



*The Great Problems in the World Today
will be Solved on a Foundation of
Collaborative Innovation*

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Alignment + Collaboration + Innovation → Synergy

Without a

Collaborative Innovation Architecture™

an organization risks:

- Challenge without Inspiration*
- Desire without a Dream*
- Drive without Destiny*
- Falling into the Abyss between what's Real versus what's Possible*





Key Problems, Priorities, Issues: *(We are not a Solution In Search of a Problem)*

- *Growth & Innovation are Top of Mind for CEOs*
 - **Poor Connection between Innovation & Revenue Generation**
 - **Don't See Innovation as a Strategic Initiative at the Value Chain level**
 - it remains a set of tactical processes
- *Innovation is a confusing pastiche of Slogans, Tools, Techniques, Aphorisms, and Platitudes*
 - **CEOs were not trained in Innovation at MBA level**
 - little/no management skills/experience in innovation
 - **No Concrete Innovation Management System**
- *Innovation is confused with Technological Invention*
 - **CTOs are being re-knighted as Chief Innovation Officers**
 - **Up to 80% of Innovation is non-technical (Potential is untapped)**
- *The Innovation Onslaught*
 - **Will require companies to Double, even Triple their Innovation Output**





Why Do we Need a Collaborative Innovation Architecture?

The Results in the Field:

- **Too many Slogans, Platitudes, High Aspirations
Not Enough real results**
- **Chief Technology Officers are unclear about
their role as Chief Innovation Officers**
- **Killing of Innovation during Acquisitions**
- **Lots of Tactical/Small Scale Efforts
Little Strategic Initiatives**
- **Too Many Tools & Techniques
Confusing: What to Use & When**





Consequences



The Consequences of having no Innovation Architecture or Strategic Program could be extremely dangerous:

- 1. Loss of Competitive Advantage:**
 - Because Innovation is the #1 Competitive Advantage in a Fast-Moving World, is vulnerable to being “out-innovated” in the marketplace
- 2. Falling Behind:**
 - Innovations that should be occurring at a rapid rate are not surfacing
- 3. Migrating Innovation into your Company:**
 - Innovations that are developed by alliance partners & strategic suppliers are not being migrated into your Company
 - Customers are a vital source of innovation
- 4. Top & Bottom Line:**
 - Innovation potentially could provide Billions in New Revenues and Millions in Bottom Line Impact.





Why & What of "Architecture of Innovation"

*What is Architecture?
The Compelling Imperative
How this is Different*





What is “Architecture”



*Systematic Set of Strategies, Processes, Practices,
Tools, and Methodologies that,
when applied masterfully,
produces a consistent, high quality result
that lasts and regenerates.*

*Without an “Architecture” there is no way to take the learnings of individual
builders and artisans and transmute these into other diverse situations.*

From Wikipedia

- Architecture (from Greek, “master builder”) is the art and science of designing structures.
- Today, architecture is the art and discipline of creating an actual, implied or apparent plan of any complex object or system:
 - implied architecture of abstract things such as music or mathematics,
 - apparent architecture of natural things, such as geological formations or the structure of biological cells, or
 - explicitly planned architectures of human-made things such as software, computers, enterprises, and databases, in addition to buildings.
- Architecture is a mapping of the elements or components into some kind of structure or system, which preserves the relationships among the elements or components.





Architecture of Collaborative Innovation

*COLLABORATIVE INNOVATION
IS A POWERFUL & COMPELLING IMPERATIVE*

A. STRATEGY

- **Implemented Across the Value Chain**
 - ✓ with suppliers, with customers
 - ✓ within the company

B. CULTURE

- **Systematically Pervades an Organization**

C. PROCESS

- **to manage relationships, productivity**
- **to channel creativity internally**

