



Innovation Quadrant

**Aligning Your Personal Innovation
with Your Company for Faster,
Better Change**

Who Am I?

Why listen to this lady?

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CEO of Red Branch Media

Works with HR and Recruiting
Tech and Services and have for
nearly 15 years now.

Credit Where It's Due





Why does
innovation
matter?



100%

Of the sessions you heard at this conference will
NEED innovation to go anywhere besides this
building.

Vastly Simplified

- **Individual**
- Product/Service/Approach
- Management/Executive
- **Company**

● **Individual**

● **Company**



Individual

Delivery

Management

Leader

ACTION

Individual
Contributor

Inspiring

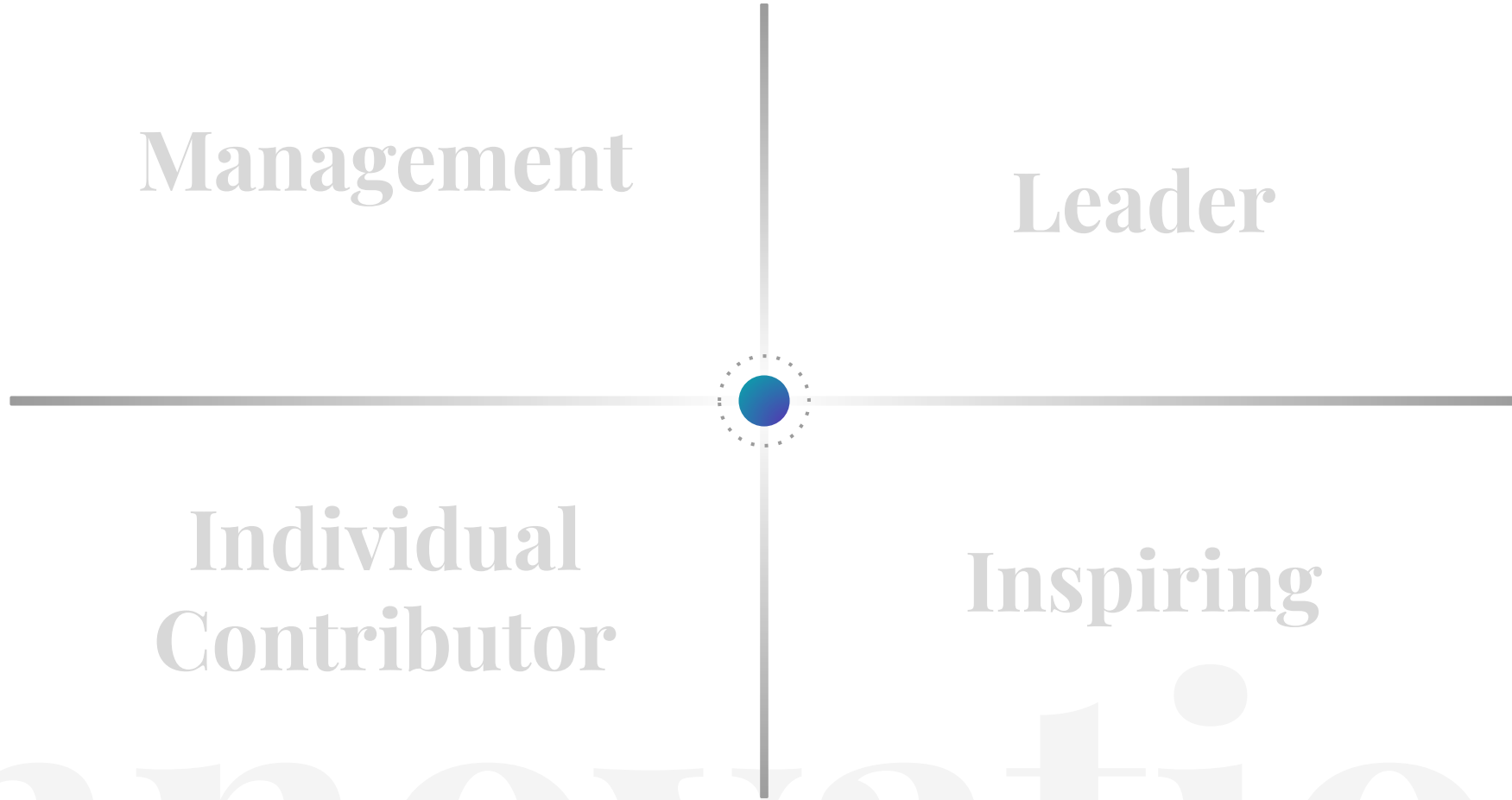
Idea


Tactical

Strategic

DEPTH

Innovation





Which of these are you
more likely to say is true of
you TODAY?

