

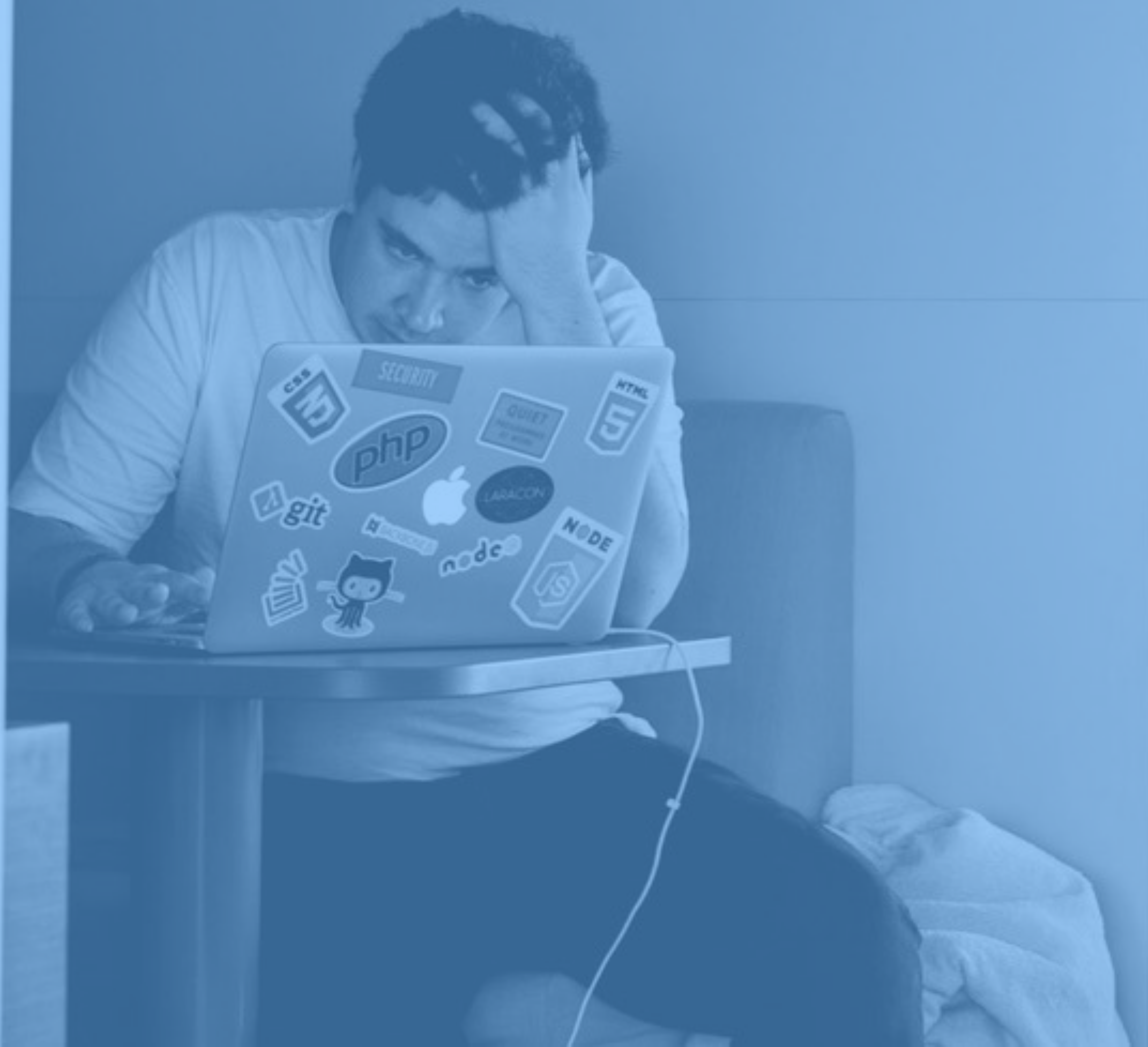


ENTREPRENEURIAL SPIRIT

March 8th, 2017

@brantcooper

@movestheneedle



digital is
transforming the
world...



competition is
everywhere...



