
MOMENTUM – Melbourne, 21 February 2008

The Art of Insight: questioning Innovation to know what's important.

How to get better results from innovation: better focus, better success rate with 'selling' it to internal and external stakeholders? To be effective in any innovation effort, we need to know why we innovate – what's in it for the company and more importantly, for the customers. But how do we determine what's important? What insights can we apply, how far forward do we look, how do we link future /cutting edge /breakthrough ideas to the business strategy?



Industry Panel Discussion - be prepared to add your view.

Meet the Panel:

Matthew Ayres (AMP)

Clarissa Mattingly (Different)

Todd Sampson (Leo Burnett)

Discussion Facilitated by: Lynette Nixon, Director Service Innovation, PricewaterhouseCoopers

THE EXPERIENCE



THE DISCUSSION

Warm up

- How do you define innovation personally and for your organisation?
- Tell us a little about your 'innovation journey' and your observations – what are the specific challenges being faced?
- How have you overcome these challenges?

Managing Innovation

- How did innovation get on the organisation's agenda?
- What is the role leadership has played in innovation?
- What is the difference, in your world, between ideas and insights? Insights and Innovation?
- What were the questions you asked to start your organisation on the innovation journey?
- Do these questions change according to organisation type?

The Big issues

- What is the difference between innovation and breakthrough ideas? – in terms of scope and scale
- How does an organisation make a decision on the balance between the two?
- Sourcing new ideas – how do you do it? (Compare the view ... AMP vs PwC – plenty of ideas but challenged in commercialisation)

PARTICIPANTS

Companies:

- Roche Products Pty Limited
- Strategy AMP Limited
- Mdasia
- CSIRO
- Different
- Visionled.
- Jigsaw Strategic Research
- Lion Nathan Limited
- Roche Products
- CSIRO
- NAB
- UTS
- Telstra
- CSC

Roles:

- Medical Director
- Head of Growth & Innovation
- Director
- Marketing Communications Manager
- Business Development Manager
- Director
- Director, research & Business Strategy
- Insights & Innovations Director
- Marketing Project Manager
- Communication Manager
- Technology
- Senior Industry Analyst
- Business Analyst

THOUGHTS ON THE TOPIC

Definitions: Doing things differently Not doing different things | AMP prefers not to use the term ‘innovation manager’ – instead let up leaders who ‘do it’ throughout the company | Leo Burnett: for lateral ways of growing offer lateral thinking – it’s about imagination, e.g. ‘Earth Hour’ | Different – engaging customer experience | Ceasing opportunities – solving problems | Shifting beliefs – disruption |

Key concepts: Imagination | Peer to Peer Leading | Courage | Clarity of focus: (AMP) Called ‘Arenas’ | Insights Vs Ideas |

What is important - Outcomes: Problem identification – differentiate Problem from Symptoms | Diversity | Time to think – 5 x ‘why’ to see the problem at its core | Unit of Measure - identify what it is: organisation, country or product, culture or process | Innovation is Culture not Department | Innovation Leadership is believing in innovation for its sake, not just ROI | KPIs: behavioural measures, conversion |