A: I focus on the literal tactics, or maneuvers, that are needed to get what needs to be done, DONE.

B: I focus on the strategic, long-term plans of the organization, the “bigger picture”.

C: I effectively manage my own time as well as the time of others.

D: I enjoy creating a sense of direction and purpose for employees and excitement and momentum for change.

Innovation

Which statement are you more likely to say?


A: If it ain't broke, don't fix it.

B: Let's change it up!

C: Always finish what you start.

D: It's okay, we did our best.

Innovation



**Which appeals to
you more?**


A: Tactical management

B: Long-term leadership

C: Making a tangible contribution

D: Motivating others

Innovation



**Use one word to
describe yourself**

A: Logical

B: Competitive

C: Efficient

D: Empathetic

Innovation



How do you like to work?

A: Get the assignment and map out a plan. Time is money!

B: Align plan to organizational goals before making a decision.

C: Figure out where I can be most useful and plug in.

D: See how we can reinforce core values throughout the project.

Innovation

Which frustrates you the most?

A: When people don't maximize efficiency.

B: When people don't think before making a business decision.

C: When people manage their time poorly.

D: When people aren't working in their strengths.

Innovation

Plot Yourself!

Mostly As = Manager

Mostly Bs = Leader

Mostly Cs = Contributor

Mostly Ds = Inspirer



Innovation

Individual

Delivery

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Idea

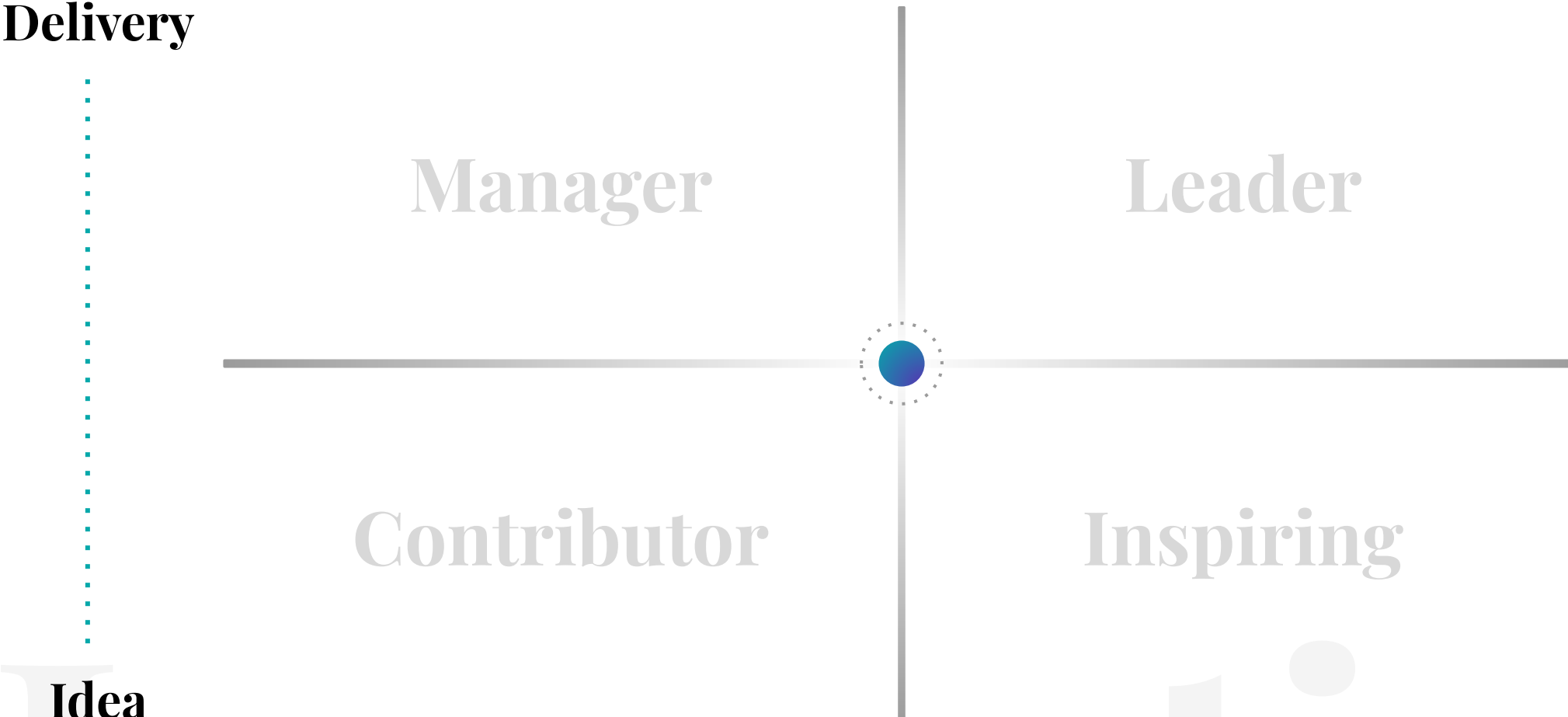
Tactical

Strategic

DEPTH

ACTION

Innovation



Company

New

MARKET

Architectural

Radical

Incremental

Disruptive

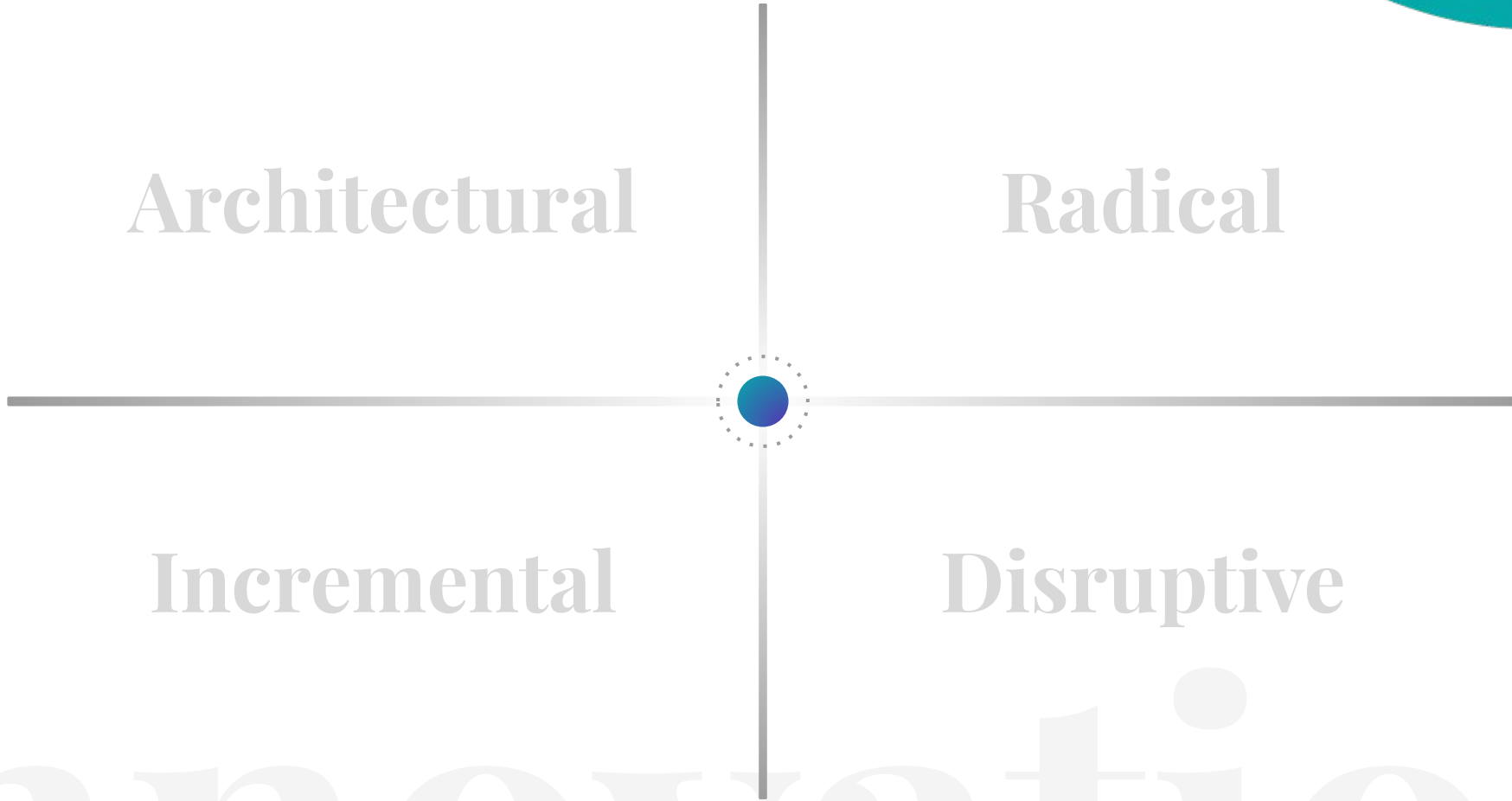
Existing

Existing

New

SECTOR

Innovation





The company I work for:

A: Has experienced a pivot in the last 5–7 years.