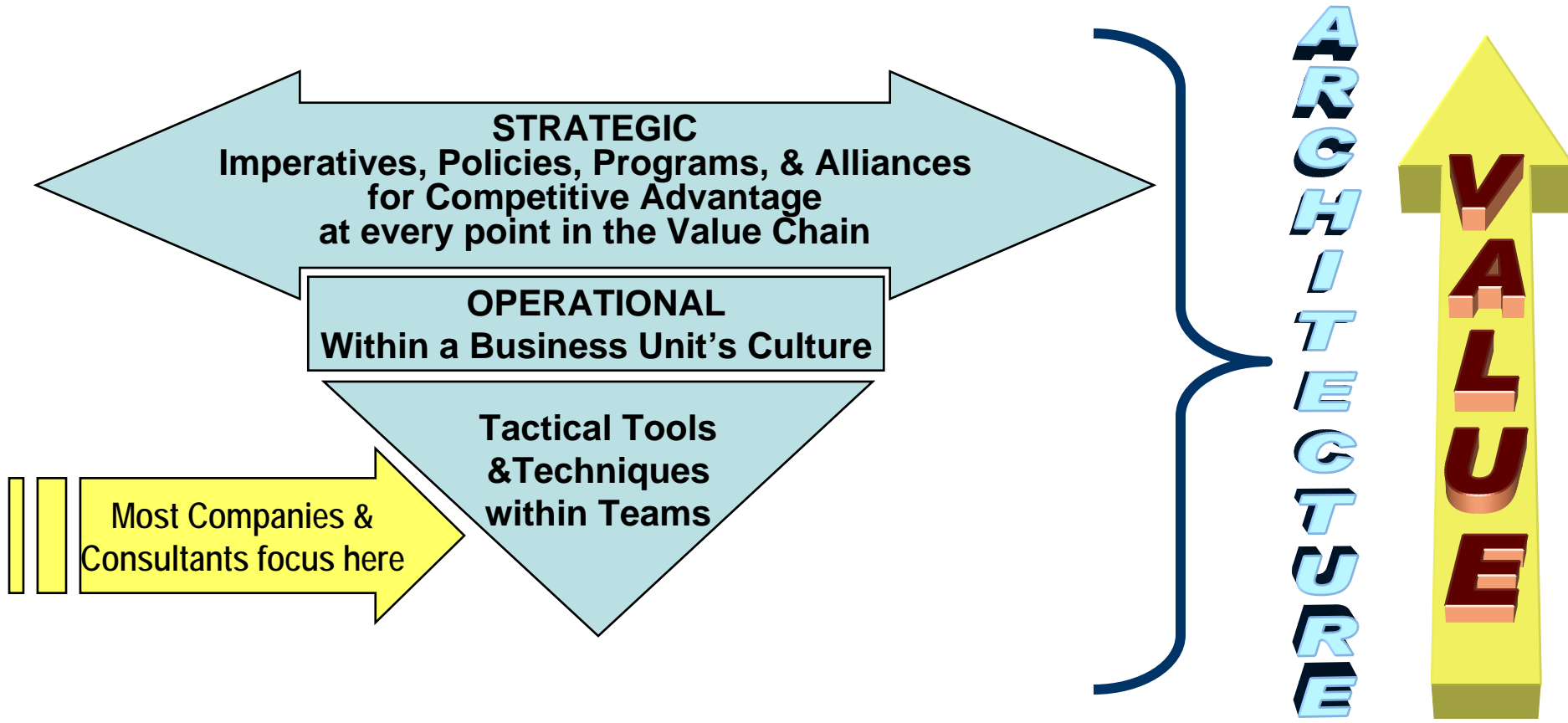


Scaleable from
Macro to Micro





How is Architecture Different?





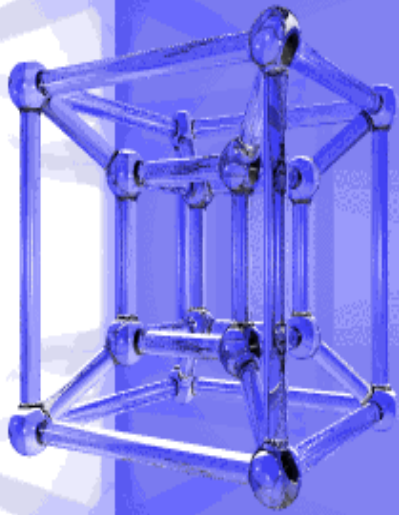
Key Principles of Innovation

Innovation: Simple Definition
Six Elements of the Innovation Engine
Competitive Advantage
Differential as Source of Innovation
Innovation on the Edge





"Simple" Innovation Definition



*Strategies, Systems, Structures
& Processes that Generate
New Sources of Value & Growth
for an Organization*





