

How to Innovate: Reboot Your Innovation Team – Fixing the Startup Mentality

Presenter's Name

Role

Agenda

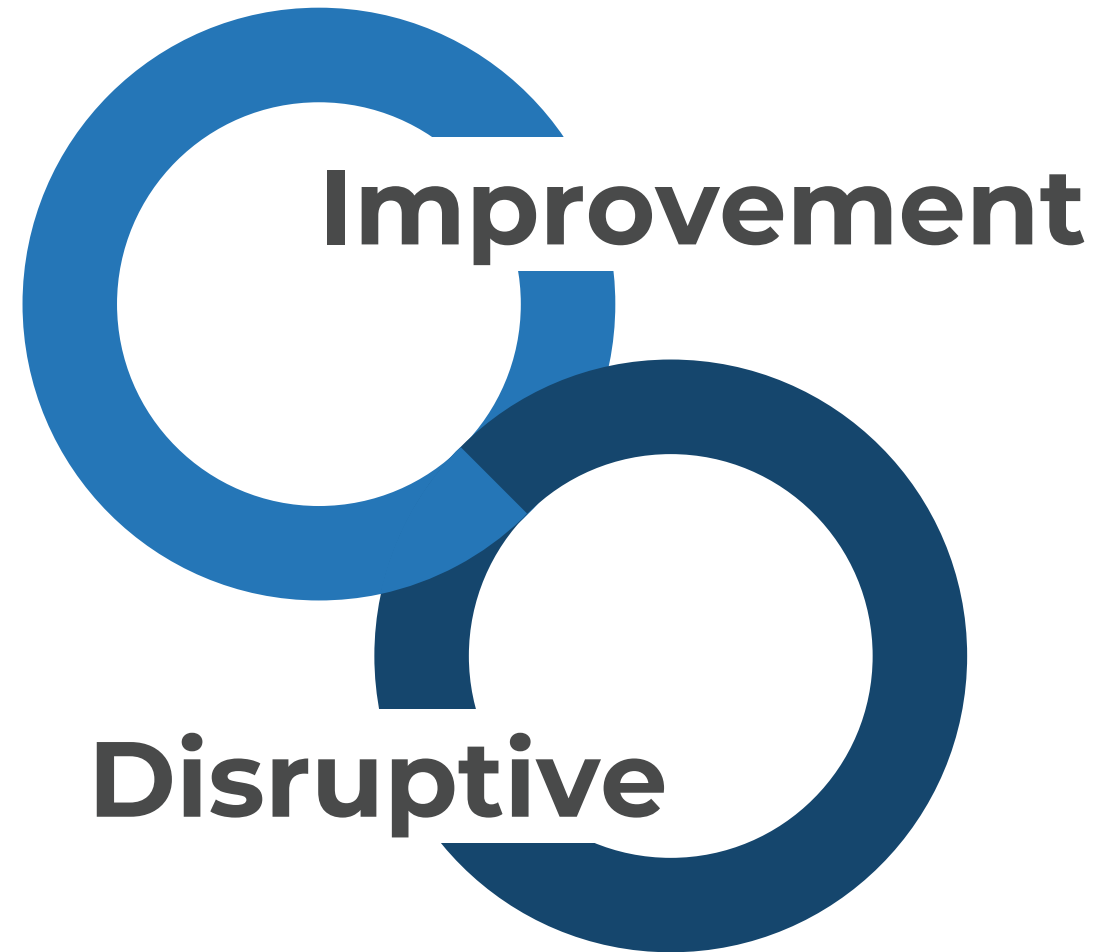
How to Innovate

- What is innovation and its types
- Why IT needs to innovate
- Challenges with idea implementation
- Traditional idea funnel approach
- The Info-Tech approach
- Building a minimum viable product

The background of the image is a dark, starry night sky with a subtle greenish-blue gradient. At the bottom, there is a silhouette of a mountain range with multiple peaks and valleys, creating a sense of depth. The text is centered in the upper half of the image.

**What does innovation
mean to you?**

Two types of innovation

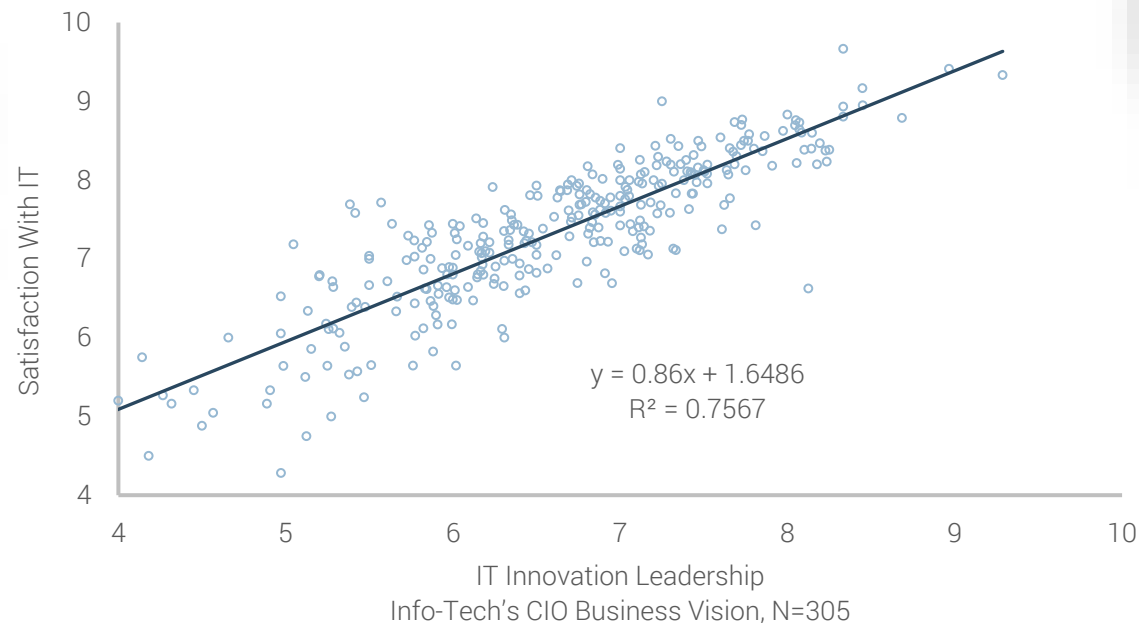


Apple's Innovation method was disruption



There Is a Clear Relationship Between Satisfaction With IT and the IT Department's Innovation Leadership

IT innovation leadership explains **75% of variation** in satisfaction with IT.



Organizations **without** high satisfaction with IT innovation leadership are only 20% likely to be highly satisfied with IT.

