



**EMPOWERING EMPLOYEES TO BE INTRAPRENEURS
& DRIVE ORGANISATIONAL INNOVATION**

A look at Intrapreneurship through the lens of
EveryDay Innovation



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Capgemini

Deloitte.



huddle

- CEO & Founder Wazoku
- Early stage techy
- Angel investor
- INSEAD Entrepreneur in Residence
- Innovation expert & advisor
- Guardian SME Leader of the Year 2015
- Global 15 Key Influencers in Crowdsourcing 2014 & 2015





“

Innovation is like teenage sex; everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it!

”





We live in exciting times!



We live in challenging times!



LEHMAN BROTHERS

◆ Polaroid

Kodak



Giants can fall. Giants have fallen!





Time for a new conversation?

“

EveryDay Innovation is a war cry for organisations who understand that they need to innovate but despite their best efforts, are still struggling to turn their aspirations into action. It is an ethos, a new perspective and a guide for every organisation seeking to embed a high-performing culture of innovation.

”

Simon Hill

CEO Wazoku





Annual Global CEO
Survey

63%

cite availability
of skills as a
serious concern

The biggest issue –
**Finding and retaining skilled
labour**

The Great Talent Treasure Hunt

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I Demand a Voice!



**IT'S TIME
FOR A
RADICAL
RETHINK**



“

EveryDay Innovation will be the difference between world-class market-leaders and the rest.

”

Is it really so important?



72%

would like to be their own boss. But if they do have to work for a boss, **79%** of them would want that boss to serve more as a coach or mentor



88%

prefer a collaborative work-culture rather than a competitive one...

....and will not hesitate to move to an employer who can offer them either of these, amongst other motivational assets...



53%

managers are unaware
of their organisations'
definition of innovation
and how it fits into wider
corporate goals



38%

managers say innovation
isn't their responsibility
because it's not in their
job description



78%

believe that the term innovation often means different things to different people within their organisation



75%

say this ambiguity is negatively affecting their ability to improve customer service, make cost savings, achieve company growth and increase competitive advantage



The 5 assessment areas...



Figure 1. The 5 Pillars of EveryDay Innovation

The 4 maturity stages...



Figure 2. Innovation Maturity Stages

Where are you on the
Innovation Maturity Scale

You can't measure what you don't know, and there currently no standard set of KPIs against which to measure and benchmark innovation.

For the EveryDay Innovator...

www.wazoku.com/maturity-scale

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INNOVATION MATURITY LEVEL



BREADTH OF INNOVATION CAPABILITY

What's your innovation maturity?