B: Was founded in the last 2–4 years.

C: Has an established brand and product and has forever.

D: Is a totally new concept in the space.

Innovation

Our target market(s):

A: Have recently changed

B: Have yet to be defined

C: Are firmly established

D: Love our new product/service

Innovation



**My company's style is best
described as:**

A: Building change into the market

**B: Completely new market and sector that's not
been explored before**

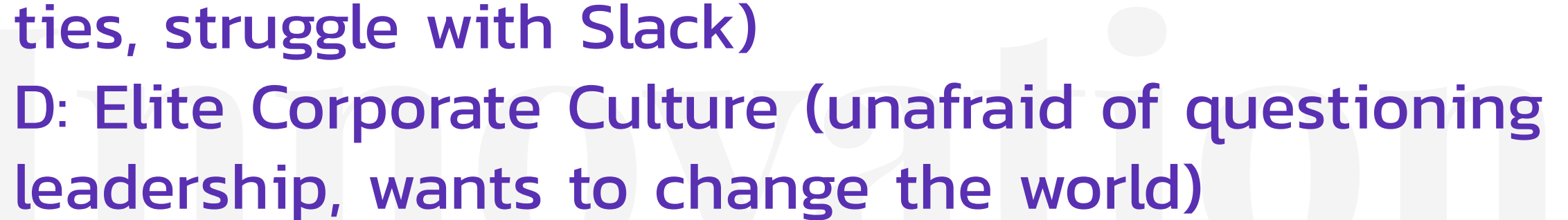
**C: Slow and steady change in an established
market and sector**

**D: An existing market transformed by a new
sector**

Innovation



Describe your corporate culture:

- A: Progressive but Corporate Culture (possibly a recent pivot or M&A activity)
 - B: Horizontal or Free-Spirited (the CEO washes his or her own coffee mug)
 - C: Conventional Corporate Culture (people wear ties, struggle with Slack)
 - D: Elite Corporate Culture (unafraid of questioning leadership, wants to change the world)
- 

Our company seeks to:

- A: Expand existing industry boundaries/reconstruct industry boundaries
- B: Provide something new to the world/uproot industry conventions/create a new space, create a new market and value network
- C: Improve the systems that already exist, making them better, faster cheaper
- D: Disrupt an existing market and value network, displace an earlier technology

Innovation

Plot Your Company!

Mostly As = Architectural

(New Market, Existing Sector)

Mostly Bs = Radical (New Market, New Sector)

Mostly Cs = Incremental

(Existing Market, Existing Sector)

Mostly Ds = Disruptive (Existing Market, New Sector)