“You rarely see a real-world correlation of .86!”
– Mike Battista, Staff Scientist, Cambridge Brain Sciences, PhD in Measurement¹

The goal of innovation



Transformative Innovator – Transforms

Reliable Technology Innovation

Evolutionary Innovator – Expands

Effective Execution on Business Projects, Strategic Use of Analytics and Customer Technology

Trusted Operator – Optimizes

Effective Fulfillment of Work Orders, Functional Business Applications, and Reliable Service Management

Reliable Operator – Supports

Reliable Infrastructure and IT Service Desk

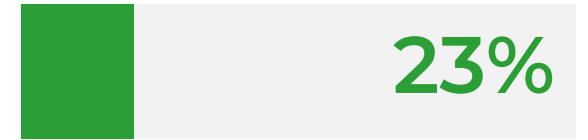
Firefighter – Struggles

Inability to Provide Reliable Business Services

Making the Leap



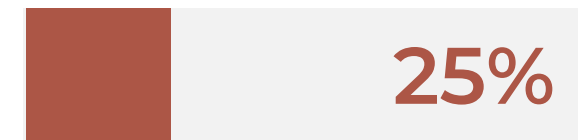
Innovator



Operator



Firefighter



Update stats

Source: Info-Tech CIO Outlook, 2014

What would you change?

1

**Think about one
change you'd make.**

2

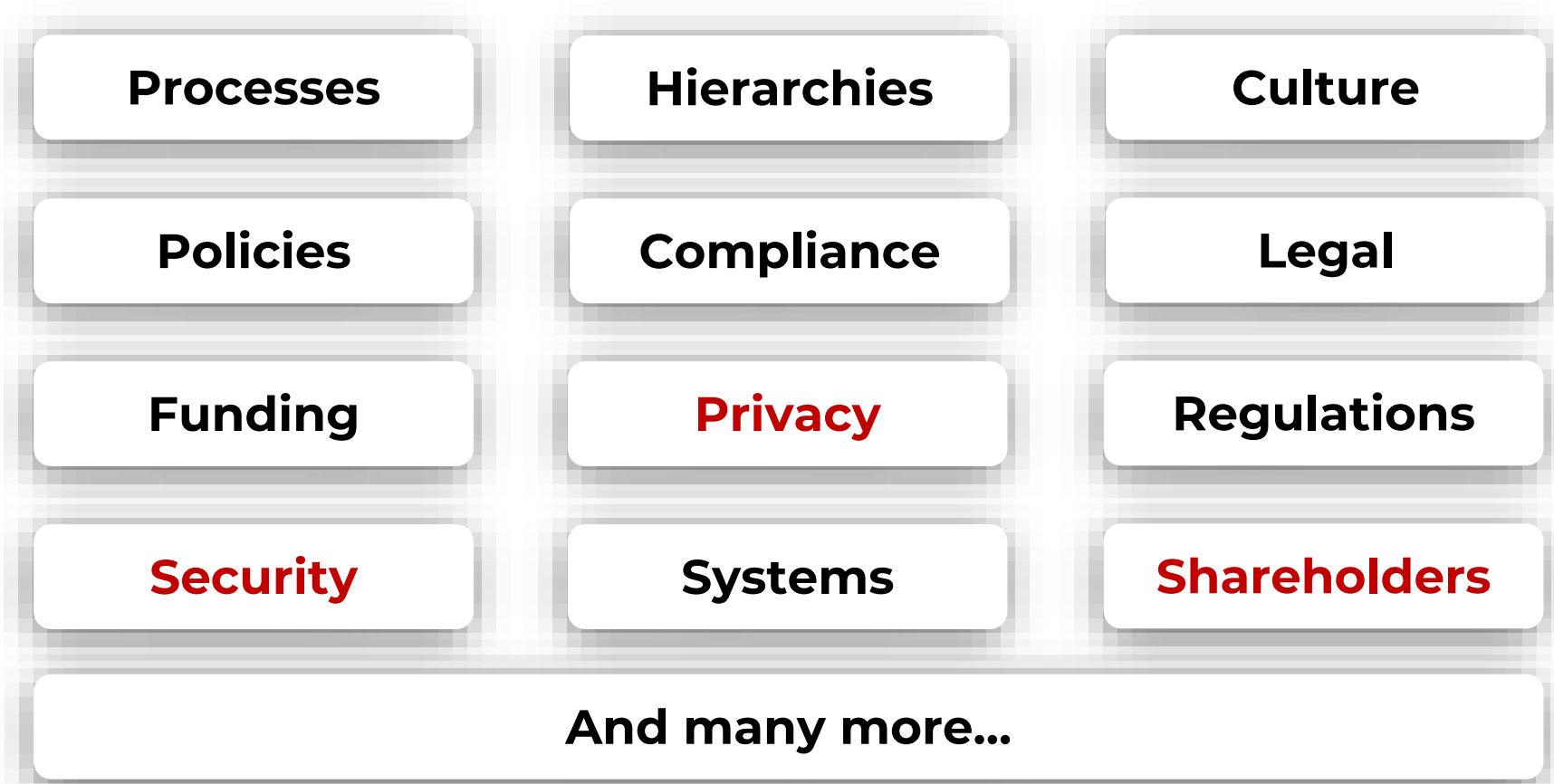
**So why hasn't it
happened?!**

**Ideas aren't the
problem...**

Implementing them is!



