

MOMENTUM – Melbourne, 31 July 2008

Exploring hot issues in business innovation

We are all in search of excellence, breakthrough, change that will bring a long term advantage or a massive leap for our business. So, what's holding you back? What are the burning issues Innovation Professionals and their organisations experience in implementing innovation and reaching warp speed?

Momentum invited a panel of experts to share their insights, experience and thoughts on Hot Innovation issues. These are the topics these experts shared with us:

- Nuria Ruiperez, Innovation Manager, Citipower and Powercor - "Electricity – the new Black" -
- Andrew Fairlam, Innovation Leader, Fosters Group - "Product Innovation - Process and Impact"
- Bruce Tonkin, Chief Technology Officer, Melbourne IT - "When to be a Fast-Follower and when to be First-to-market"
- Quinton Wilkinson, Innovation Support Manager, McCain Foods - "Ways to Innovate and win in the market place (the basics)"
- Trudi Sampola, Head of Strategy, OMD (Most Creative Media Agency in the World – Gunn Report 2007) - "The attention deficit and the power of woo"

Then we opened the floor to trading ideas around four arbitrarily selected topics using a **World Café** Discussion format lead by our resident doctor, Dr Amantha Imber. And, behold, she told us to get up and massage our arse to get into thinking mode!

THE EXPERIENCE

OUTCOMES

Which topics would you have chosen? Well, the hottest topics were Culture and Road Block, but also Key Ingredients. It looks like Motivation is not lacking in the innovation community. The magic of innovation is an addictive substance and generate enough motivational juice in itself.

Here is a brief summary of what the audience of about fifty innovation professionals, from diverse fields and professions, has thrown in the ring:

WORLD CAFÉ DISCUSSION TOPICS: (more to come)

MOTIVATION What are the best ways to motivate employees to contribute to the innovation process?

Better team environment
More interesting work

Talk benefits (wiifm) – intrinsic
Encourage sharing – IP agreement

CULTURE How does corporate culture relate to innovation? How can culture help breed innovation?

Create diversity | provide processes & tools | compelling need | relevance;
Innovation drives culture (opposite to: culture drives innovation)
Foundation, risk aversion
Intangible, language key determinant
Fearful cultures crush innovation
What goes on when management is not looking?
Ability to make mistakes
How do you react to failures?
Relaxed environment - Physical environment

Leadership
Levels of decision making – how to do that?
Sharing - sometimes holding to ideas.
Having systems for ideas and for evaluating ideas – definition of what to create
Flexible in time – understanding down time
Values and approach – engagement, support, ownership
Common belief – 'objective clarity'
Environment + time +toxic people
Time out, communication, environment

ROAD BLOCKS What are the key obstacles to making innovation happen?

- FUD – fear, uncertainty, doubt
- Trust – talking to right people
- Funding – budget
- Lack of needs identification
- People – biggest roadblocks: resistance to change | corporate culture
- Lack of knowledge and listening
- Bureaucracy – political process
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KEY INGREDIENTS What are the necessary ingredients for getting results from innovation?

- ...coming soon

PARTICIPANTS

Companies:

Amcor
 Artelier
 Aust Inst For Commercialisation
 Australia Post
 Bank of Ideas
 Citipower and Powercor
 Competitive Impact
 Continental Corporation
 David Willey & Associates
 Dept of Justice
 Dynamic Horizons
 eServices Interactive
 EVADO
 Fosters Group
 FutureBrand
 GM Holden
 Incognito Sum
 InnovationXchange
 INNOVIC
 Intertype
 Inventium
 Ipernica Ventures
 Journalist
 McCain Foods
 Melbourne IT
 NAB
 Office of Public Prosecutions
 OMD
 Resource
 Telstra
 The Media Pad
 Value Creation Partners Pty Ltd

Roles:

BDM
 Chief Technology Officer
 Chief Inventiologist
 Corporate Identity Design
 Design Strategy
 Director
 Director Business Development
 Facilitator
 General Manager - Innovation Marketing
 Group Mgr Innovation & Development
 Head of Strategy
 Innovation Consultant
 Innovation and Marketing Consultant
 Innovation Manager
 Innovation Support Manager
 IXC Intermediary
 Journalist
 Management Consultant
 Manager
 Manager, Customer Experience
 Manager, New Product Innovation
 Manager, Organisational Capability
 Managing Director
 Nat Mgr Innovation & Development
 Principal Systems Architect
 Product Innovation Manager
 Professional Services Manager
 Publisher
 Sales & Marketing Coordinator
 Senior Consultant
 TechFast Manager
 Test Equipment Design Manager