

Summary – “Innovation: Where and How to Innovate” – 6/19/13

GOJO, Akron

Presenters: April Bertram (Innovation Management Director, GOJO)
Ben Scott (VP, Sales and Marketing, FedEx Custom Critical) - hbscott@fedex.com
Fred Collopy, PhD (Professor, Management by Design, Case Western Reserve University)

Participants: 33 Total – including leaders from mid-market companies and Summer EDGE Fellows

What were the most important take-aways for you?

- Getting feedback from others on where they are in the innovation process.
- Innovation takes time. Fail early and cheap.
- Observation and Design. Look at obvious issues. Just be an observer.
- Benchmarking to the best keeps you from being the best.
- Keychain exercise and its implications / Conditioning exercises and their usefulness.
- Use the “gut feel” data; integration of intuition.
- Brainstorming is not an effective way to approach innovation; do other exercises.
- We think we know what customer issues are/what they want but the reality may be more than that.
- Need to find your own way.
- John Cleese may have insights to help my efforts!? ([YouTube: Cleese on Creativity & Innovation](#))
- Had not considered Design as a facet of management.
- Identifying death threats/wishes; Leap Frogging.
- The impact of focus.
- Concept of “State Market” (companies employing disabled)
- Managers create conditions to control productivity.

What is your action plan as a result of attending?

- Use the “other than brainstorming” techniques (i.e. the McLean Story)
- Review models for Design and Conscious Capitalism. Look for ways to incorporate into our process.
- Reading books on techniques and tools to develop a creative and productive team.
- To get innovation system going.
- See if Leap Frogging idea can overcome our mindsets.
- DropBox review.
- Add a story to training material(s) – liked shipping example (1/2 ton → 4,000 tons, etc.)
- Use conditioning exercise (“key chain” exercise) in a pre-design session or with Leadership Team.

What are the most important issues you face going forward?

- Need more guidance on how on to gather market data.
- Improving the innovation process to make it more workable and practical.
- Transitioning from prototype to production.
- Allocation of time and resources.
- Focus on innovation.
- Innovation to support fast growth.
- Changing culture as well as taking ideas and new products to high production.
- Resource management and dedication of resources.
- Prioritizing ideas.
- Handling transition from innovation to daily operations.
- Doing something with current LEAN operations.

Resources

- See DropBox for Presentations and Notes

Next Meeting: **Tuesday, August 6th (8:00 – noon): “Ideas to Implementation”**
Parker Hannifin presents at Baldwin Wallace University’s Innovation Center (Berea)

Additional Dates:

Thursday, October 3rd; “Marketing and ROI” (Goodyear)
Tuesday, December 3rd; “Strategy & Planning” (TBD)