Barriers Inhibit Change



Our Biggest Challenge

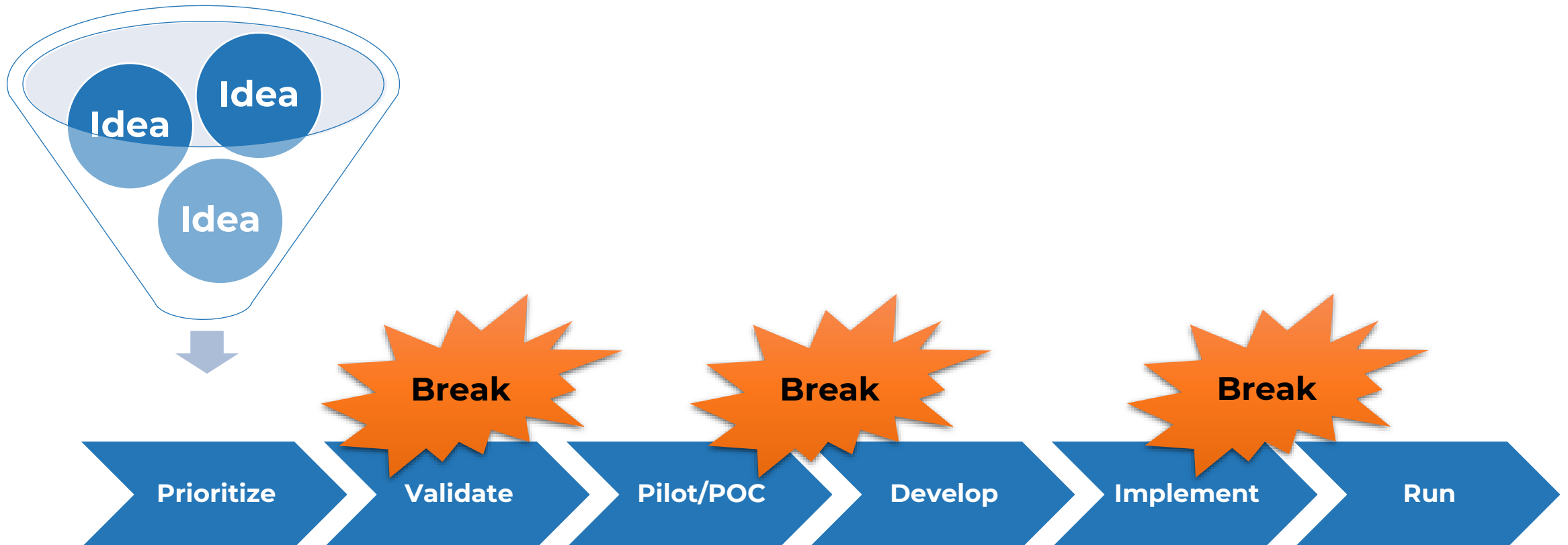


**Lines of
Business**

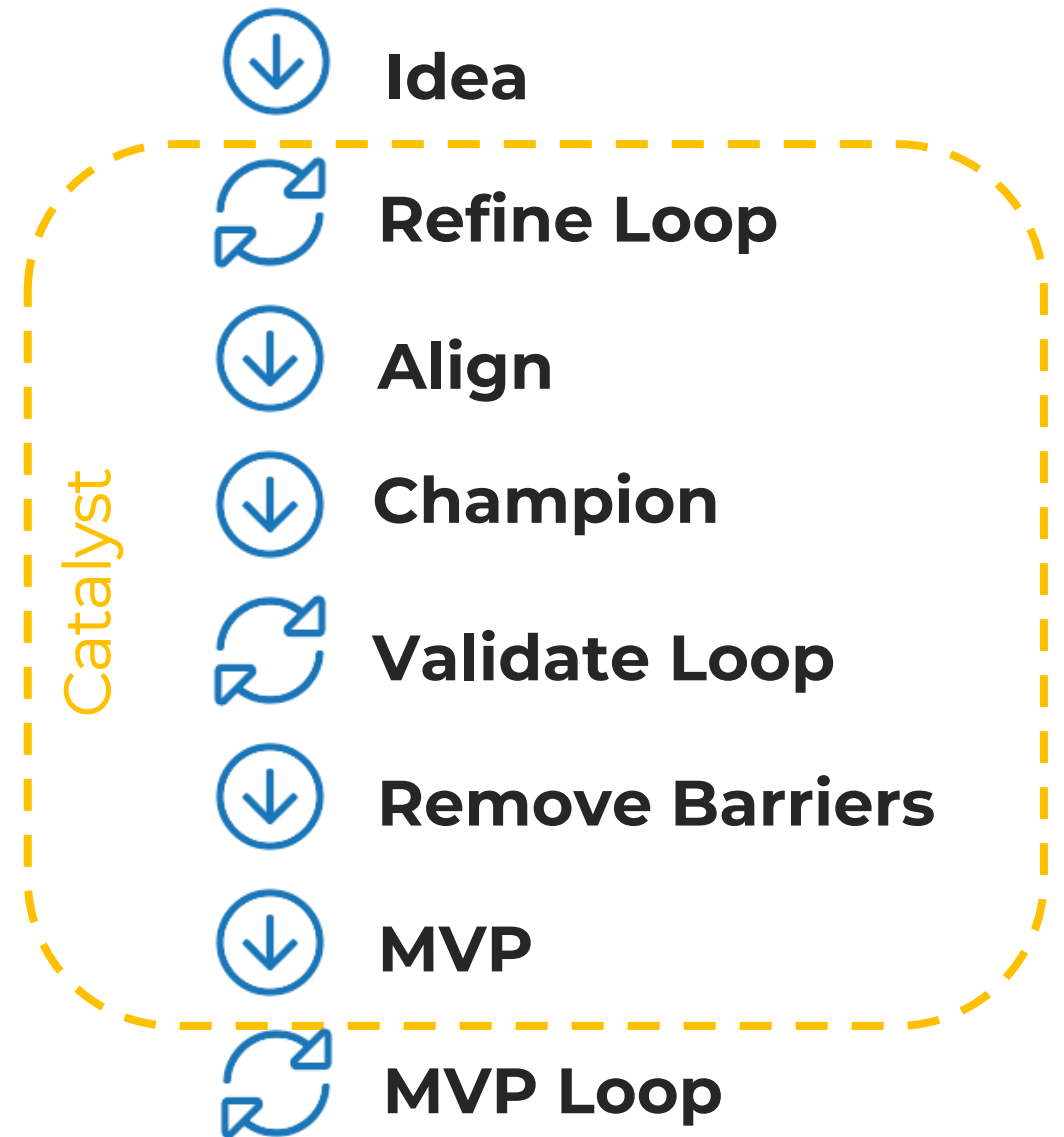


I.T.

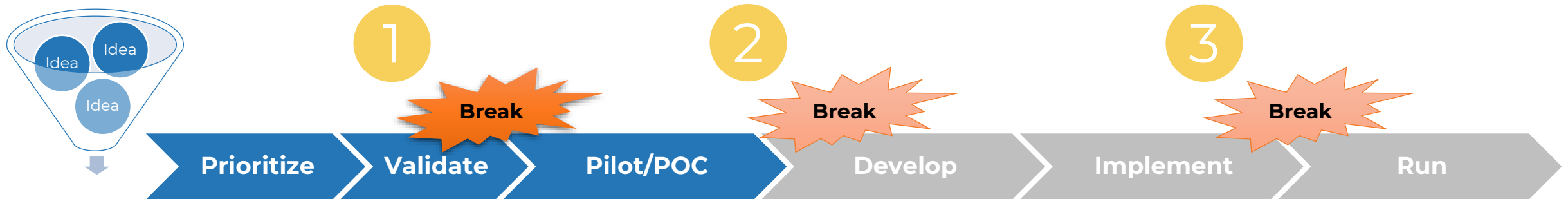
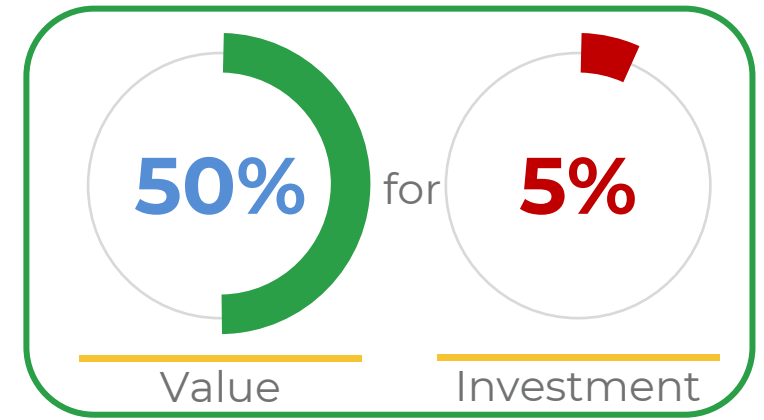
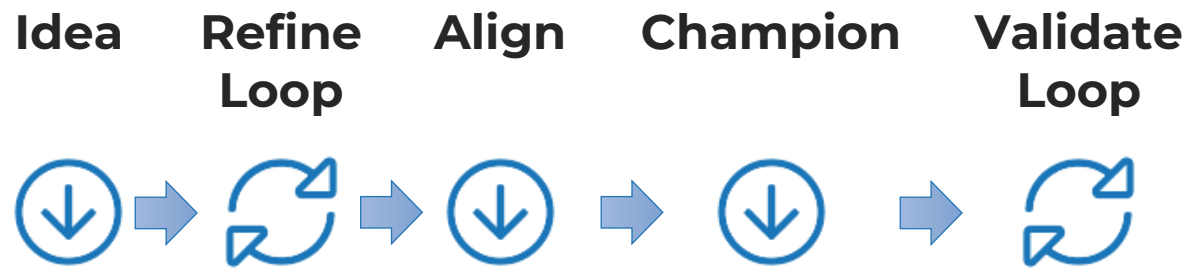
The Traditional Idea Funnel Approach