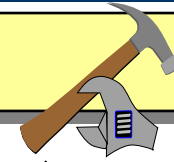
Six Different Kinds of Innovation

- *80% of Innovation is Non-Technical (Solutions, Process Innovation, New Business Models, etc.)*
- *Must Capture All Forms & Sources of Innovation to Compete*





Six Kinds of Innovation



6. Market Extension

- Develop New Products, Services to:
 - Support Existing Customers/Market Bases who buy our current products
 - facilitate Product/Technological Adoption and create value from usage
 - Introduce new services & value streams

5. New Business Models

- Reconfigure the Nature of How Business is Framed to Serve the Customer:
 - Make it Easier to do Business
 - Create More Integrated Products and Services
 - Devise better ways to be profitable
 - Use Resources in a New Way

4. Process Improvement

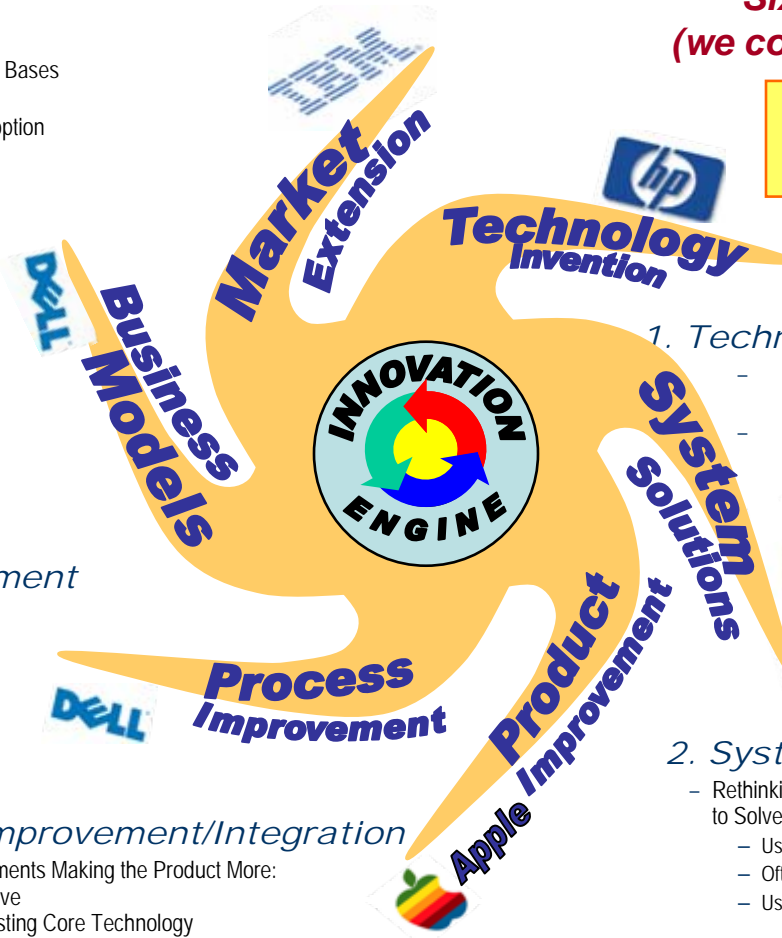
- Make Processes:
 - Simpler
 - Faster
 - More accurate
 - More Reliable
 - Less Expensive
 - More Integrated

3. Product Improvement/Integration

- Continuous Improvements Making the Product More:
 - Efficient, Effective
 - Leveraging Existing Core Technology
 - Useful or User Friendly
 - Integrated with other products, technologies, or systems
 - Valuable to users

**Six Basic Kinds of Innovation:
(we consider these of equal value)**

How Different Companies
Choose Different Approaches
To Innovation



1. Technical Invention

- Product Creation/Development with a new Core Technology
- Next/New Generation, Breakthrough/Discontinuous Technology

