

INNOVATION MANAGERS FORUM 2016



ROUNDTABLE SESSIONS (40 MINUTES)

The sessions run two times, so you can attend two of the following 5 sessions.

1. BOOSTING THE SUSTAINABILITY OF ONLINE PROGRAMS (COLIN NELSON)

Many organizations struggle to get their employees to 'cross the chasm' and make online collaboration around ideas and concepts a key part of the day job. Initial campaigns gather good ideas, some of which may be implemented, but how do we take the program to the next level? How can it be made self-sustaining? We'll consider a range of sustainability factors, including:

Diversity of topics and angles of attack – how can we get more people interested, with different skills and perspectives? Communicating with sustainability in mind – what does the organization need to know and how often? Building a sustainable structure – how should your core practitioner team grow? What's the right shape and skill set of that team?

Questions to prepare:

- Within which areas of the organization are you innovating?
- And are there any restrictions to the topics you can address?
- How are you communicating with leadership and the organization as a whole about innovation?

2. CONDUCTING ONLINE BRAINWRITING WORKSHOPS IN HYPE (CHRISTOPH SOHN)

Most companies are conducting offline-workshops with a small group of people using different creativity methods in order to generate a large amount of ideas in a short time. These workshops have two main drawbacks: They can only be conducted with a small

group of people and it is a relatively large effort to organize these. In our quest to make the work for innovation managers easier and more efficient, we recently enriched our tool box with a new tool called "Online Workshops", which is available since HYPE 8.9.

Goals of this 40-minute session are:

- Introduce you to the tool and present use cases
- Let you try out the feature in a live online brainwriting session
- Have you give us feedback on how to further enhance such creativity tools

In order to participate in the live brainwriting workshop, please bring your laptop for the session.

3. BUILDING EARLY STAGE ENTHUSIASM IN YOUR ONLINE PROGRAM (MARC MONAR)

Too many programs fail or do not really take off due to lacking engagement in the first 12 months. This impacts all people involved and can make starting over a lot more difficult. Building engagement and enthusiasm across the target audience is therefore one of the

first crucial challenges innovation managers are facing when establishing online innovation. We'll take a look at examples that teach valuable lessons about common pitfalls and which proven techniques are effective and helpful in this context.

Questions to prepare:

- What were your biggest challenges in getting engagement when you launched your program?
- What do you think is most likely to stifle engagement over the first 12 months?
- Which topics do you think will work best over the first 12 months of implementation (and why)?

4. KPI'S FOR INNOVATION MANAGEMENT – HOW TO MEASURE THE RIGHT THINGS AT THE RIGHT TIME (KHATTAB AL-ALI)

In innovation management, analytics are often not considered rigorously enough. Innovation programs often struggle to generate the required information, and it became clear to us throughout the last 15 years that decision makers often don't base their judgement on strong and meaningful indicators, and that the lack of such information can lead to wrong decisions.

The most important things to measure in business, namely Key Performance Indicators, can be hard to define and it may seem difficult to collect the required data. But often this is the case only, because we are thinking about measurement in the wrong way. The challenge is to count the things that drive the desired results (good KPIs) and to get the right numbers right (ROI).

In this discussion group, we will evaluate which KPI's should be measured, when we should measure KPIs, and how we should measure them.

Questions to prepare:

- What are the results management expect from your innovation program?
- How do you currently measure success in your innovation program? Please name your top 3 KPIs.

5. DREAM WITH PURPOSE: INNOVATION LEADERSHIP IN ACTION (IAN URE, ALLCHANGE)

Share experiences on building innovation-friendly environments, consider how leadership can foster creative and collaborative behaviors.

We'll consider some of the recommendations in the recent white paper 'Does your organization have an innovation mentality?', looking specifically at what practical things innovation leaders can do and what gets in the way.

Questions to prepare:

- When thinking of innovation leadership – what does good look like?
- What are the top 3 barriers to fostering an innovation friendly environment?

WORKSHOPS (90 MINUTES)

These are hands-on and actionable workshops hosted by our beloved partners ATIZO360, TrendONE and XL family.

6. HOW TO BENEFIT FROM CROWDSOURCING? – DO'S AND DON'TS (ATIZO360)

Together with the experienced ATIZO 360°-Team, you will get inspired and learn more about crowdsourcing and open innovation. Based on easy, interactive participation, you as workshop-participants, set the focus on the topics you are most interested in. Learn from best practice examples of some leading European companies and find out

how your organisation can benefit from crowdsourcing and how to get started. The workshop is based on short mobile surveys we set the focus on possible risks and most interesting opportunities. Finally you learn how to bring the power of crowds and your HYPE-Solutions in-line.

- Have a more clear understanding about how Crowdsourcing works and how you can benefit from this method.
- Get your most burning questions about Opportunities and Risks answered.
- Have an idea of how you can use your HYPE-Solutions for Crowdsourcing.

7. FROM TRENDS TO IDEAS – TOOLS THAT LET YOU TAKE THE LEAP (TRENDONE)

Want to know how to analyze and transfer trends into your own ideas and concepts? Take part in our workshop to understand current trends and create new ideas for cutting edge products, services and business models in just one and a half hours!

These serve as the backdrop of your own teamwork afterwards, because then it's your turn to think out-of-the-box. By combining the Micro-Trends in many different ways, we will guide you through an ideation and business model generation process, at the end of which you'll have a defined canvas for the favorite idea of your group. We will provide the tools; you'll come up with the ideas.

