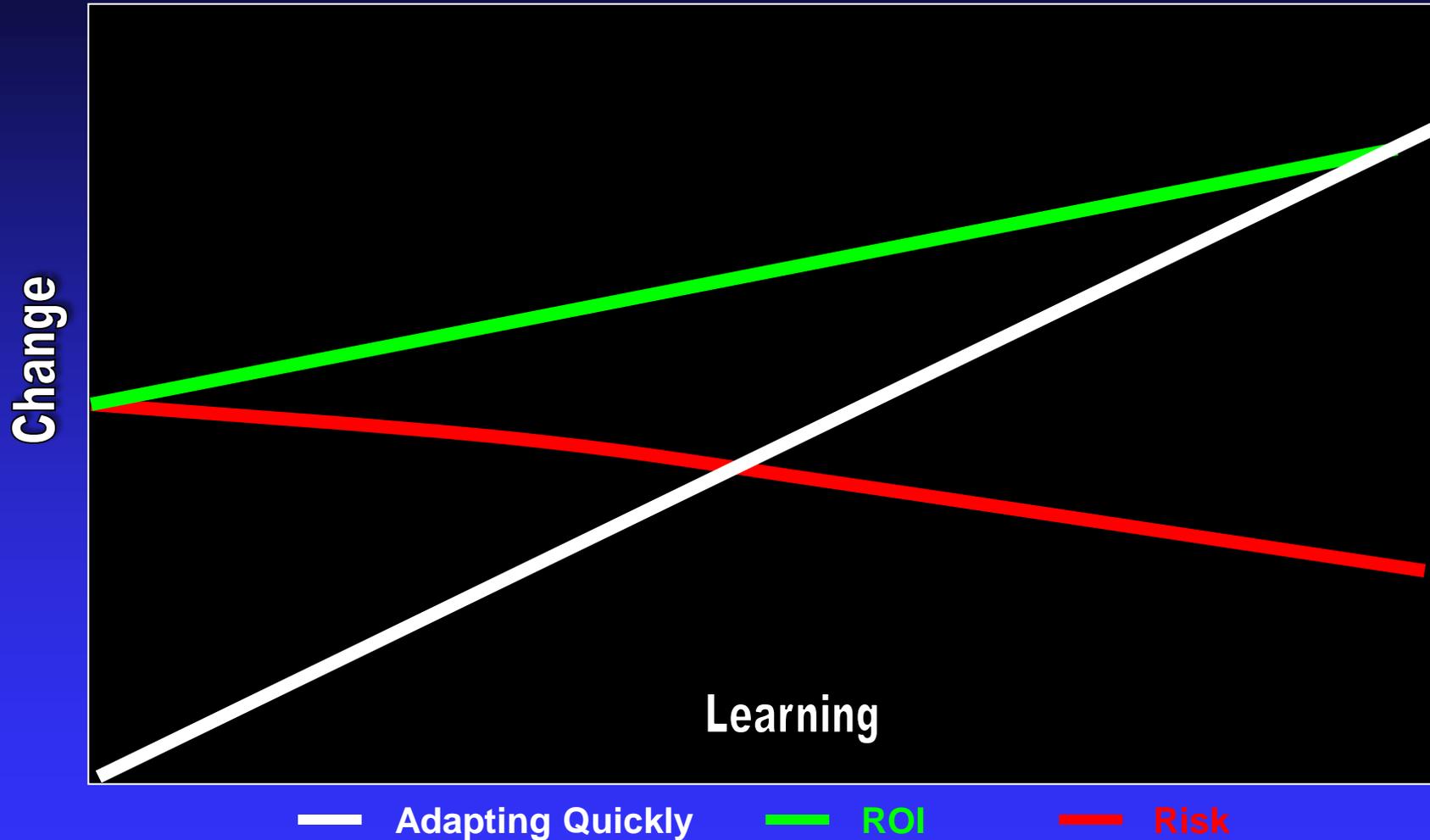


Innovation Success Pipeline



Innovation Risk Analysis

Adapting quickly - Increases ROI and Reduces Risk



CAIL Innovation Value Add

To increase the Rewards from Innovation by –

A. Monetizing Value Creation

- with metrics for additional revenues, new services / products, improving operational efficiencies, expanding business competencies, achieving strategic objectives, opportunities, evolving the business model, rewards, entrepreneurship, etc.

B. Reducing Risk associated with change

- speed and effectiveness of evolving culture, quality of “ look ahead “ and opportunities, improving the innovation hit rate, business and technology sophistication, accountability, expanding organizational risk tolerance, caliber of the brain trust, etc.



CAIL Innovation Experiences

1. A solution to Automate Demand Generation – to drive sales and opportunities
2. Improving Business Outcomes from University Continuing Education Programs
3. Increasing Capabilities & Reducing the Size of hardware components in Mobile
4. Reducing Risk in Oil & Gas Refining – through better detection of hazardous gases
5. Various Enterprise IT Automation and Modernization Projects
....to improve information services, extend business capabilities, reduce costs, etc.
6. Grow Revenue and Fan Engagement of Music Artists
7. Mobile and IoT initiatives to – deliver new services, increase relevance, grow sales, better manage the business, enter new markets, etc.



Innovating for Your Success

1. Determining Innovation Goals and Strategy
2. Assessing the Innovation Team and Setup
3. Understanding the Wealth Creation Process
4. Developing the “ Innovation Mindset “
5. Determining Metrics / Rewards
6. Managing Risk – Business, Technological, etc.



To Move Forward 1

From the “ Business “ perspective -

1. What is the vision for the company ?
2. What changes are anticipated in the business / industry ?
3. What meaningful new Markets / Products / Services are needed to increase relevance and revenue ?
4. What is needed to win, for competitive advantage, etc. ?
 - today and tomorrow
5. What are the challenges to change / move forward ?



To Move Forward 2

From the “ Innovation “ perspective –

1. What seems to be working ?
2. What are the challenges to extend Innovation capabilities ?
3. How much emphasis / budget is for –
 - Incremental Innovation
 - Sustainable Innovation
 - Disruptive Innovation
4. What are the associated metrics ?
5. How is Innovation to be rewarded ?



Moving Forward 3

Options to improve at Business Innovation with CAIL -

A. Flat Daily Rate

- Consulting Model

B. Shared Rewards / Cost / Risk

- Partner / Investor Model



Thank You

Questions ?

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