



THE STRATEGY GROUP



5 tips to find and accelerate new ideas

Who would have thought we'd  
see something like this.....



# Apple fans bemoan lack of core ideas



Which makes you wonder....

Did Steve Jobs build an  
idea factory or was *he* the  
idea generator himself?

So, what is the definition of  
innovation?



The collision of two or more ideas to create an explosion, generating new ideas that are taken to execution

This happens when  
people get together



The **collision of two or more ideas** to create an explosion, generating new ideas that are taken to execution





The collision of two or more ideas to **create an explosion**, generating new ideas that are taken to execution



Lots of ideas explodes into a great idea



The collision of two or more ideas to create an explosion, generating new ideas **that are taken to execution**

But great ideas mean little if it's not implemented



Air conditioned shoes



Innovation isn't just about developing  
the next cool product

There are actually **10 types** of innovation

Here are some examples...

Process innovation



Ikea successfully transports, stores and sells their flat packed products worldwide

Channel innovation



Nespresso has stores or pop up stores in most shopping centres around Australia

Customer experience innovation



Apple creates strong visual & emotional attraction to their stores and products

Profit model



Networking



Product performance & features Intel® Pentium® 4

Product system



Customer Service



Configuration

Offering

Experience

Profit model

Networking

Structure

Core process

Product performance

Product system

Service

Channel

Brand

Customer experience



3. Structure

4. Core process



ZARA



Channel



Brand

Customer experience



Here are some others types of innovation.....

But what makes these companies  
innovate so well?

Here are **5 tips** to find your next big  
idea and move them to successful  
implementation

# tip 1

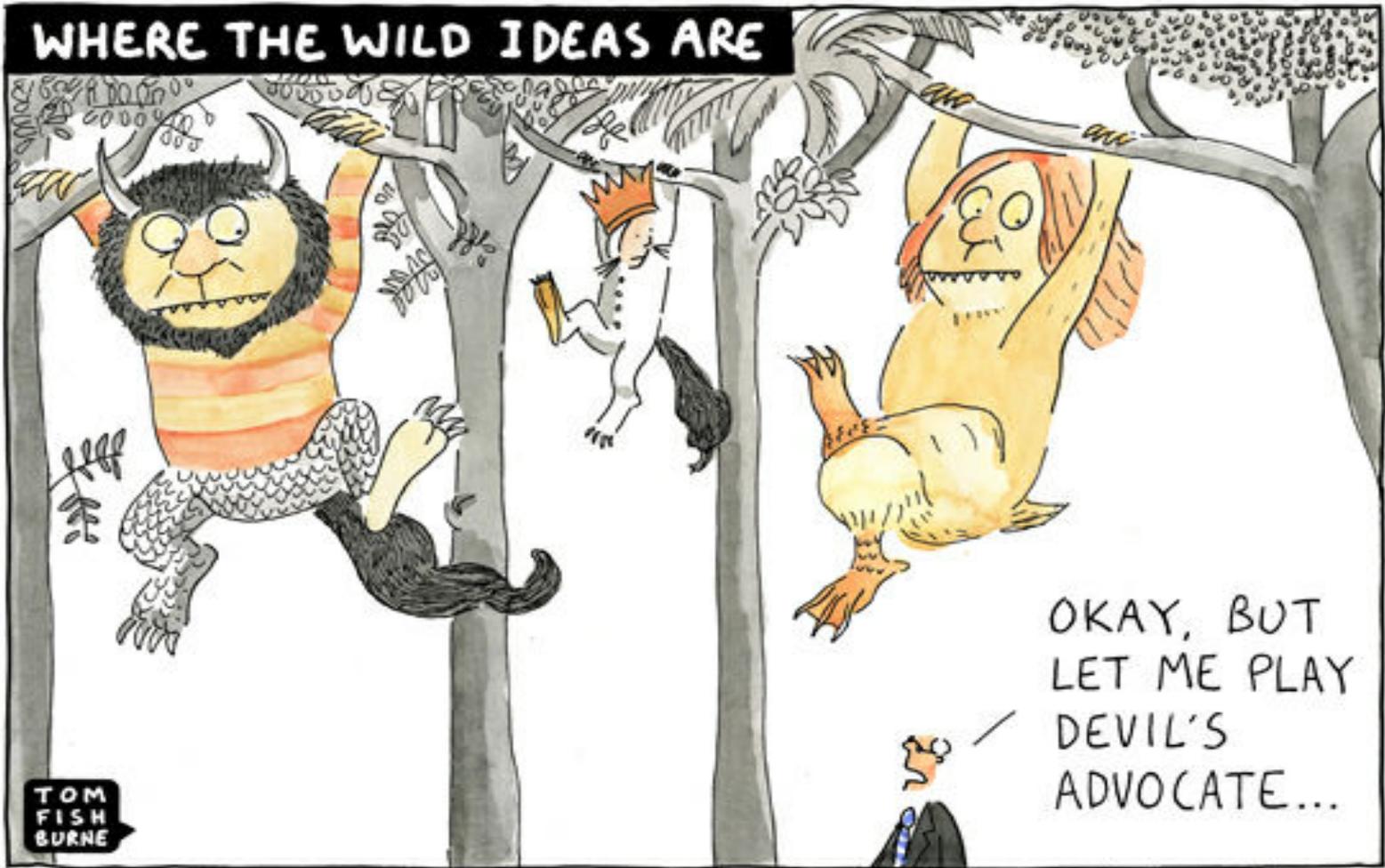
Great ideas often come from people like  
employees, customers, partners...