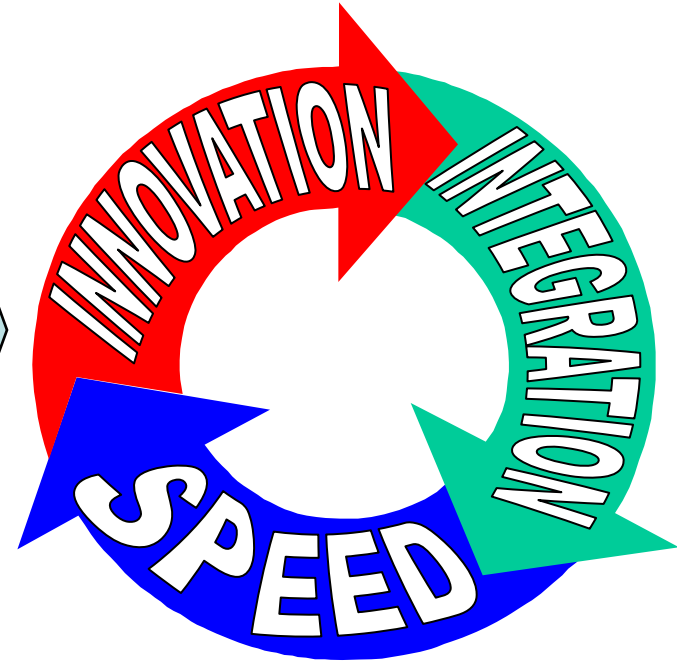
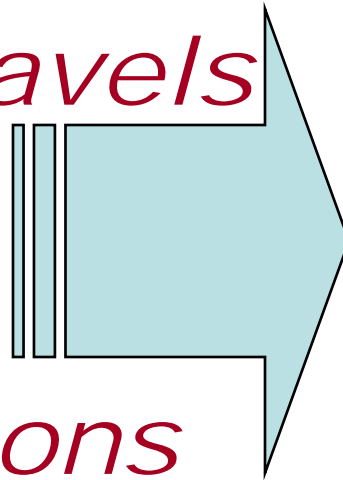
2. Systems Solutions

- Rethinking & Integrating Existing Systems to Solve Complex Customer Problems
 - Use Solution Alliances to Integrate Complexities
 - Often Generates New Solutions to Existing Problems
 - Usually Closely Linked to Customer





*Innovation Travels
with
Two Companions*





*Innovation is the Critical Driving Force
in Today's Business World*

*In a Fast Moving, Rapidly
Changing World,
the Most Sustainable Source
of Competitive Advantage is ..
Collaborative Innovation*





*What is the Fundamental Issue that is
Difficult to Master in Innovation?*

*Differentials in Thinking
are the Principle Source
of Innovation*





*New Paradigm Generation comes from people
Who Do Not Think Alike*

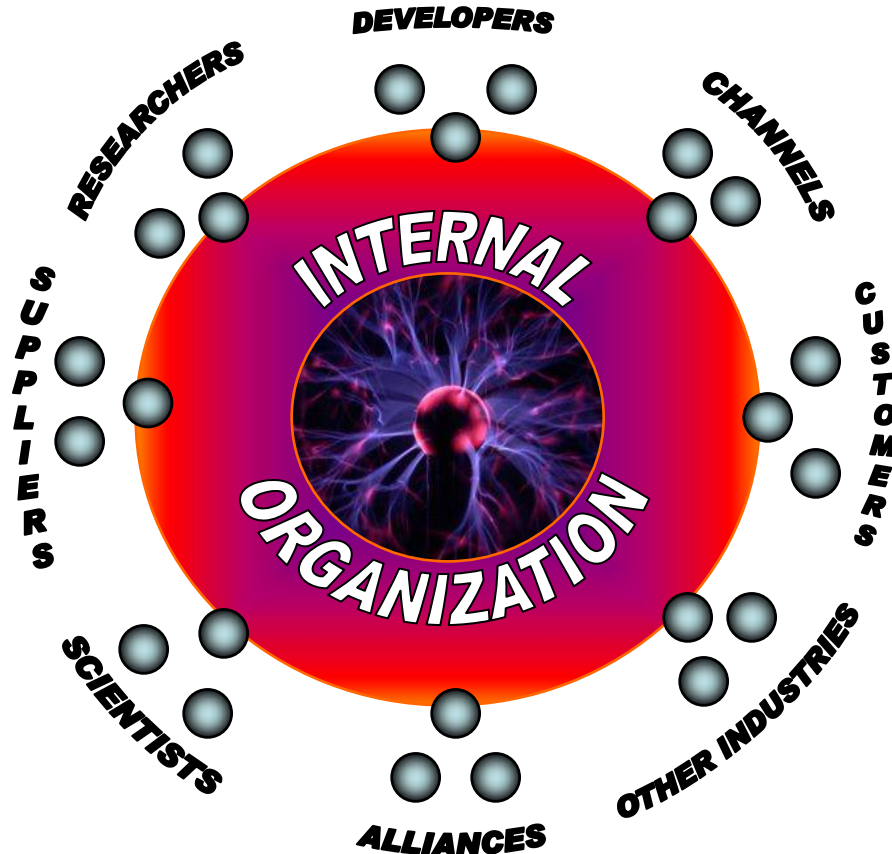
*Collaborative Innovation Generates
New Paradigms through the
Synergy of Compatible Differences*

