The Jazz of Innovation

"Without order nothing can exist – without chaos nothing can evolve."

80 PowerPoint slides + 80 Executive Summaries

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Creating a Guiding Innovation Structure

Balancing Order & Creative Chaos

Unleashing the Power of Improvisation

Ten3 SMART Learning: Synergistic, Motivational, Achievement-oriented, Rapid, Technology-powered
The Jazz of Innovation
Creative Chaos & Improvisation Within a Guiding Structure

1. Balancing Order and Creative Chaos

2. Creating a Guiding Innovation Structure
   - Defining Innovation Areas and Strategies
   - Building an Innovation System
   - Setting Rules for Evaluation and Selection of Ideas

3. Unleashing the Power of Improvisation
   - Leading the Innovation Team
   - Encouraging Entrepreneurial Creativity
   - Facilitating Rapid Experimentation

The Jazz of Innovation
Creative Chaos & Improvisation Within a Guiding Structure

"Without order nothing can exist – without chaos nothing can evolve."

Strong creative chaos × Weak guiding structure
Weak creative chaos × Strong guiding structure

Continuous Innovation & Top-line Success

Concept development
Implementation
Market introduction

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More information at 1000ventures.com: "The Jazz of Innovation"
The Jazz of Innovation

11 Practice Tips

1. Provide strategic alignment
2. Define the innovation process publicly
3. Build cross-functional expertise
4. Establish a creative chaos environment
5. Challenge assumptions
6. Cross-pollinate
7. Reward idea generation
8. Experiment
9. Allow freedom to fail
10. Measure the progress
11. Make business fun

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GUIDING STRUCTURE

Innovation Strategies
• Strategic Intent
• Launching a Crusade
• Leveraging Diversity
• Idea Selection Guidelines

Innovation System
• Adaptive Organization
• Growth Culture
• Cross-functional Teams
• Loose-Tight Leadership
• Innovation Process
• Metrics & Rewards
• Fast Company

IMPROVISATION

Leading Innovation
• Inspiring and Energizing
• Creative Chaos & Fun
• Brainstorming
• Freedom to Fail

Entrepreneurial Creativity
• Cross-functional Excellence
• Effective Questioning
• Cross-pollination of Ideas
• Creative Problem Solving
• Experimentation
• Market Learning
• Creative Selling

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Business Model
Converting Innovation to Economic Value

Growth Strategies
Value Proposition
Competitive Strategy
Market Segments
Revenue Model
Value Chain Structure

INNOVATION
Corporate Innovation System
5+1 Core Elements

Adapted from: "Relentless Growth", Christopher Meyer

More information at 1000ventures.com: "Innovation System"
Innovation Process
Traditional vs. Flexible Model

TRADITIONAL MODEL

- Project Start
- Concept Freeze
- Market Introduction
- Concept development
- Implementation

FLEXIBLE MODEL

- Phases are overlapped; no design is locked down earlier than absolutely necessary not to miss a newly emerging technology
- Effective for rapidly changing business environment

- Project Start
- Concept Freeze
- Market Introduction
- Concept development
- Implementation

Adapted from: “Relentless Growth”, Christopher Meyer

More information at 1000ventures.com: “Innovation Process”
The **ideas** you want to develop should flow from the strategies you identify to achieve the objectives.

**Objective** is what you want to achieve.

**Strategy** is how you propose to achieve the objective.

Ideas can be all over the place. To develop ideas efficiently, you need a strategy that addresses the identified problem.

Adapted from: “101 Ways To Generate Great Ideas”, Timothy R.V. Foster

More information at 1000ventures.com: “Perfect Brainstorming”
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Creative leaders search for and discover opportunities, introduce positive change, and make quantum leaps forward in creating new products and processes.

Questions to Answer

- How can you inspire and motivate people to become more creative and empower them to bring their ideas into life?
- How can you energize people to see problems as opportunities for innovation and failures as stepping stones to success?
- How can you make all your staff into creative problem solvers and creative entrepreneurs?
- How can you encourage cross-pollination of ideas among your people and search for synergies?
- What can you do to make business fun for your people?
Entrepreneurial Creativity
Five Steps

1. Find the opportunities, don't wallow in the problems

2. Separate idea generation from idea evaluation

3. Change lenses

4. Avoid the trap of entrenched thinking

5. Risk something big

More information at 1000ventures.com: "Entrepreneurial Creativity"
The Tao of the Jazz of Innovation
Balancing Adaptation and Improvisation

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Instead of Introduction
For the vast majority of companies, having well-defined visions and mission statements changes nothing. The exercise of crafting them is a complete waste of time and talent if visions and mission statements are used for nothing but being published in the annual report and displayed in a reception area. To be able to energize employees to work towards corporate goals, visions and missions should be more than a sign on the wall. Executives and managers should live them, be seen living them, and constantly communicate them to their employees.

Vision
Vision is a short, succinct, and inspiring statement of what the organization intends to become and to achieve at some point in the future, often stated in competitive terms. Vision refers to the category of intentions that are broad, all-encompassing, and forward-thinking. It is the image that a business must have of its goals before it sets out to reach them. It describes aspirations for the future, without specifying the means that will be used to achieve those desired ends.

Mission Statement
A mission statement is an organization’s vision translated into written form. It makes concrete the leader’s view of the direction and purpose of the organization. For many corporate leaders it is a vital element in any attempt to motivate employees and to give them a sense of priorities.

Setting Goals
The major outcome of strategic road-mapping and strategic planning, after gathering all necessary information, is the setting of goals for the organization based on its vision and mission statement. A goal is a long-range aim for a specific period. It must be specific and realistic. Long-range goals set through strategic planning are translated into activities that will ensure reaching the goal through operational planning.

Strategic Intent
A strategic intent is a company’s vision of what it wants to achieve in the long term. It must convey a significant stretch for your company, a sense of direction, discovery, and opportunity that can be communicated as worthwhile to all employees. It should not focus so much on today’s problems but rather on tomorrow’s opportunities.