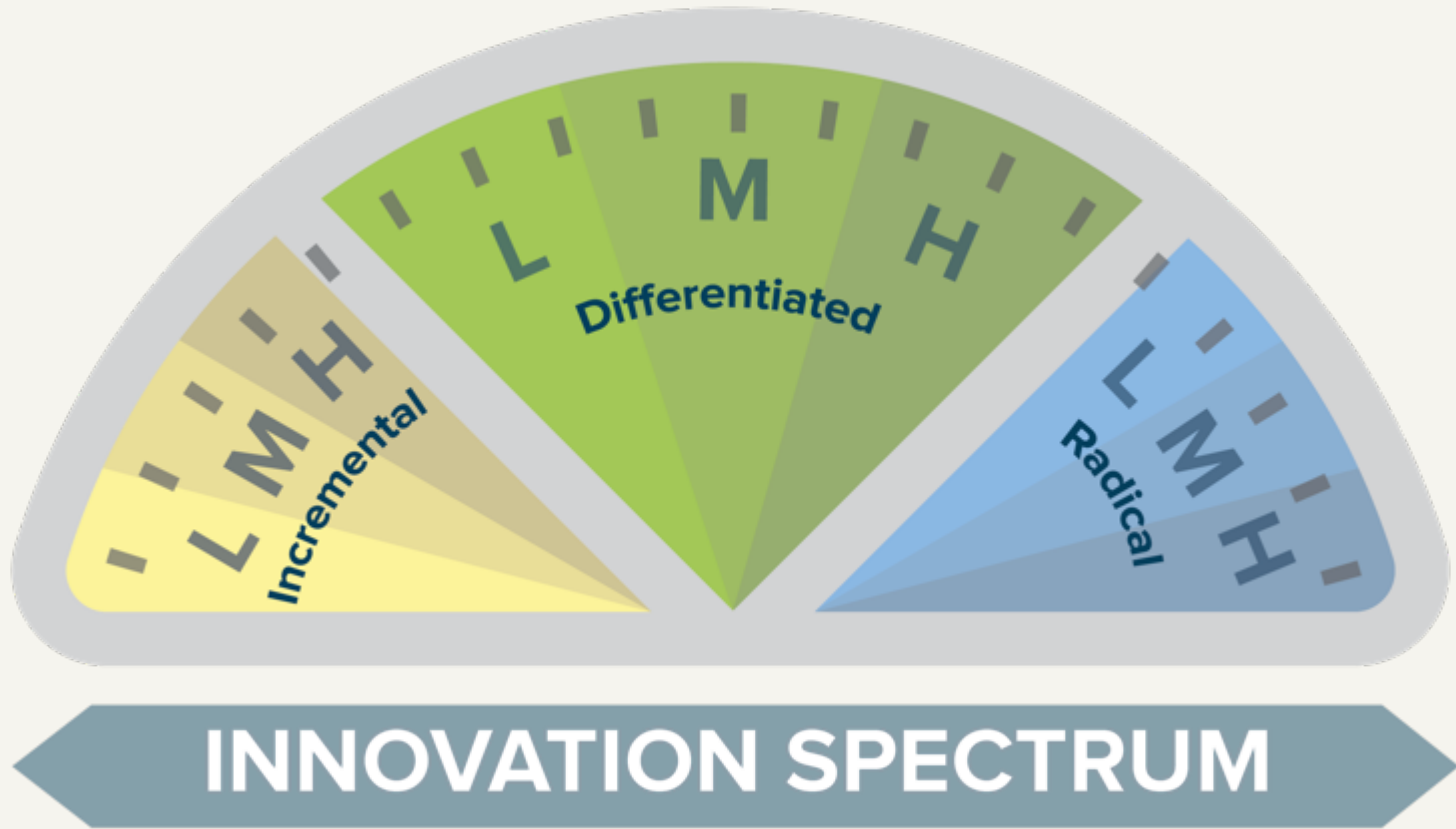
A waiter in a black tuxedo, white shirt, and black bow tie is holding a silver tray with both hands. On the tray is a white rectangular card with the text "You are all cordially invited to become EveryDay Innovators". The waiter is wearing white gloves. The background is white with teal vertical bars on the left and right sides.

You are all cordially
invited to become
EveryDay Innovators





The 5 Pillars of EveryDay Innovation



You need to strike the right balance



INCREMENTAL INNOVATION

Incremental
Internal
Small scale
Low/no cost
Low risk
Organisation-
wide

DIFFERENTIATED INNOVATION

Competitive advantage
Customer focused
Medium scale
Justifiable cost
Low/medium risk
Multiple teams

RADICAL INNOVATION

Game-changing
Strategic
Large scale
High cost
High risk
Senior team

Infrequent but
high impact

REVOLUTIONARY INNOVATION

...and make innovation accessible...



LET'S
INNOVATE
TOGETHER!



How do we do it?

wazoku



INNOVATIVE COMPANIES ATTRACT TALENT

PEOPLE DEMAND A VOICE

INNOVATION TOO OFTEN FEELS LIKE A DARK ART...

IT'S TIME FOR IT TO ENTER THE EVERY DAY VERNACULAR

40,000 GOOGLE SEARCHES FOR "WHAT IS INNOVATION?"