...not just from members of the leadership team



# tip2

Create a culture that encourages  
**wild ideas...**



Out of the box ideas often lead to great ideas

# tip3

Use **tools** to capture & manage ideas



There are ideation tools available that capture ideas

# tip4

Develop a process to take

ideas to execution

# Here's an example of a great process

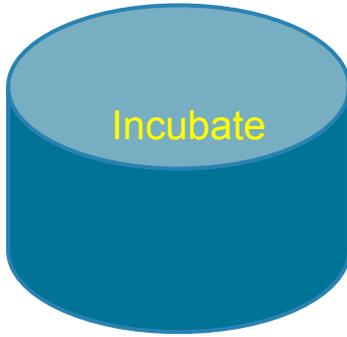
1. Find and collect the ideas from all sources



2. Filter the ideas



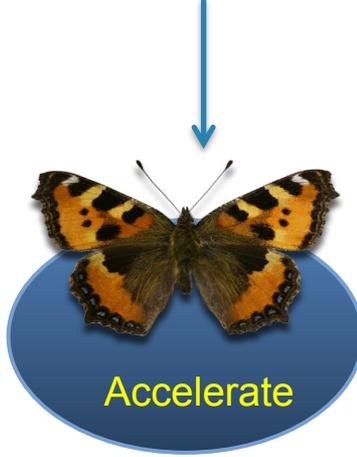
3. Incubate the ideas



4. Filter the ideas, again



5. Accelerate a small number of great ideas



**= SUCCESSFUL INNOVATION**



Ensure a seamless transition between each stage of the process to take ideas to execution

# tip5

Quickly **test prototypes** with customers

Since successful innovation is about creating something the customer actually wants



There are **ideation platforms** that help capture ideas and manage them to implementation...

Here's one.....

**BRIGHTIDEA®**  
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# Brightidea is used by hundreds of innovative companies around the world



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Drive Repeatable Innovation Outcomes with Collaborative Innovation Software

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NOVARTIS

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IBM



CBRE



Bristol-Myers Squibb



MOTOROLA



The Brightidea Platform enables you to **capture ideas from all sources** via a personalised interface

Artemis Industries IDEASPACE

BRIGHTIDEA 1 1 5  Brandon Jacobs | ⚙️

**Challenges** ▾ [Blog](#) [Leaderboard](#)

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# Welcome to IDEASPACE

Where Ideas Become Reality!

