



OPEN INNOVATION

A HELPING HAND

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Open Innovation: the official definition...

‘A distributed innovation process that relies on purposively managed knowledge flows across organizational boundaries.’

Source: CHESBROUGH, H., 2017. *The Future of Open Innovation*. *Research Technology Management*, 60(1), pp. 35-38.

“Innovate? No thanks, we tried that once and it didn’t work out.”



**‘Innovation active firms’
have declined but Open
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Source: UK Innovation Survey 2017: Main report

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‘ 58% of innovation active businesses reported having co-operation arrangements, compared to 40% of businesses in the 2015 survey. There was a higher cooperation across all partnering arrangements compared to the previous survey. ’

Source: UK Innovation Survey 2017: Main report

Open Innovation Processes

- Innovation Challenges
- Hackathons
- Crowdsourcing
- API-first platforms
- Spin Outs
- IP Licensing
- Joint Ventures
- Profit sharing

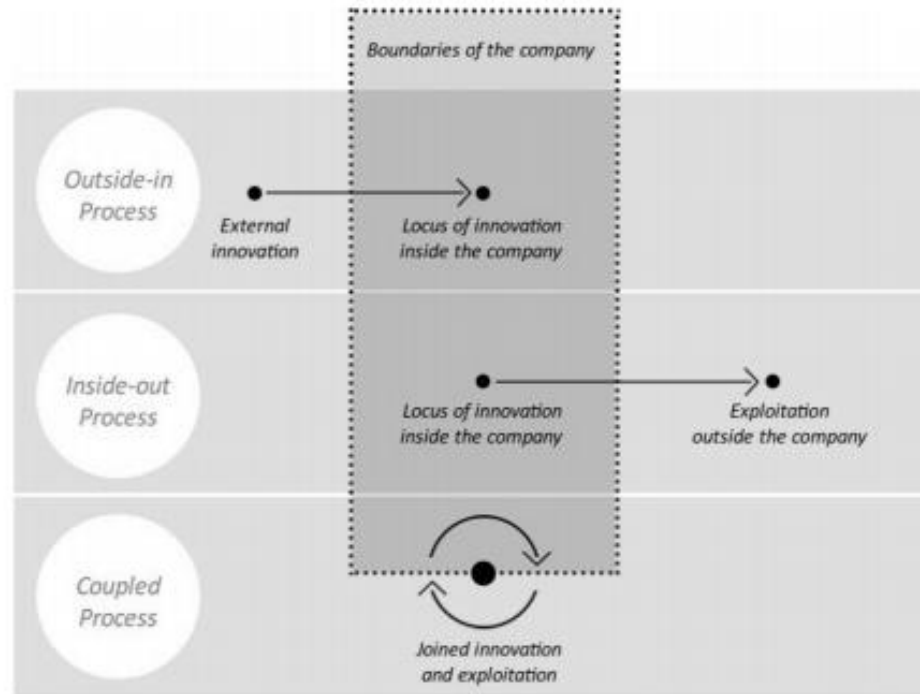


Figure 1 Open innovation processes. source: Gassmann & Enkel (2004, p.6)

Key Success Factors In Open Innovation



Clear Purpose

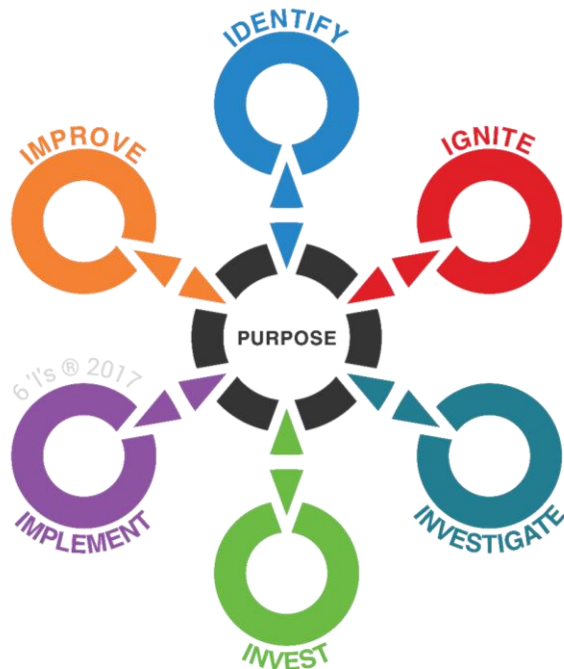


Culture



Facilitation

The Six 'I's of Innovation® Overview



IDENTIFY – the identification of an opportunity, customer / stakeholder need or trend that creates a space for generating ideas.

IGNITE – the ignition and creation of ideas that can address a market opportunity or meet a customer /stakeholder need

INVESTIGATE – the investigation of ideas by prototyping, testing and validating with customers, stakeholders and end users.

INVEST – the investment of time, resources and money into the development of an idea.

IMPLEMENT – the implementation of the idea into something that is going to generate value.

IMPROVE – the improvement and extension of the idea into other areas of opportunity.

The 6 'I's® Mindsets



A compelling desire to learn or experience something new.



An orientation and attitude that desires to seek and imagine new possibilities.



Paying careful attention to whatever is being studied.



An attitude that spurs someone to act despite challenges or difficulties.



To stay committed despite challenges and be dedicated to achieving results.



To be mentally bright, to have sharp and quick intelligence.

Strategies to Improve each 'I'



- Develop and expand your personal network
- Observe your customers to understand needs
- Learn to make sense of trends and patterns



- Seek new knowledge outside your areas of interest
- Challenge your own ideas
- Make connections between different ideas



- Build a prototype (sketch, mock up)
- Systematically research ideas
- Test ideas with potential stakeholders or customers



- Develop a Pitch
- Improve your ability to input into business plans
- Learn how to judge where and when to allocate resources



- Systematically review your project plan
- Get better at planning and organising
- Manage and minimise risks



- Generate ways to make ideas better
- Seek opportunities to improve on ideas
- Learn from success and failure

**Who could you start
innovating with today?**