*Locked Inside the Collaboration Structure lies the
Hidden Potential for Co-Creative Breakthroughs*





*Innovation Occurs on Edges of Eco-Spheres
& Interfaces of Dissimilar Structures*





Purpose of Collaborative Innovation Architecture™
***Harness & Align the Powerful
Synergy of Differentials***

- *Thinking*
 - Analysis
 - Synthesis
 - Genesis
 - Mimesis
 - Systemesis
- *Mind Strengths*
 - Linear & Logical
 - Strategic & Conceptual
 - Creative Energy
 - Relationships
- *Capabilities to make things happen*
 - Action & Empowerment
 - Learning & Knowledge
 - Design & Create
 - Location & Physical Presence
- *Wisdom – as the synergistic unity of:*
 - Commitment to Innovation
 - Thought & Intellectual Capital
 - Capacity to Take Action
 - Willingness to Produce Results
 - Desire to Collaborate





To Engage in Collaborative Innovation

- *Must Change*
 - **Mindsets**
 - **Skill Sets**
 - **Tool Sets**
- *Must Build:*
 - **System of Trust**
 - **Integration Mechanisms**
 - **Committed Champions**





Outcome

For senior organizational leaders who face intense global competition and increasing pressure for growth in a complex and fast-changing environment ..

We provide a collaborative innovation architecture that generates breakthroughs which produce:

- *Extraordinary Results,*
- *Organizational Growth,*
- *Innovation Across the Value Chain,*
- *Generation of New Wealth, and*
- *Deep Level of Personal Meaning, Coupled with a Renewed Sense of Purpose*





This is a Senior Executive Responsibility



*Make
COLLABORATIVE INNOVATION
a TOP PRIORITY*

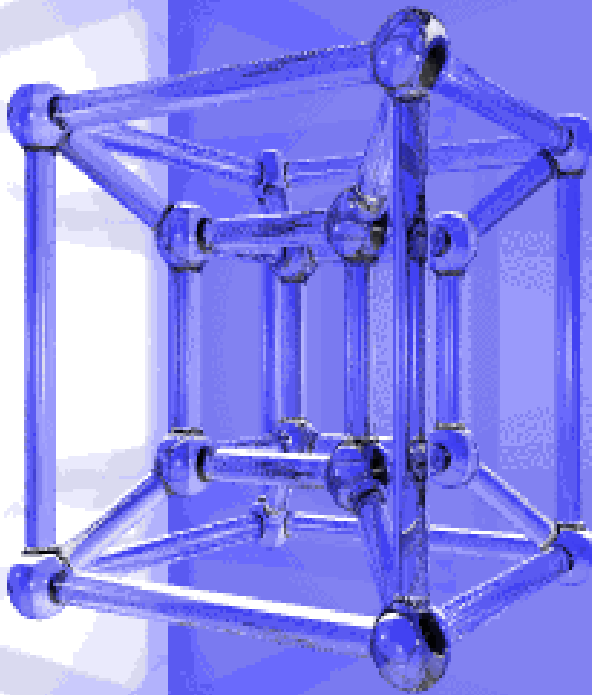
*Vision without Execution
is Hallucination!*

Manage Your Imagination!





What we bring



*Strategies
Systems
Structures
Solutions
Skill Sets*

Use Best Processes & Best Practices

**Replicable
Scaleable
Trainable
Adaptable**

Produce Consistent Results