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**Enterprise User Community**



**Leaderboard**

	John Albright	1,410
	Sara Davis	759
	Brandon Jacobs	685
	Charlie Xi	59
	Paul Tre	52

[more...](#)

**Program Stats**

- 233 ideas
- 157 comments
- 524 votes
- 44 users

**Current Challenges**



**Next Generation Work Station**  
We are looking for your ideas for our next generation of products we offer our clients. New Products are the future to our business, so we need to all contribute to finding what's next...

👍 25    💬 29    👤 682

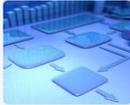
Short List



**Going Green Challenge**  
This WebStorm is focused on collecting new ideas regarding ways that we as a company can be more Green. How can we live lightly on the Earth and at work and save money at the same time? We would love to hear your ideas!

👍 32    💬 77    👤 682

Feedback



**Process Improvement WebStorm**  
Help us gather ideas for Process Improvement challenge. We are always trying to improve our processes to increase the way we do business. Help us, help each other and submit your ideas.

👍 102    💬 29    👤 682

Execution



**Advanced Technology**  
How can we provide more sophisticated and technologically advanced products to our customers?

👍 74    💬 3    👤 682

Planning

**Current Activity**

so you can set innovation challenges for your community

and view how many ideas have been submitted (and by whom)

The screenshot shows the Artemis Industries IdeaSpace interface. At the top, the Artemis Industries logo and 'IDEASPACE' are visible. A navigation bar includes 'Challenges', 'Topic', 'Submit', 'Ideas', 'Dashboard', 'Manage', 'Blog', and 'Setup'. A search bar and user profile for John Albright are also present.

The main banner features the challenge title 'NEXT GENERATION WORKSTATION' and the text: 'We're looking for new solutions and products that **improve offices** and **empower workers**.' Below this are two buttons: 'Submit Idea' and 'View Ideas'. An image of a workstation with multiple monitors is shown on the right.

A 'Time Left' section indicates 54 days, 21 hours, 3 mins, and 29 sec.

The 'Recent Logins' section shows a grid of user avatars.

The 'Challenge Stats' section lists: 25 ideas, 34 comment, 167 votes, and 45 users.

The 'Leaderboard' section is a table with the following data:

User	Points
<a href="#">John Albright</a>	51
<a href="#">Todd Saul</a>	33
<a href="#">Kristina K Bovee</a>	30
<a href="#">Jennifer Alvarez</a>	25
<a href="#">Brandon Jacobs</a>	23
<a href="#">Sara Chang</a>	20
<a href="#">Paul Tre</a>	14
<a href="#">Carl Mansfield</a>	6

The 'How it Works' section explains the challenge's focus on finding new ideas that accelerate innovation in technology. It lists three criteria: Originality, Feasibility, and Impact.

The 'Message from the Sponsor' section features a quote from Spencer Lane: 'Artemis's has been the front runner in providing businesses with sound technology. We want to keep hold of this core competency by developing cutting edge hardware to workplace.'

The challenge progress bar shows: Submission Completed, Voting Completed, Short List (24 days left), Final Candidates (Starts in 24 days), and Selection (Starts in 2 months).

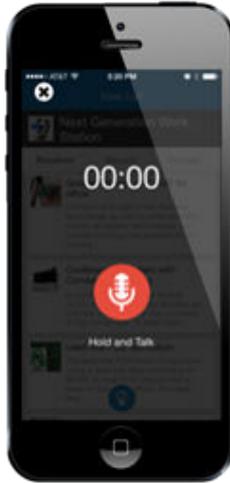
The Activity Feed shows: 'Darryl Smith has promoted Katherine Morrone's idea "Improve CV-3D modeling techniques" new Product - Apr 26 2013'.

# View more details about the ideas submitted...

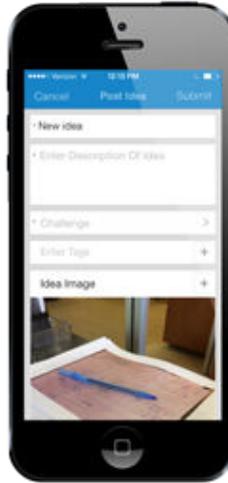
The screenshot shows a web interface for viewing submitted ideas. At the top, there are navigation tabs: 'Random' (selected), 'Recents', 'Active', 'Votes', and 'Favorited'. A search icon is on the right. Below are eight idea cards arranged in a 2x4 grid. Each card features a title, a representative image, the author's name, a short description, and a vote count (up arrow, comment icon, and star icon).