Innovation

Company

New

MARKET

Architectural

Radical

Incremental

Disruptive

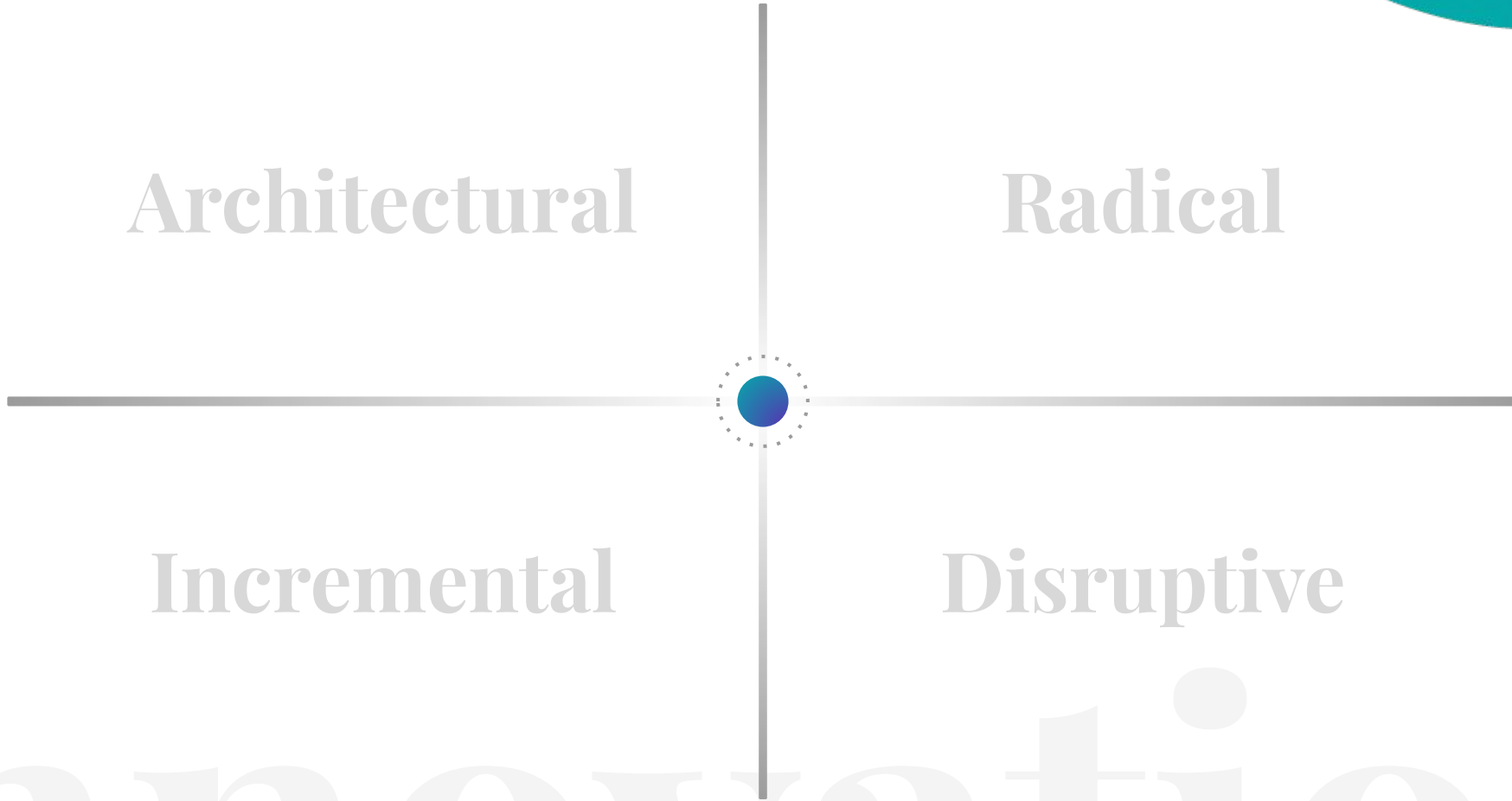
Existing

Existing

New

SECTOR

Innovation





Alignment Time!

How do you work with your company
to drive change?




How can I apply this?

Manager archetype

Manager

creating space for work to get
done NOW


- 
- Architectural
 - Radical
 - Incremental
 - Disruptive

If you are a manager in an architectural company, you're right where you belong. Managers do well at Architecturally Innovative companies because while the sector is existing, the market is new.

Managers will efficiently guide innovation, able to capitalize on the "known" and apply a playbook to the task at hand. Ensure you're included in important decisions by creating an action plan for new ideas.

Manager

creating space for work to get
done NOW




- Architectural
- Radical
- Incremental
- Disruptive

If you are a manager in a Radically Innovative company, focus on your ability to move fast.

While long-term thinking and strategy will be valuable, the financial nature of radically innovative companies require a management innovator to push things forward as fast as the strategist can innovate. Beware jumping on every idea out of the gate.

Manager

creating space for work to get
done NOW


- 
- Architectural
 - Radical
 - Incremental
 - Disruptive

If you are a manager in a Incrementally Innovative company, use your natural leadership abilities to push new ideas forward. Innovation is easier to sell when you've invested in a beta or test run.

Your action plans will come in handy here as well, as giving your team a plan to move forward will make them (and you) far more comfortable.

Manager

creating space for work to get
done NOW

- 
- Architectural
 - Radical
 - Incremental
 - Disruptive

Managers in a Disruptive Innovation style company will find themselves overworked and underappreciated unless they keep records of the tactical progress they make.

They also have a lot to offer when it comes to making quick decisions and building short-term growth strategies.



How can I apply this?