Refine, Align, Repeat



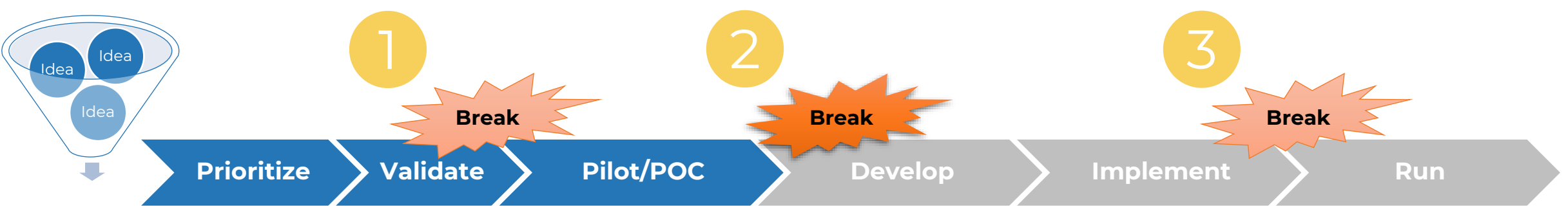
1. Align the Idea to Where It Will Run



Empower Local Champions



2. Overcome Organizational Controls

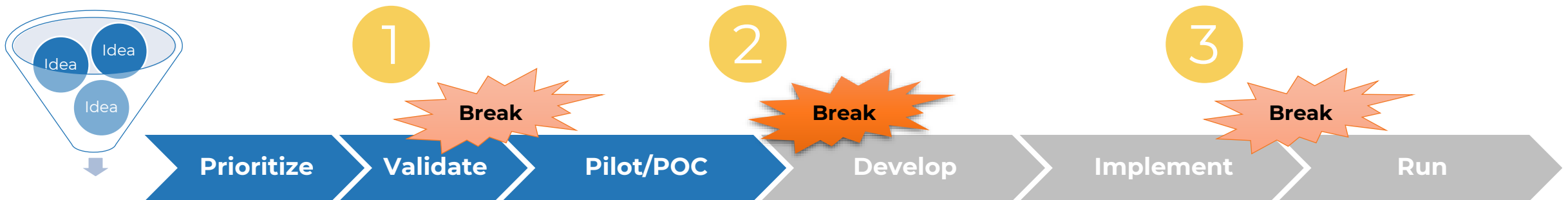
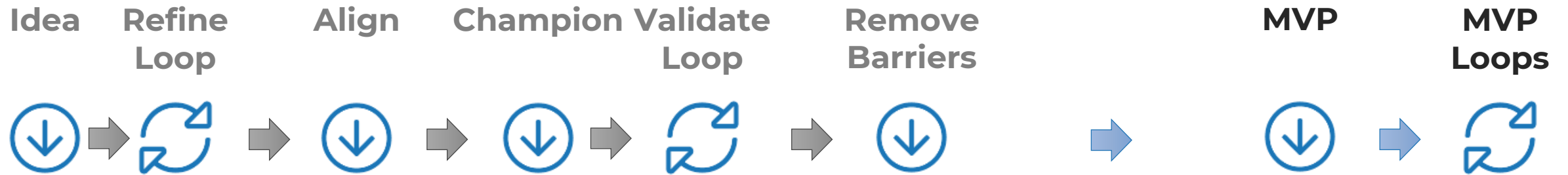


Break Barriers

Connect local champions to change agents and thought leaders.



3. Enhance Team Commitment



Activity

1

Share one of your ideas.