Title	Author	Description	Votes
Live scan technology	Andrea Dembski	Live Scan technology allows digitally scanned fingerprints and related information to be submitted electronically	4
Real-time 3D hand gesture recognition	Hamparian Matthew Joseph	3D hand gesture recognition is an emerging technology as the market demands new user interfaces of electronic	7
Retina scanning security	John Albright	Retinal scan is a highly dependable technology because it is highly accurate and difficult to spoof, in terms of	4
Space age materials for new workstations	Kristine Regula-Ness	Space age materials can give us a leg up on our competition in regards to durability, longevity and structural	8
Google Glasses and HUD for office	Graham Thompson	Combining Google's new Glasses technology, as well as other possible heads-up display technologies can	6
Brain-Computer interface (BCI)	Erin K. Freshly	Brain Computer Interface technology has the potential to bring about the most significant change in the history of the	7
Conferencing System with Curved glass display	Brandon Jacobs	In-product version of the flexible OLED prototype. Curved displays are the best orientation for the curvature of the	1
Automated Robotic Workstation Platform	David L Foley	Automated Workstation with proprietary Modular Technology can deliver all of these benefits -without compromising	6

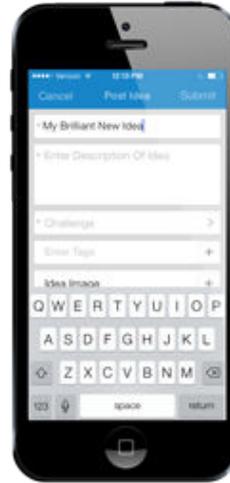
...and how see many votes it has received



A



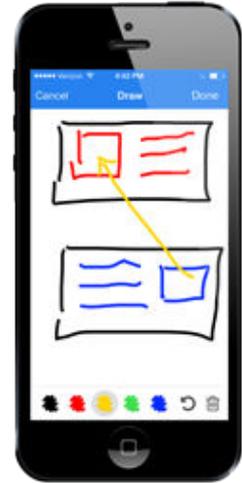
B



C



D



E

Submit and vote on ideas from any device  
from anywhere in the world

# Submit the most popular ideas to a panel for voting...

The screenshot displays the Artemis Industries IDEASPACE interface. The main header shows 'Artemis Industries' and 'IDEASPACE'. Below the header, there are navigation tabs for 'Ideas', 'Proposals', and 'Projects'. The current view is 'Ideas' for the 'Going Green Challenge' with 42 ideas. A table lists ideas with columns for Code, Idea Title, Scorecards, Batches, Average Score, Views, Chips, Comments, Submitted, Submitter, and Category. A search overlay is visible on the right, and a context menu is open over the table.

Code	Idea Title	Scorecards	Batches	Average Score	Views	Chips	Comments	Submitted	Submitter	Category
D681	Linkage Research (Engagement-Customer Sati...			87.12	6	0	1	05/29/2012	Zotoli Michael	Software
D684	Sponsor a booth and have a road rally car to go ...			85.71	3	0	0	09/17/2012	Chaney Michael Earl	Software
D660	COMPANY Logo Bumper Stickers & Window Clin...			83.33	86	0	5	10/21/2012	Neuhoff Kelly M	Software
D690	Pandemic Planning and Absence Management			80.95	2	0	0	09/10/2012	Squiers Todd	Software
D5522	Vegetable Vending Machines			78.34	455	130	11	09/28/2012	Charlie Xi	Operations
D720	Repriced Survivorship UL with Paid Up Rider			74.07	13	0	0	10/14/2012	Yerian David L.	Software
D702	Follow-Up Call			72.73	6	10	0	10/08/2012	Nelson Pete A	Software
D657	user collaboration rooms			71.43	88	40	5	07/20/2012	Mike M	Hardware
D693	Luggage Recognition			66.67	18	0	3	06/30/2012	Gettles Debra A	Software
D684	Forms available on the COMPANY website			61.9	1	0	0	06/09/2012	Folsom Dallas Landon	Software
D699	COMPANY Sign			61.9	13	0	0	10/16/2012	Massenelli Antonio L	Software
D5526	Green Driving Software			59.63	409	203	15	10/01/2012	Evan Vinay	Cars
D5523	Healthy Vending Machines			57.17	392	94	16	10/31/2012	Bill York	Operations
D5563	Why you should get solar panels			55.55	82	20	4	11/09/2012	John Albright	Hardware
D5562	Innovative Idea			49.35	26	0	0	11/07/2012	mcohen@brightidea...	Unsure
D687	Whose number is it anyway?			47.19	2	0	0	10/16/2012	Lund Ann R	Software
D722	Property and Casualty Tiered Commissions			44.27	4	0	0	09/08/2012	Flournoy Heather K	Software
D706	File Storage			35.19	26	28	2	10/29/2012	Carter Jr James T	Software