Leader archetype

Leader

lighting the way for new initiatives

- Architectural
- Radical
- Incremental
- Disruptive



If you are a leader in an architectural company, you have a unique challenge in that while everyone is excited about the recent pivot or market change, you're more likely to wonder how it fits into the company's long-term goals.

Use your brain for strategy to focus on adjusting plans to fit with the changes in structure that come with being in an Architecturally Innovative organization.

Leader

getting rid of what's
stopping the train

- Architectural
- Radical
- Incremental
- Disruptive




If you are a leader in a Radically Innovative company, consider yourself the roadblock remover. While you may not put up short-term gains, your ability to solve problems and put up roadblocks will complement those who have the BIG ideas.

Be careful not to get lost in your vision and lose track of what needs to be done right now.

Leader

jump start the battery
on new ideas

- 
- Architectural
 - Radical
 - Incremental
 - Disruptive

If you are a leader in an Incrementally Innovative company, ask the hard questions when change initiatives are brought to the team. Solicit opinions from your team on jump-starting this initiative and their highest-level contributions.

Beware of confusing effectiveness (your natural bent) with efficiency (what leaders tend to be measured on.)

Leader

stop. listen. think.



- Architectural
- Radical
- Incremental
- Disruptive

Leaders in a Disruptive Innovation style company are the brakes. They'll succeed by keeping track of results and focusing on key learnings and speaking up if an idea is disruptive for the sake of being disruptive.

Will this work? Who needs encouragement to get on board with this? How can we expedite that person's engagement?



How can I apply this?

Contributor archetype

Contributor

keep the main thing...the
main thing

- Architectural
- Radical
- Incremental
- Disruptive



Contributors in an architecturally innovative company are able to develop contingency plans in anticipation of possible problems & adverse consequences in the rapidly changing processes and environments.

Work on the right tasks by ensuring you know crucial deliverables. Focus on teaching those around you and don't get sucked into "doing it all". Stay out of meetings unless you're running them to avoid burnout.

Contributor

straightforward and articulate, be the connector on a busy team

- Architectural
- Radical
- Incremental
- Disruptive



If you are a contributor in a Radically Innovative company, focus on your ability to encourage collaboration while maintaining defined goals and a knowledge of who's primarily responsible for what.

Radically Innovative companies are transparent by nature so share useful information and knowledge with others be truthful, realistic and constructive in your communications.

Contributor

building relationships for the
right moment

- Architectural
- Radical
- Incremental
- Disruptive



If you're a contributor in an Incrementally Innovative company, it brings out your natural consistency at work. You'll be counted on for most things.

Ensure you don't get bored by assisting others in the completion of their tasks, building cooperative work relationships with others and effectively collaborate in meeting and in informal interactions to push forward your ideas when the time comes.

Contributor

share the wealth of your giant
brain and processes

- Architectural
- Radical
- Incremental
- Disruptive



Contributors in a Disruptive Innovation company can help innovate by understanding the company's core competencies ahead of time, and what's needed in order to be effective.

Show you can handle larger roles and be more self-directed by training others, formally or informally, while you work. While you may never want to manage, you can't grow without someone to take your place



How can I apply this?

Inspire-er archetype

Inspire-er

boldly leading where no leader has
gone before

Architectural
Radical
Incremental
Disruptive



Inspire-ers in an architecturally innovative company should use their unique combination of strengths to motivate individuals and teams to take on bold missions. Be careful not to focus only on inspiration. This may motivate the troops but can result in mediocre outcomes.

You can create even more buzz by taking bold actions to change the way the company operates.

Inspire-er

chase the stress away with
mindfulness

Architectural
Radical
Incremental
Disruptive



If you are an Inspire-er in a Radically Innovative company, focus on centeredness in a rapidly changing company. Imbuing a state of mindfulness will enable you to remain calm under stress, empathize, listen deeply, and remain present.

Stress tolerance, self-regard, and optimism are your friends as you navigate the new waters your company is in!

Inspire-er

remove behaviors that are
holding you back

Architectural
Radical
Incremental
Disruptive




If you're an Inspire-er in an Incrementally Innovative company, you can achieve great performance by obsessing about the specific capabilities that underpin your company's competitive advantage.

Also ensure you are constructively disrupting established behaviors to help employees break out of culture-weakening routines.

Inspire-er

create empowerment in your team



Architectural
Radical
Incremental
Disruptive

Inspire-ers in a Disruptive Innovation company can achieve great performance by developing their natural leadership profiles to reflect your company's unique context, strategy, business model, and culture.