"INNOVATION CAN'T BE VIEWED IN ISOLATION"

Simon Hill
CEO, WATCHDO

PILLAR 1 STRATEGY



IT HAS TO BE AFFORDABLE ACCESSIBLE AND DOABLE

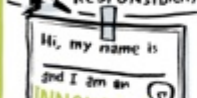


EVERY ORGANISATION MUST FIND ITS OWN LANGUAGE AROUND INNOVATION

PILLAR 2 LEADERSHIP



88% OF MANAGERS THINK IT'S NOT THEIR RESPONSIBILITY



PILLAR 3 MANAGEMENT



BE QUICK TO SEE IF SOMETHING'S NOT WORKING



PILLAR 4 CULTURE



THE PEOPLE THAT MANAGE PEOPLE ARE YOUR ORGANISATION'S TRUE LEADERS



PILLAR 5 PROCESS



IT'S VITAL TO INVOLVE THE PERSON WHO CAME UP WITH THE IDEA THROUGHOUT



ARTICULATE YOUR INNOVATION SUGGESTIONS... DON'T BE REMEMBERED FOR YOUR FAILURES

THE MAKER COMMUNITY MEGATREND IS A THREAT TO EVERY INDUSTRY





We Could put Failure in the Corner...



Failure without a loss of enthusiasm

ENAMED AN ENTIRE
LADY FOR ACHIEVEMENT

Internet Daring"
27 20 200 to 0

ARON STIBEL
ALL COLOR MARKER
ARON STIBEL
used when
Jeff Dilley

Jack In a hat forms —
2001 6 school in 2001 5th.
—Thompson Middle
has never made a mistake

Went Ahead with
Project that makes you don
Gone to work since because
I don't want to leave the team
The Power move it to Madison
and came a true success
—J. C. C.

Mistakes are part of the lives one pays for a full life.
Sophia Loren

\$1 Per month dancing was a really bad idea.
Jeff Sobel

Unit 1000
Not 1000
TOP 1000
- Paul 751

When I first heard of Internet Daring
I thought "what a pretty little number"
— Erik S

I don't believe in failure. It is not failure if you enjoyed the process.
Oprah Winfrey

I've been a failure
on a few occasions
— John T. J.

I don't believe in failure
— Thomas Edison

I HAVE NOT FAILED, I've JUST FOUND TEN THOUSAND WAYS THAT WON'T WORK.
THOMAS EDISON

I CAN ACCEPT FAILURE, EVERYONE FAILS AT SOMETHING BUT I CAN'T ACCEPT NOT TRYING.
MICHAEL JORDAN

Failure is unimportant. It takes courage to make a fool of yourself.
Charlie Chaplin

The D&B Failure Wall

**I GRANT YOU
PERMISSION...**

Entrepreneurs take risks the rest of us think are nuts. If they don't they aren't going to win; They see things no one else does. If everyone did, they would be doing them; They break the rules--many times they don't "get" why the rules exist in the first place; They are often more sure than they are right. Most importantly, though, they have the freedom to fail. I have never met a great entrepreneur who was afraid of failure...

Inc.com — Daredevils vs. Tweakers

A parting thought...

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EVERYDAY
INNOVATION

www.wazoku.com/everyday-innovation



www.wazoku.com



@WazokuHQ

Toyota – innovation programme, any senior leader must have managed this

Leaders must be the role models



Encouraging entrepreneurial thinking

Lean and agile



Gatekeepers

Waitrose



Insurance & FS major clients

Making a commitment to innovation as a longer term strategy

Defining it and framing it/aligning it with the overall business strategy



Innovation tools

Beyond the desk based worker

Getting to the heart of the problem

No one size fits all!



Fit for purpose tools

wazoku



You have to lead the way....





....or you will be left behind!





Who are our Intrapreneurs?



Engaging Your Organisational Crowd

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People at the centre





Part of the DNA





Sustainable & Repeatable





A Core Cultural Pillar





A Part of Everyone's Life, Everyday!





