Innovation for the Rest of Us

Chris Curran
Partner and CTO
Diamond Management & Technology Consultants
Interactive Voting

- Get out your phones
- Get to the place where you send SMS/Text messages
- Get ready when you see the
- Text your responses to 99503
This or That?

Skiing or Snowboarding?

a) Skiing          K100
b) Snowboarding    S100
c) Neither – I Hate Snow N100

Text to 99503
Audience Question

What is your business’ primary industry?

a) Banking  
b) Consumer Products/Services 
c) Distribution & Logistics 
d) Healthcare 
e) Insurance 
f) Travel & Transportation 
g) Public Sector 
h) Other

Text to 99503
Our CEO is an active champion of the use of information technology to improve the business

a) Strongly Agree  SA100
b) Agree  A100
c) Neither Agree or Disagree  NA100
d) Disagree  D100
e) Strongly Disagree  SD100

Text to 99503
Our CEO is an active champion of information technology to improve the business.

Source: Diamond Digital IQ Survey, 2010
Celestron’s SkyScout
New York Nearest Subway iPhone App
Tonite’s Southern Sky - Star Walk iPhone App
Makers Are Everywhere
Why is Innovation So Hard?
What is your CIO’s primary innovation goal?

a) Improve IT  
   IT200
b) Improve Business Processes  
   BP200
c) Improve Customer Service  
   CS200
d) Reach New Customers  
   NC200
e) Create New Products/Services  
   NP200

Text to 99503
The CIO’s Innovation Mission

- Improve Business Processes: 51%
- Improve IT: 26%
- Improve Customer Service: 10%
- New Products, Services: 8%
- Reach New Customers: 6%

Source: Diamond Digital IQ Survey, 2010; Top Quartile Performers Only
The CIO’s Dual Role

Photo by Henry van der Weyde
Audience Question

Where do most innovations come from in your organization?

a) Customers  C300
b) Employees   E300
c) Executives   X300
d) Vendors      V300
e) Research Partners R300
f) Other        O300

Text to 99503
The future is already here, it’s just not evenly distributed

William Gibson, Sci-Fi Author
Pepsi is giving away millions in grants each month to fund great ideas. Submissions are closed for this month, but you can [start your application][app] now for the next submission cycle. Learn how it works.

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<table>
<thead>
<tr>
<th>CURRENT LEADERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank 1</td>
<td>Rank 2</td>
</tr>
<tr>
<td>$5,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>$25,000</td>
<td>$50,000</td>
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<tr>
<td>$50,000</td>
<td>$250,000</td>
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</tbody>
</table>

1. **RANKED #1 for $5K - Food and Shelter**
   - **Ship Girl Scout Cookies to the Troops Stationed Overseas**
   - Military Connections Corporation
   - [Vote for this idea](#)

2. **RANKED #2 for $5K - Neighborhoods**
   - **Help seniors take care of their pets.**
   - Quad City Animal Welfare Center
   - [Vote for this idea](#)

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<table>
<thead>
<tr>
<th>CURRENT GRANT CYCLE</th>
<th></th>
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<tbody>
<tr>
<td>Days left to vote</td>
<td>7</td>
</tr>
<tr>
<td>Ideas in the running</td>
<td>729</td>
</tr>
<tr>
<td>Finalists announced</td>
<td>March 1st</td>
</tr>
<tr>
<td>Funding available</td>
<td>$1,300,000</td>
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**ABOUT THE PROJECT**

[app] - Start your application now.
What is the scarcest innovation skill?

a) Identifying problems
b) Prioritizing problems
c) Matching problems with ideas
d) Prototyping
e) Testing ideas
f) Selling ideas to the organization
g) Integrating new innovations into the business
Kolbe A™ Index Result

Chris Curran

Continuum

Prevent Problems

Initiate Solutions

Kolbe Action Modes™

Fact Finder
Follow Thru
Quick Start
Implementor

Kolbe Strengths

Explain
Adapt
Improvise
Restore
Source: Kolbe International CIO Study 2007
Audience Question

Do you have a dedicated IT “innovation” team?

a) Formal Group
b) Informal Group
c) No group

F500
I500
N500

Text to 99503
Do You Have an IT Innovation Team?

Source: Diamond Digital IQ Survey, 2009
Right Org for the Mission

<table>
<thead>
<tr>
<th>Business</th>
<th>IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INNOVATION TARGET</td>
<td>IT</td>
</tr>
</tbody>
</table>

- Alignment & Buy-In Problems
- Optimally Includes IT Skills
- Focuses on IT Improvements
- Doesn’t Exist

INNOVATION ORG
<table>
<thead>
<tr>
<th>Persistence</th>
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<tbody>
<tr>
<td><strong>Strategy &amp; Alignment</strong></td>
</tr>
<tr>
<td>• IT’s Strategic Importance</td>
</tr>
<tr>
<td>• Innovation</td>
</tr>
<tr>
<td><strong>Design &amp; Planning</strong></td>
</tr>
<tr>
<td>• Clear Strategy</td>
</tr>
<tr>
<td>• Roadmap Clear, Owned, and Mobilized</td>
</tr>
<tr>
<td><strong>Execution</strong></td>
</tr>
<tr>
<td>• Project Success</td>
</tr>
</tbody>
</table>
A Roadmap is the Most Important Predictor of High Performance

Effective Strategy: 50%
Effective Strategy & Mobilization: 34%
Effective Strategy, Mobilization & Execution: 20%

Source: Diamond Digital IQ Survey, 2009

2X More Likely to be Top Quartile Performer
1. Positioning  

2. Possibilities  

3. People  

4. Persistence  

Check Alignment  

Get More Ideas  

Align Skills  

Innovation Roadmap
Audience Question

What is your top innovation priority for the coming year?

a) Improve My/IT’s positioning
b) Get more ideas into the pipeline
c) Improve innovation team skillsets and alignment
d) Improve execution in getting ideas to action
e) Thanks - I’m good

Text to 99503
Homemade Telescope

Photo by Rachael Hobson
Via MakeZine.com
Continue the Conversation

CIO Dashboard Blog
www.ciodashboard.com

cbcurran

chris.curran@diamondconsultants.com

Diamond Management & Technology Consultants