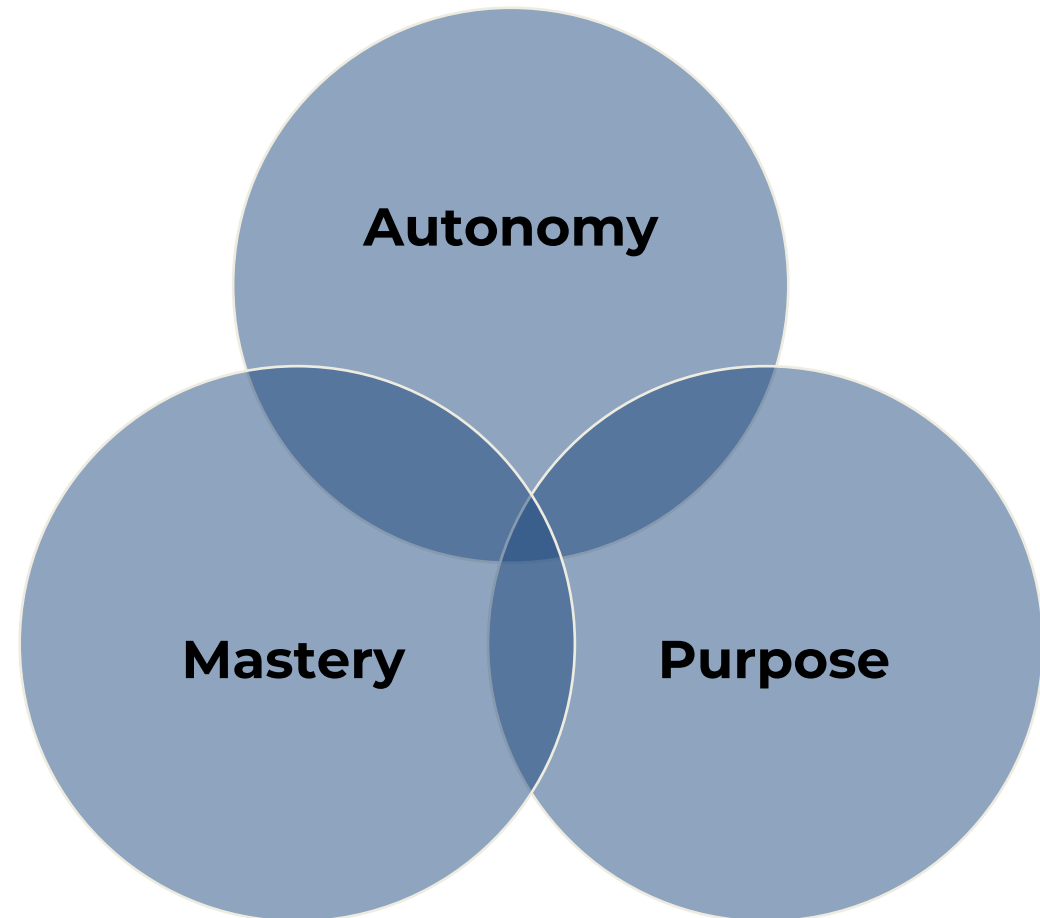
2

Deliver this instead.

3

**Forced External Innovation
Kills Team Motivation!**

External Innovation Kills Team Motivation



[Drive: The Surprising Truth About What Motivates Us](#) by Daniel H. Pink

Chose the Right Innovation Model(s)

Internal R&D

**Outsourced
R&D**

Acquisition

**Applied
Discovery**

**Grassroots
or Cultural**

Aim for Swinging Doors



“Pushing on a
Rope”

Avoid these.



“Pushing on a
Tank”

Break up these.



“Pushing on a
Swinging Door”

Find these!

Source: SunTrust Bank, 2014-2017

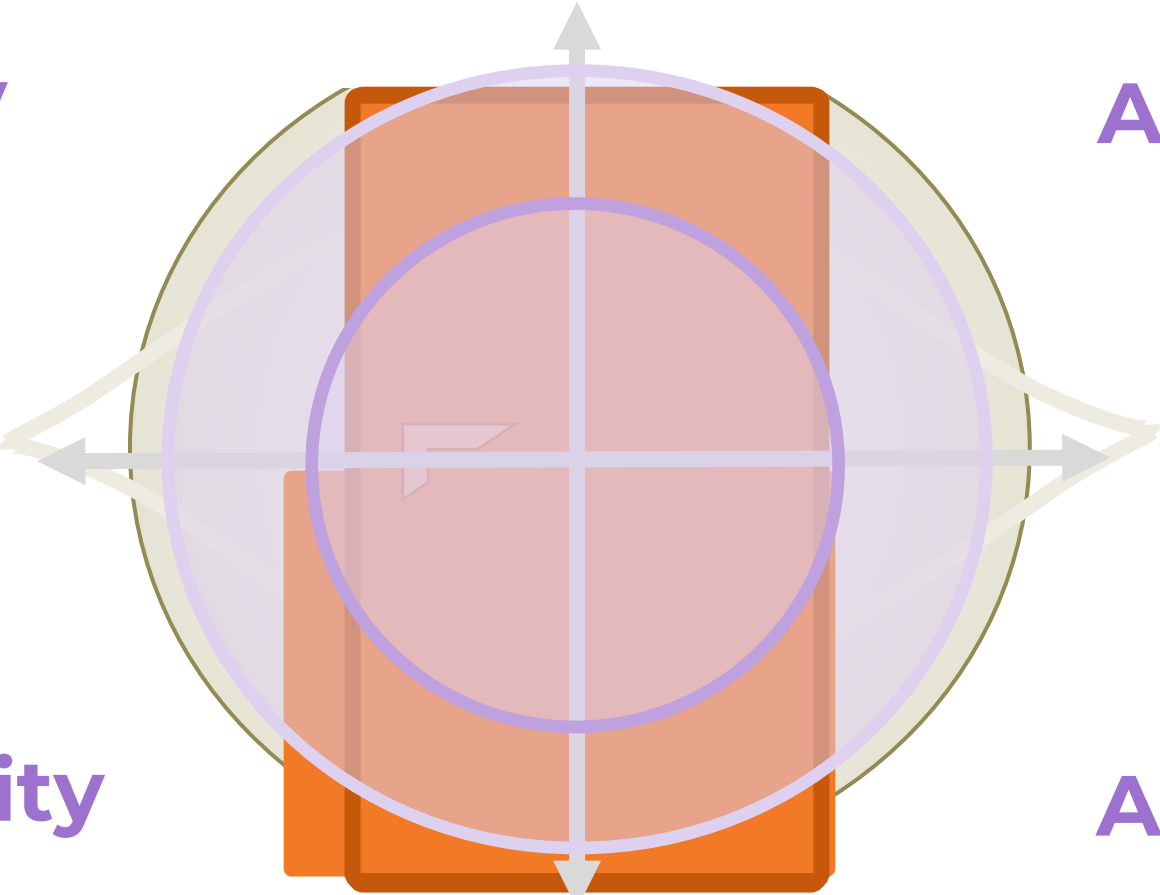
It takes two to tango - IT and Business should go hand in hand