Reward & Recognise Contribution



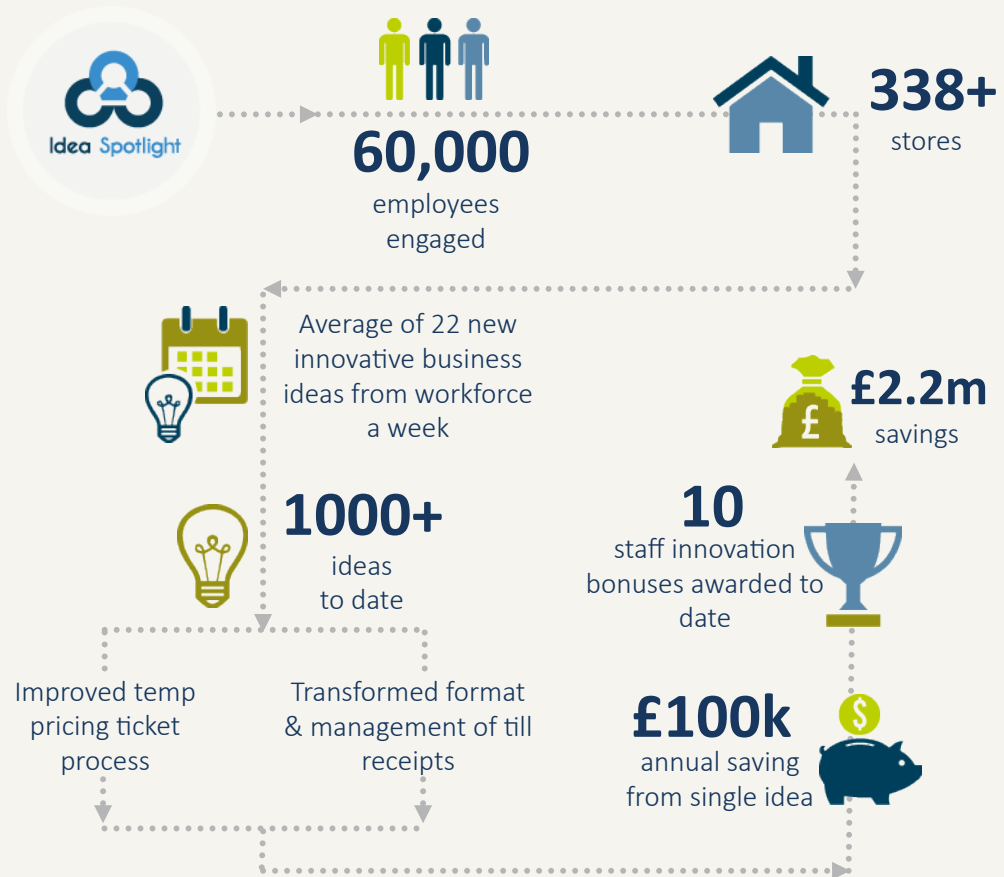


- ◆ Capturing, evaluating and implementing Partner (employee) ideas efficiently
- ◆ Maintaining Partner engagement in an innovation scheme
- ◆ Producing measurable business benefits



"The success of our Partner Idea scheme goes to show that sometimes the truly great innovations can be as simple as making small changes to the tasks you do every day, rather than the big ideas which transform everything. By engaging our Partners with the right platform and process, we've managed to achieve significant productivity and financial savings. We're excited to see what we can achieve now the scheme has been rolled out to the entire Waitrose network."

**Stuart Eames, Operational Improvement
Manager, Waitrose**



EVERYDAY INNOVATION

- *Why there continues to be so much ambiguity around innovation*
- *The negative impact this has on a business' bottom-line and employees*
- *Who's taking responsibility for innovation or shirking away from it*
- *The new innovation definition*
- *Creating the right culture and processes to let it blossom*





A black and white photograph of the Golden Gate Bridge in San Francisco, partially obscured by thick fog. The bridge's iconic towers and suspension cables are visible, with the water in the foreground. The text "Bridging the Gap – the innovation chasm" is overlaid in white.

Bridging the Gap – the innovation chasm