# ...and compare the votes to those of the crowd

# Generate the most popular ideas into proposals...

The screenshot displays the Artemis Industries IDEASPACE interface. The top navigation bar includes 'WS Ideas', 'SB Proposals', and 'PL Projects'. The main content area shows a 'Scorecard Summary - Youthful Child Discount (SHOW) (P1018)' for '2012 New Products - ROUND 2'. It features an 'Evaluation Summary' with a score of 58.70% and a radar chart. Below this, a table lists various proposals across three rounds.

ROUND	Title	Score	Completion
ROUND 1	Property and Casua...	66.09	5 of 7
ROUND 1	Youthful Child Disco...	65.22	6 of 7
ROUND 1	Child Safety (P1015)	64.48	6 of 7
ROUND 1	Add Bonds to Agrib...	62.61	5 of 7
ROUND 1	Pet Insurance Prom...	61.61	6 of 7
ROUND 1	Cup of Coffe and Ad...	60.13	6 of 7
ROUND 1	Meeting Objectives ...	54.35	6 of 7
ROUND 2	Cup of Coffe and Ad...	60.87	3 of 4
ROUND 2	Youthful Child Disco...	58.7	4 of 4
ROUND 2	Child Safety (P1015)	57.61	4 of 4
ROUND 2	Property and Casua...	55.43	4 of 4
ROUND 3	Property and Casua...	0	0 of 0
ROUND 3	Cup of Coffe and Ad...	0	0 of 0
ROUND 3	Youthful Child Disco...	0	0 of 0

...and send to people for review

# Turn successful proposals into business projects...

The screenshot displays the Artemis Industries IDEA SPACE interface. The main navigation bar includes 'Ideas', 'Proposals', and 'Projects' (highlighted in green). The user is logged in as John Albright. The central content area shows a project titled 'Titration accessory for solution monitoring (show) (L102)' with 4 results. It features two tables: 'Revenue Results (2)' and 'Savings Results (1)'. The Revenue Results table shows two entries: one for \$25,000,000 in 2012 and another for \$33,000,000 in 2013. The Savings Results table shows one entry for \$48,500 in 2012. Below the tables is a 'Results Notes (1)' section with an 'Add Note' button. A recent update from John Albright is visible at the bottom, stating 'We made great progress on this implementation'.

**Revenue Results (2)** **\$58,000,000**

Enter Revenue	Enter Description	Period Start:	01/01/2013	End:	12/31/2013	Record Revenue
\$25,000,000	First year re...	01/01/2012		12/31/2012		✗
\$33,000,000	Second yea...	01/01/2013		12/31/2013		✗

**Savings Results (1)** **\$48,500**

Enter Cost S	Enter Description	Period Start:	01/01/2013	End:	12/31/2013	Record Savings
\$48,500	Cost saving...	01/01/2012		12/31/2012		✗

**Results Notes (1)** [Back to top](#)

Enter Note  
[Attach Files](#) [Add Note](#)

**John Albright** less than a minute ago  
We made great progress on this implementation

...and track its execution and acceleration



And watch as your great idea turns into success!

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