What the business needs from IT

Security

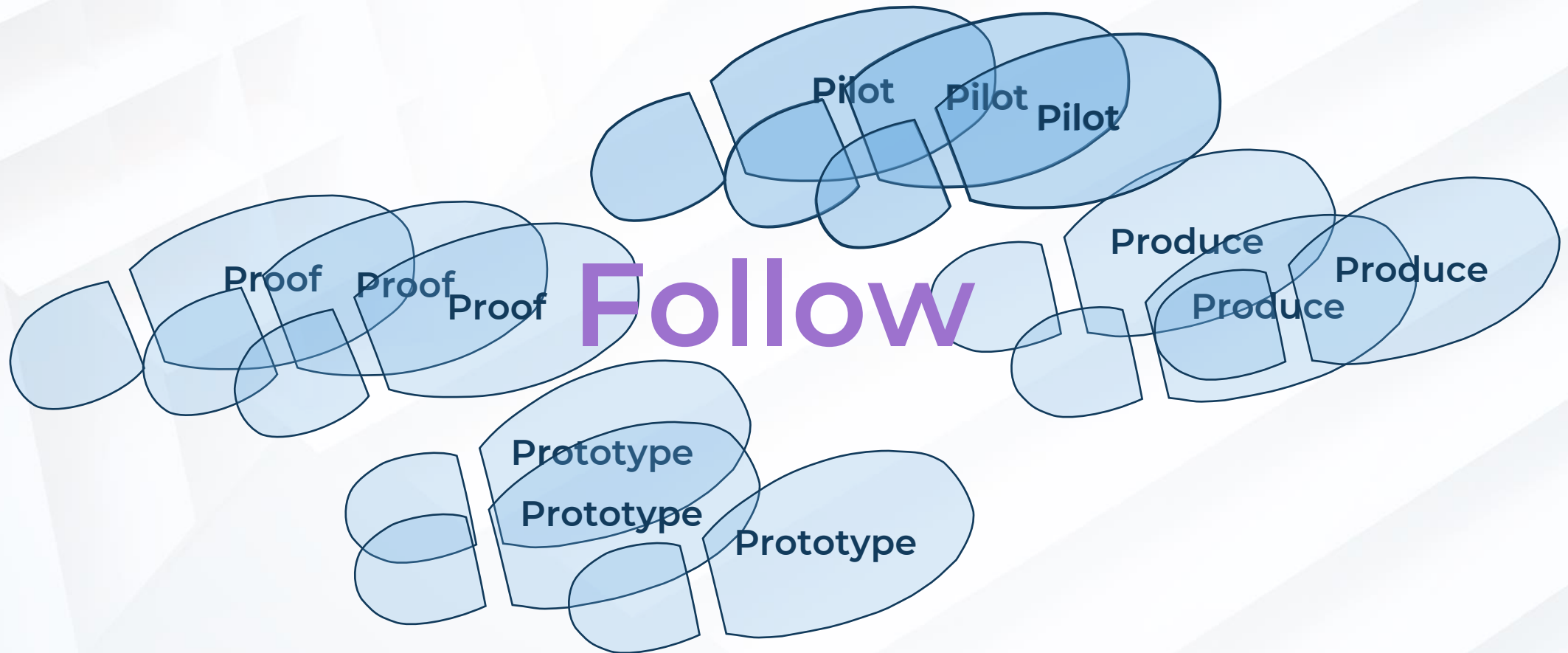
Awareness



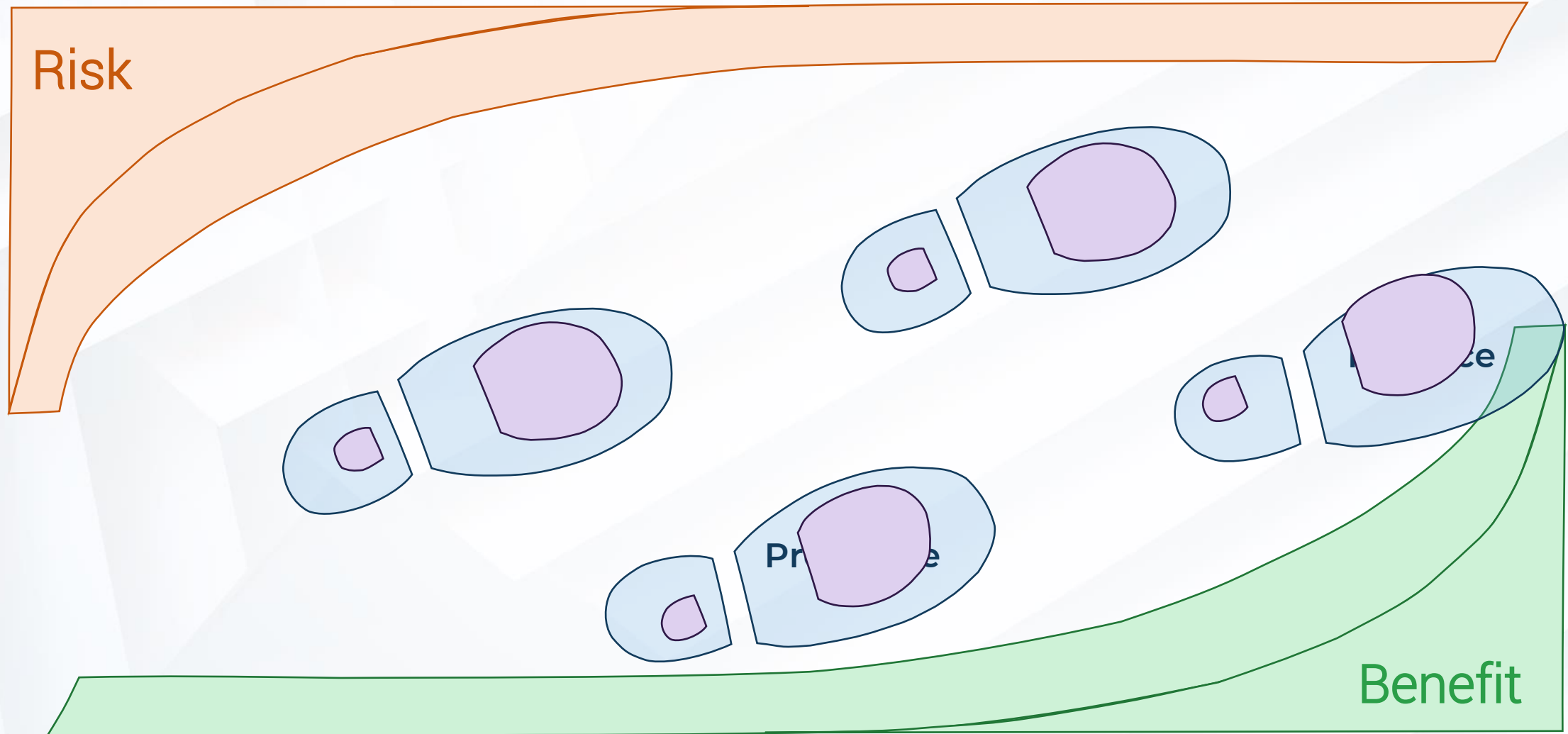
Reliability

Accessibility

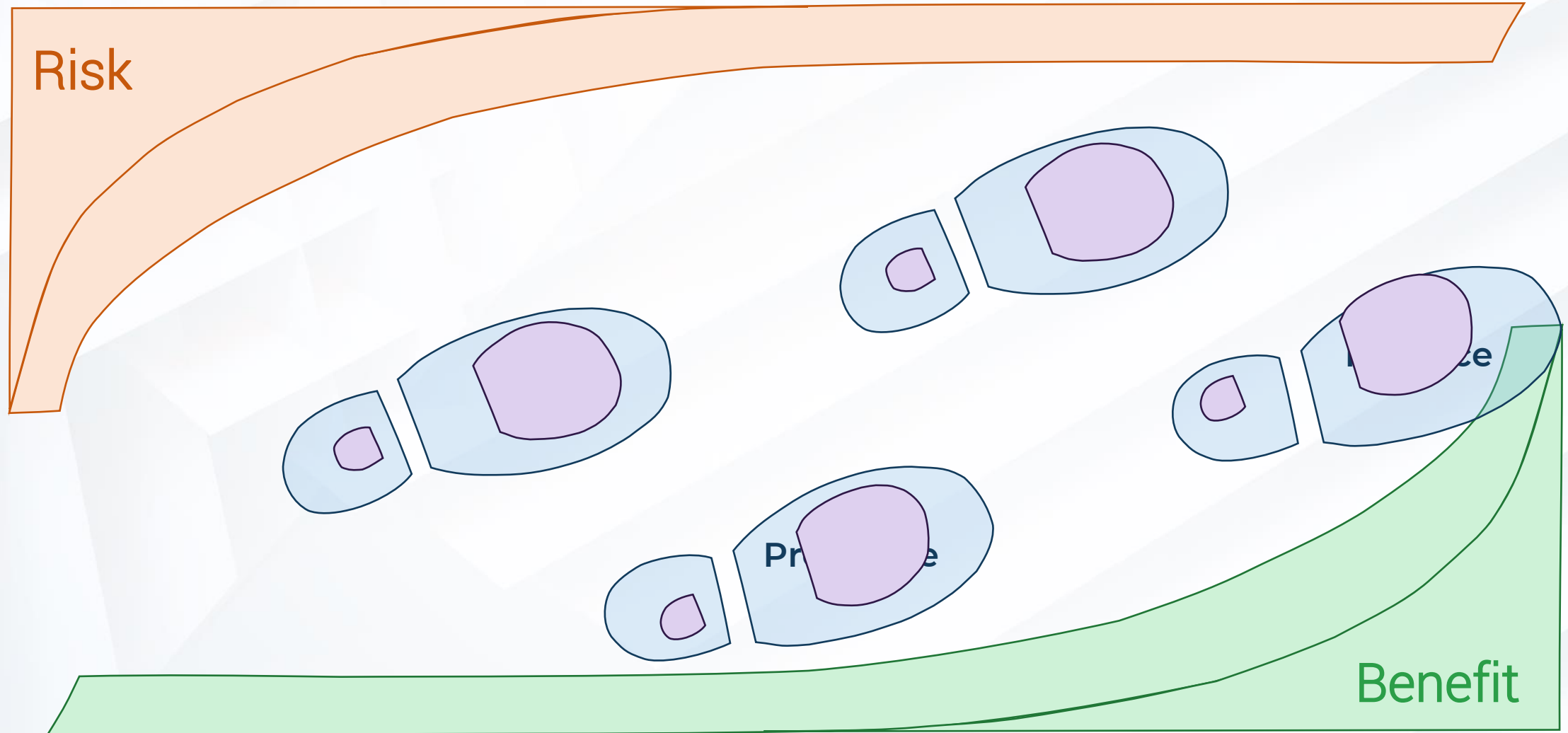
What IT needs from the business



Give the business a curb for your path



Discuss risk-benefit trade-offs



Teach With Simple Themes

How to Build a Minimum Viable Product?