- You get to know our current favorite trends and best practice innovations from around the world.
- You'll learn how to work with those trends as a basis in order to develop and define your own ideas.
- We will introduce you to some of our tools, which you can easily apply by yourself afterwards. Trends change constantly, but our Tool-Kit doesn't!
- You will receive everything you worked on during the workshop and the tool-kit in documentation afterwards.

How does it work? The workshop is based on a short keynote of the latest and most important Cross-Industry-Micro-Trends.

8. GREAT IDEA, SO WHAT IS NEXT? – HOW TO BRING YOUR IDEA TO A SUCCESS (XL FAMILY)

Having a really exciting idea pop up from the HYPE platform is a first great step, but a "just do it" approach leads to all kinds of (expensive) problems. No company is eager to invest time & effort into every available idea and will ask for better structured and tested concepts to help decide which ideas have the greatest chance for success. We'll simulate a real life situation where we have an idea and have to dismantle the concept into several assumptions and discuss how we can test these. We have experience in continuously validating your idea and

its assumptions in the very first stage both within your company as outside with your future clients. These assumptions determine the future success of your business case. The sooner these assumptions are validated, the faster you gain insight in the potential success. With this workshop we'll not only help you work with an Experiment Board, but mainly learn how to validate your project and make sure you can answer the question whether your idea actually should be built and not only because you technically can.

- Give structure to your innovative projects and gain early fast insight in the potential success of your business case.
- Learn how to use the Experiment Board and validate all your projects underlying assumptions as soon as possible.
- Using small experiments to isolate these assumptions and test them outside of the project team's workspace.

Wifi Access:
Network "Kameha"
PIN Code 182694

THURSDAY, 14 APRIL

- 08:00 REGISTRATION
- 09:30 Enno Scholz – Co-founder and CEO of HYPE Innovation
WELCOME AND AGENDA
- 10:00 Frank Henningsen – Co-founder and CTO of HYPE Innovation
2016 PRODUCT UPDATES AND ROADMAP
- 10:30 John Bessant – Professor of Innovation and Entrepreneurship at Exeter University
PLAYING CHESS WITH THE RED QUEEN: LEARNING THE NEW INNOVATION GAME
- 11:15 COFFEE BREAK
- 11:45 Andreas Schindler – Director IT ideation, Innovation & Technology Foresight at Merck
DIGITAL DISRUPTION IN LIFE SCIENCES & PHARMA INDUSTRY
- 12:30 Pia Wågberg – Senior Manager Innovation at Innventia
HOW TO SURVIVE IN THE DRAGONS DEN
- 13:15 NETWORKING LUNCH
- 14:15 **WORKSHOPS & ROUNDTABLE SESSIONS: HYPE ENTERPRISE CONSULTING, ATIZO360, TRENDONE, XL FAMILY, ALLCHANGE STRATEGIC CONSULTING**
- 15:45 COFFEE BREAK
- 16:45 Elaine Bromell – Innovation Program Manager at Virgin Media Ireland
SPARK: THE SWISS ARMY KNIFE FOR INNOVATION
- 17:30 Robert Neuhard – Executive Director for Operational Strategic Initiatives at UC San Diego
"NEW SCHOOL" CROWDSOURCING: LEVERAGING COLLECTIVE GENIUS TO DELIVER INNOVATIONS THAT ADVANCE STRATEGIC OBJECTIVES.
- 18:15 NETWORKING DINNER
- 20:00 **ACTIVITY BY JASPAR ROOS** – Chief Inspiration Officer at XL family
THE SECRET LIFE OF AN INNOVATION MANAGER
- 21:00 NETWORKING DRINKS

FRIDAY, 15 APRIL

- 08:00 WELCOME BREAKFAST
- 09:30 Cecilia Izquierdo-Sabido – Innovation Manager & Controlling at BASF
DISCOVER, EXPLORE AND VENTURE ... BASF CHEMICAL INTERMEDIATE'S FIRST EXPERIENCE WITH IDEA CAMPAIGNS
- 10:15 Steve Dannan – Director, Group Innovation Lead at Interserve
USING HYPE TO ENHANCE THE CULTURE OF INNOVATION WITHIN INTERSERVE
- 10:45 Axel Wizemann – Director Business Planning at Stora Enso
INNOVATION MANAGEMENT AT STORA ENSO
- 11:15 COFFEE BREAK
- 11:45 Fabian Schlage – Head of Idea and Innovation Management at Nokia
IDEA 2 INNOVATION ENABLING IN LARGE SCALE ORGANIZATIONS
- 12:30 Jaap Waaijenberg – Managing Director at XL family
"NOW WE HAVE A WONDERFUL IDEA – WHAT'S NEXT?"
- 13:00 Delphine Urweiller – Chef the projects Management de l'Innovation at Transdev
Thibault Loneux – Chargée de Mission Innovation at Transdev
PLAYING WITH COWORKERS' IDEAS, OR THE BEST WAY TO TAKE THEM SERIOUSLY
- 13:45 NETWORKING LUNCH
- 14:45 Marcel Broumels – Innovation Acceleration Manager at Essent/RWE & Jay Parekh – Senior Consultant at RWE
WINNING OVER THE BUSINESS
- 15:30 Colin Nelson – Director of Enterprise Innovation Consulting at HYPE
INNOVATION MANAGEMENT TRENDS: WHAT'S NEW AND INTERESTING FROM THE FIELD
- 15.45 **WRAP-UP**