Unlock higher performance through empowerment, not command and control. Beware missing out on short-term gains as you pursue a higher vision.

A decorative graphic featuring a red-to-blue gradient shape in the top left corner, a solid pink horizontal band across the middle, and a white background at the bottom.

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www.redbranchmedia.com

Sources

- **Global Innovation Index**
- **Cathy McCullough**
- **Eric Garton**
- **Robert Denker**

- **Individual**





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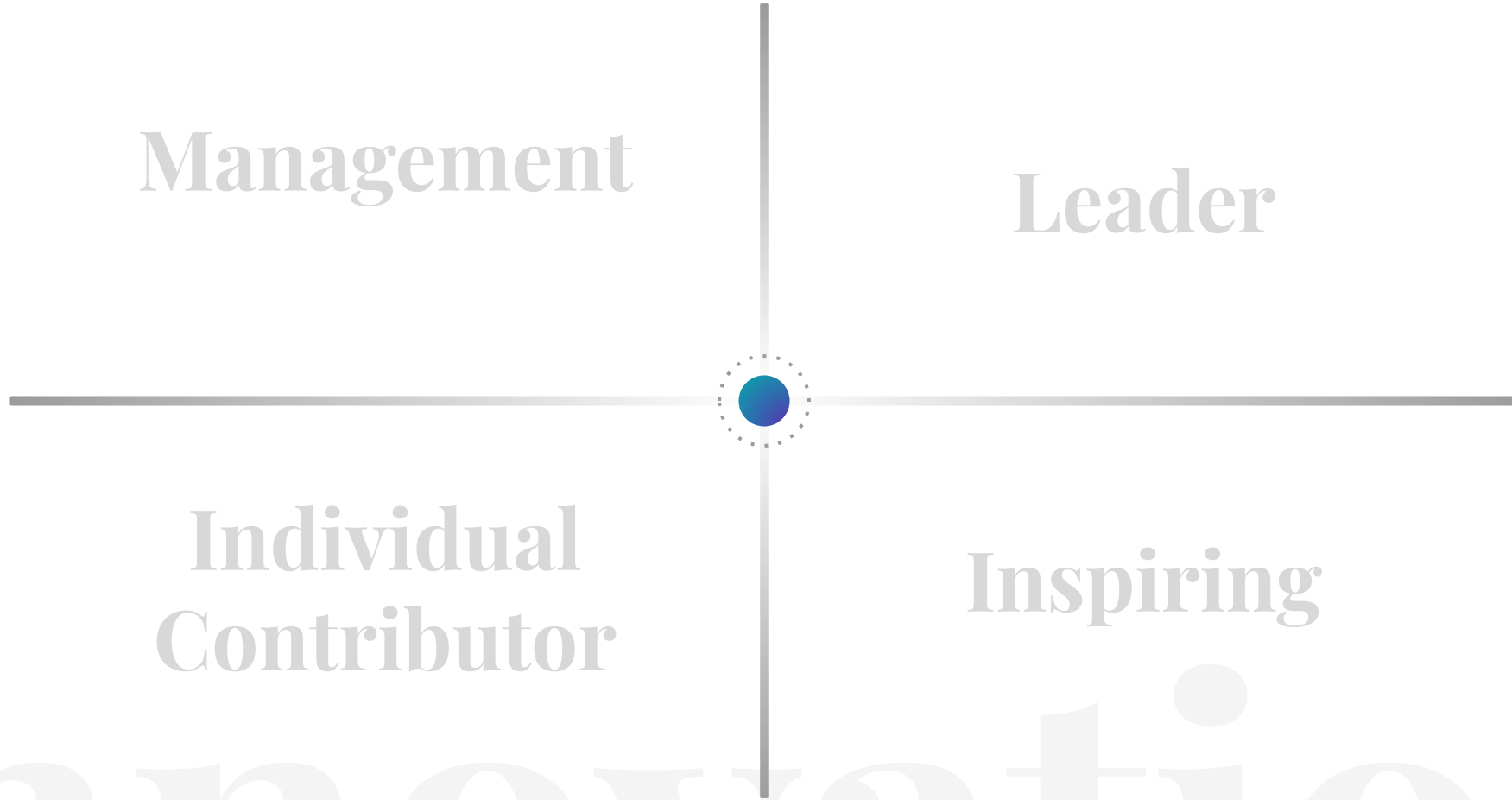
Idea