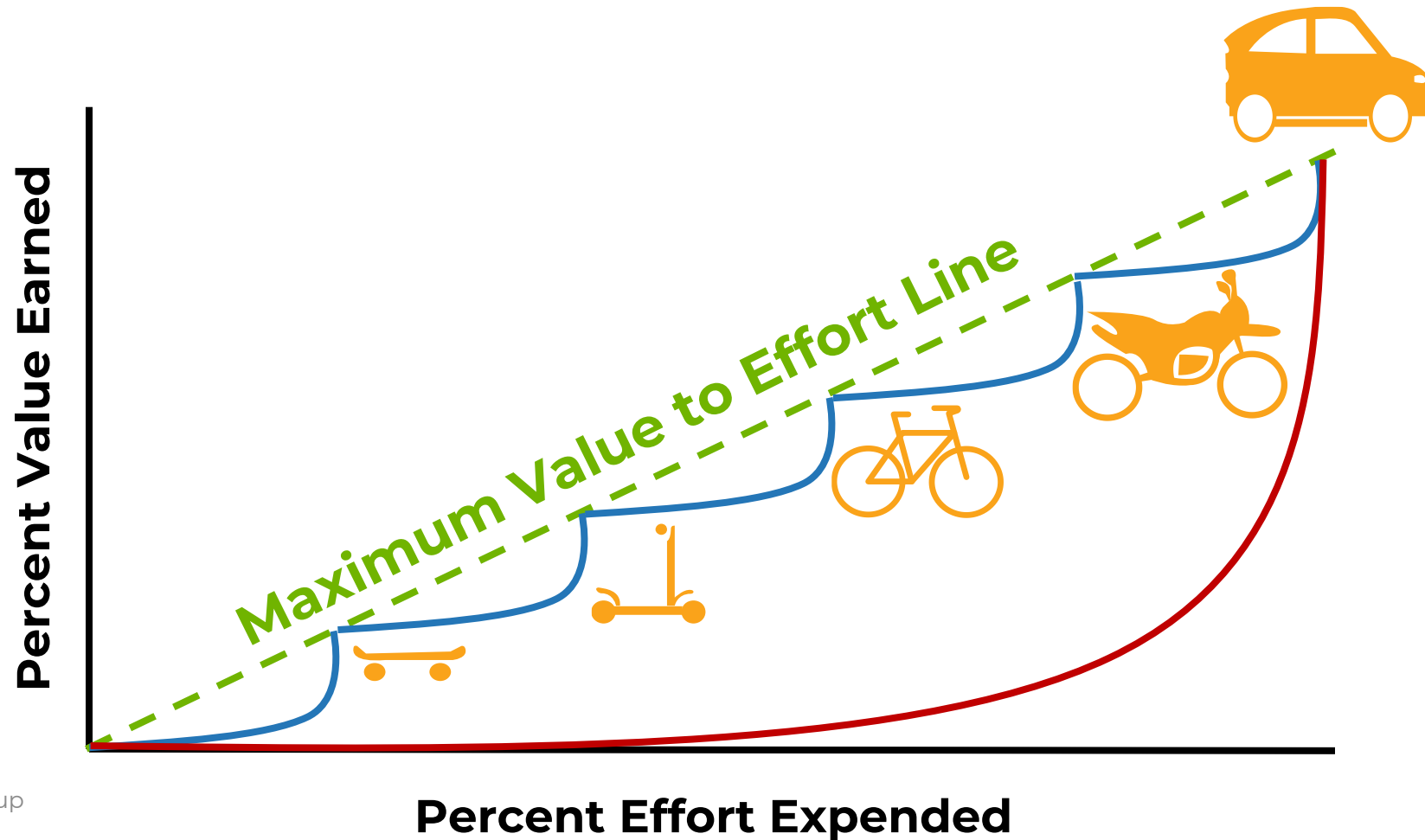
Not Like This



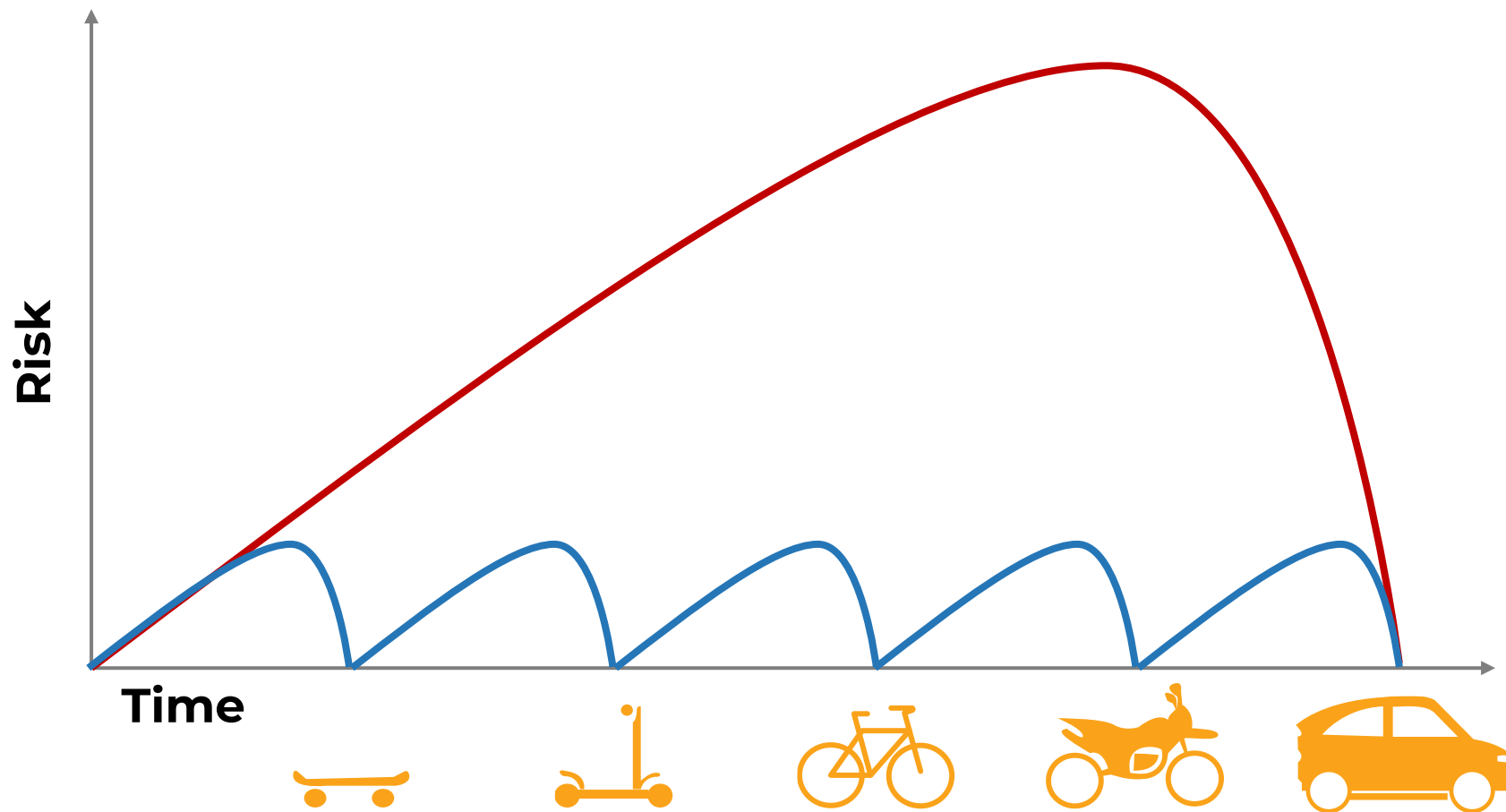
Like This



Exploit the Value of Iterations



Reduce Accumulation Risk



Read Our Blueprints

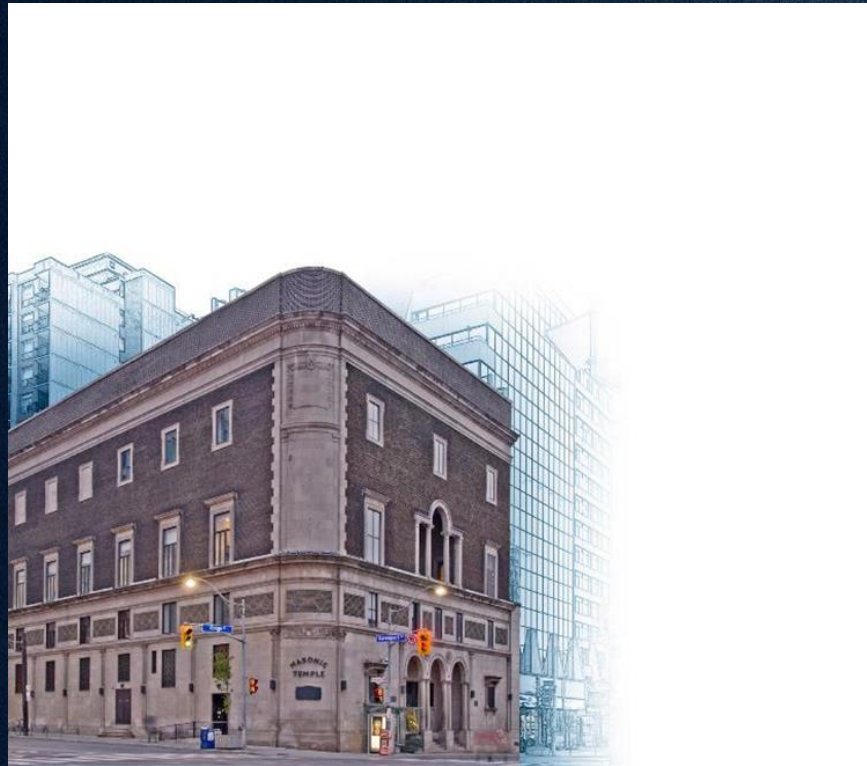
[Kick-Start IT-Led Business Innovation](#)

[Prototype With an Innovation Design Sprint](#)

[Fund Innovation With a Minimum Viable Business Case](#)

[Sustain and Grow the Maturity of Innovation in Your Enterprise](#)

Thank you!



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Info-Tech Research Group is the world's fastest growing information technology research and advisory company, proudly serving over 30,000 IT professionals.

We are, by far, the most innovative firm in the industry and we pride ourselves on providing better research than anyone.

Since 1997, we have been helping CIOs and their teams evolve from fire fighters to innovation champions.

We produce unbiased and highly relevant research & tools to help IT leaders make strategic, timely, and well-informed decisions that drive business value.

We partner closely with IT teams to provide everything they need – from actionable tools to in-person analyst guidance – to deliver measurable results for their organizations.

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For over 20 years, our team of 100+ world-class analysts has been coaching members through their most challenging projects and largest technology selection decisions.

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