

MYbrainwave's Culture of Innovation Webinar

January 9, 2020

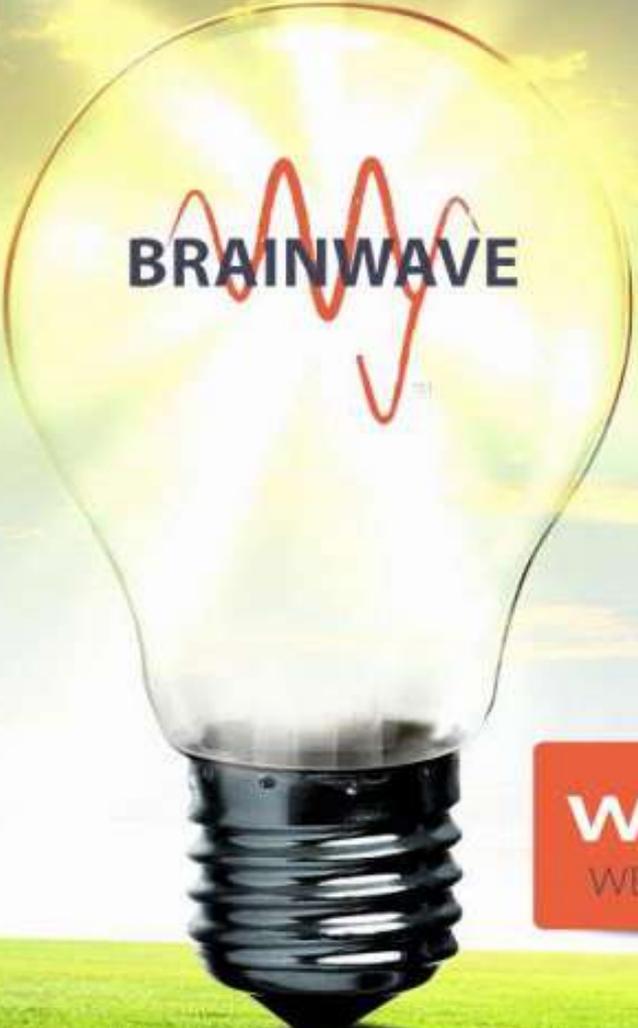
MYbrainwave

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we make ideas real™

WE ARE AN INNOVATION MANAGEMENT COMPANY



BRAINWAVE



What we do....

We help you take an Idea, Refine it, Justify it, Get support for it, Prove it, Sustain it, Commercialise it (or deliver it's intended benefits or goals).

ADVISE

Provide **ADVISORY** Services on Innovation, Business Analysis and Project Management from idea generation through to finished product or service.

TEACH

Build **CAPABILITY** through Training, Coaching and Independent Assessments.

DELIVER

DELIVER projects to realise benefits from new ideas.



MYbrainwave's **Innov8me™** Innovation Management Framework



powered by  **IDEASPIES™**

Capture

Capture those clever ideas in your organisation, those 'diamonds in the rough'...



Consider

...and apply our tools, processes, framework and collateral to turn **Considered Ideas** into **Commercial Reality!**

Commercialise



MYbrainwave's Innovation Framework

Commercialise



- Reward the Internal Entrepreneurs / Ideas people and publicise their success. - Encourage others to follow.

COMMERCIALISE IT

- Measure results per the business plan forecasts over an agreed period.
- COMMERCIALISE IT

- Fully fund and ensure effectively resourced to sustain the objectives of the idea and realise the vision and benefits – SUSTAIN IT.

SUSTAIN IT

- Create working prototypes or initial phase implementations to help PROVE IT.

PROVE IT

- Provide Funding for long term development and record benefits – SUPPORT IT.

SUPPORT IT

- Tap back into the CROWD to maintain momentum.

- Present Entrepreneurial Business Plans to JUSTIFY IT.

JUSTIFY IT

Consider



- Idea Collection & / or CROWD feedback via Ideation System or Concept Brief.

IDEA IT



- Present / Pitch to Dragon's.

REFINE IT

- Obtain investor grade feedback from Dragons,
- Go back to IDEA IT and REFINE IT as needed.



Capture



The MYbrainwave Culture of Innovation method



THE COMMITMENT OF TOP MANAGEMENT HAS A LOT TO DO WITH INNOVATION SUCCESS.

**5 key attributes that separate strong innovators
from their weaker counterparts:**

Their top management is committed to innovation as a competitive advantage

They leverage their IP

They manage a portfolio of innovative initiatives

They have a strong customer focus

They insist on strong processes, which lead to strong performance

Source: BCG Survey: "They Most Innovative Companies 2013"



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STEP 1



GET SUPPORT FROM THE TOP

**Executive Management are the first dragons in the den
you must train. They need to actively support and
publicly endorse the focus on new ideas and innovation
as it consumes
time, money and is not without risk.**

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STEP 2



DEFINE INNOVATION FOR YOUR ORGANISATION

Our Definition of Innovation is :

"Taking ideas, clarifying and refining them, adding some knowledge and skills to create something that yields a measurable benefit"

Your own definition encourages better adoption and understanding of what innovation is and its value to the organisation



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**PUT PROCESS & TOOLS IN
PLACE THROUGH AN
INNOVATION FRAMEWORK**

**You need a common language and way of doing things
that is repeatable, well understood and
most importantly; WORKS!**

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STEP 4



INVOLVE THE CROWD

Some of the best ideas will come from your own people.
You need to listen and tap into your broad base of
experts that know your business best - your people.

Communication
Public Relations
Advertising
Motivation

are all important tools to be leveraged

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STEP 5



MEASURE PROGRESS & SUCCESS

If you can't measure it you can't manage it.
Tracking and demonstrating results is needed to deliver benefits and know what they look like.
Regular milestones with quality deliverables keep people engaged, supportive, motivated and happy.

This is where strong Innovation Management, Project Management and Business Analysis processes are vital to success

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STEP 6



CELEBRATE AND REWARD SUCCESS

and acknowledge the losses

It is important to celebrate the wins to motivate and inspire
and understand the losses to avoid mistakes in the future

Recognise and Reward what works,
understand what is good and what is not.

Note down what you have learned and actually look at
it next time when similar ideas are put forward and
start their journey of discovery.



IdeaSpies is an ideas platform. It was developed to encourage innovation by focusing on noticing the clever ideas around us. The public community site can be seen in action at <http://www.ideaspies.com>

As a platform IdeaSpies supports the Ideation process within MYbrainwave’s Innovation Management Framework. It allows the organisation’s community to find a voice for their ideas, get them noticed, get some feedback and gather likes!

Rate this idea
 ★★★★★
 (11 votes, average: 5.00 out of 5)



Idea Spies @ KPMG → <https://youtu.be/lSA0iv2cf8M>

A new way to give light to disadvantaged communities

Posted on 25/03/2017 by Angel · What do you think?

The Liter of Light project teaches people in disadvantaged communities how to use recycled plastic bottles and locally sourced materials to light their homes, businesses and streets with solar energy. www.literoflight.org

Share: [Facebook] [Twitter] [Pinterest] [LinkedIn] [Email]

Rate this idea: ★★★★★ (3 votes, average: 5.00 out of 5)

[WEBSITE EXAMPLE]

IdeaSpies becomes the voice of your people that can't be ignored. It acts as the market research that supports your PITCH.