Tactical

Strategic

DEPTH

Innovation



Approach/Product/Service

New

SATURATION

Exclusive

Niche

Institutional

Cutting-Edge

Traditional

Proven

ex. DELL or MS

ex. UBER

Novel

APPLICATION

Innovation

Executive/Management Style

Create

INTEREST
OR
CHANGE LEVEL

Coach

Explorer

Captain

Driver

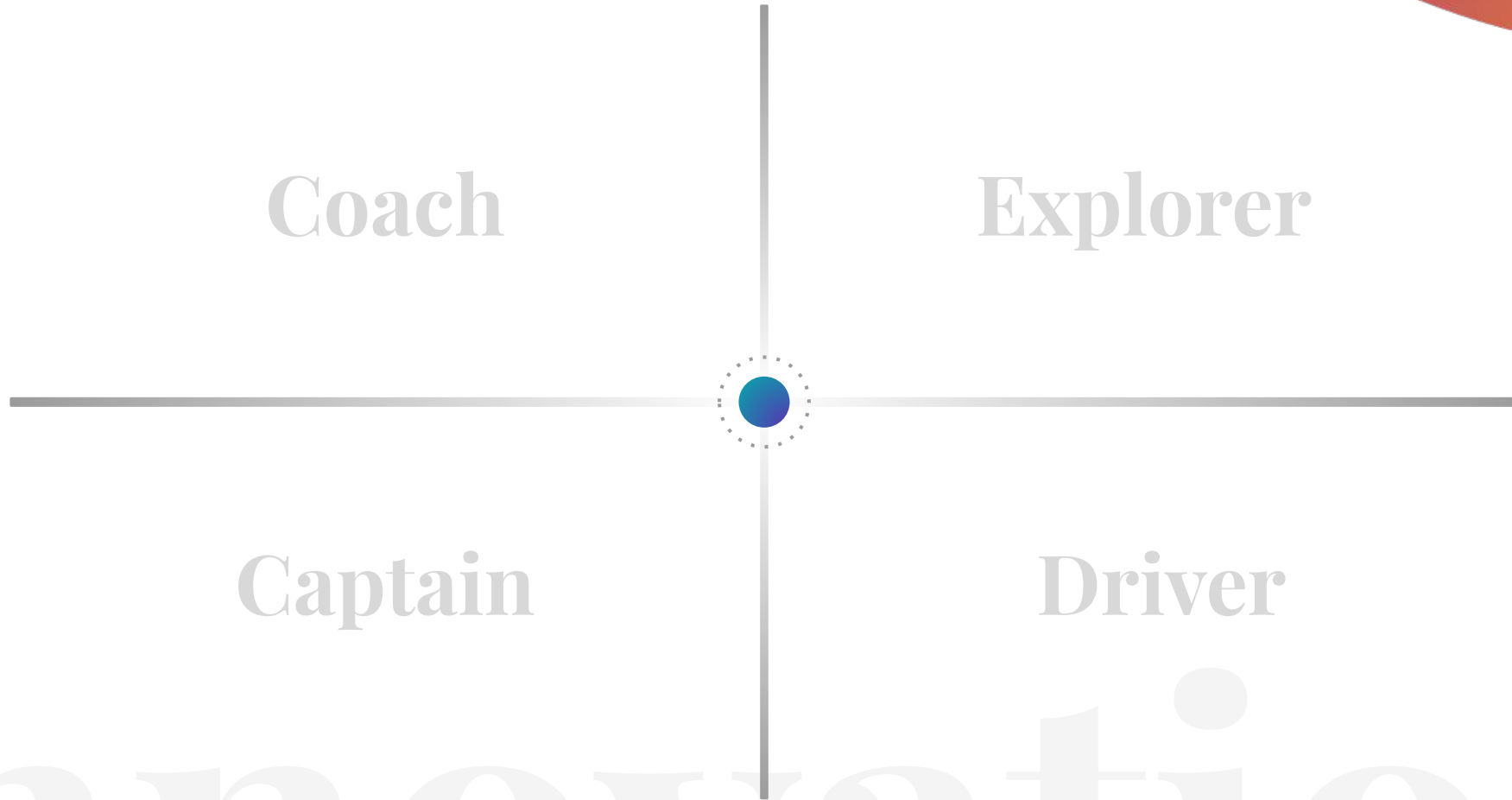
Adapt

Manage

Extend

PURVIEW

Innovation



Company

New

MARKET

Architectural

Radical

Incremental

Disruptive

Existing

Existing

New

SECTOR

Innovation