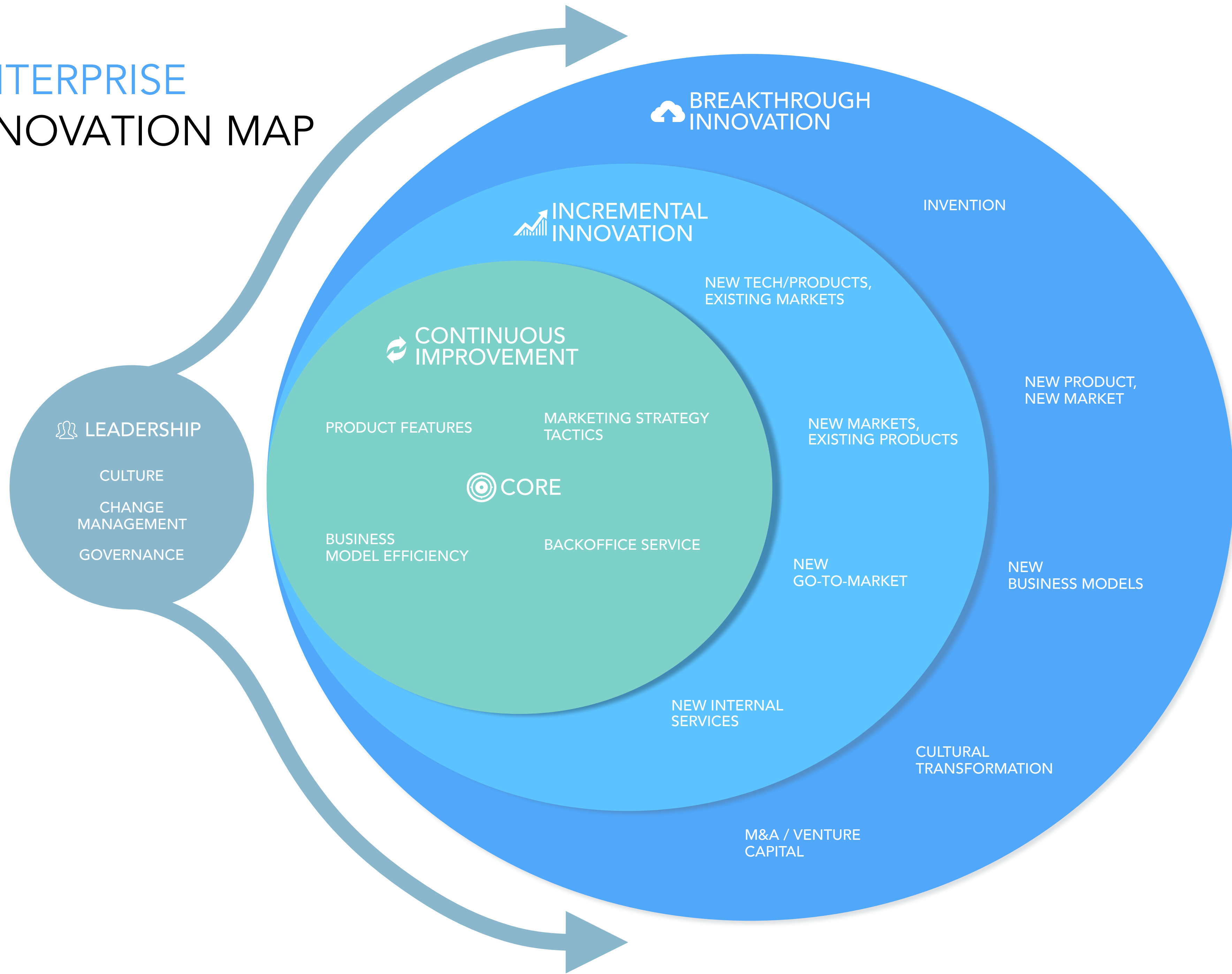
customers are more
agile than we
are...



our organizational systems and structures are based upon the industrial age

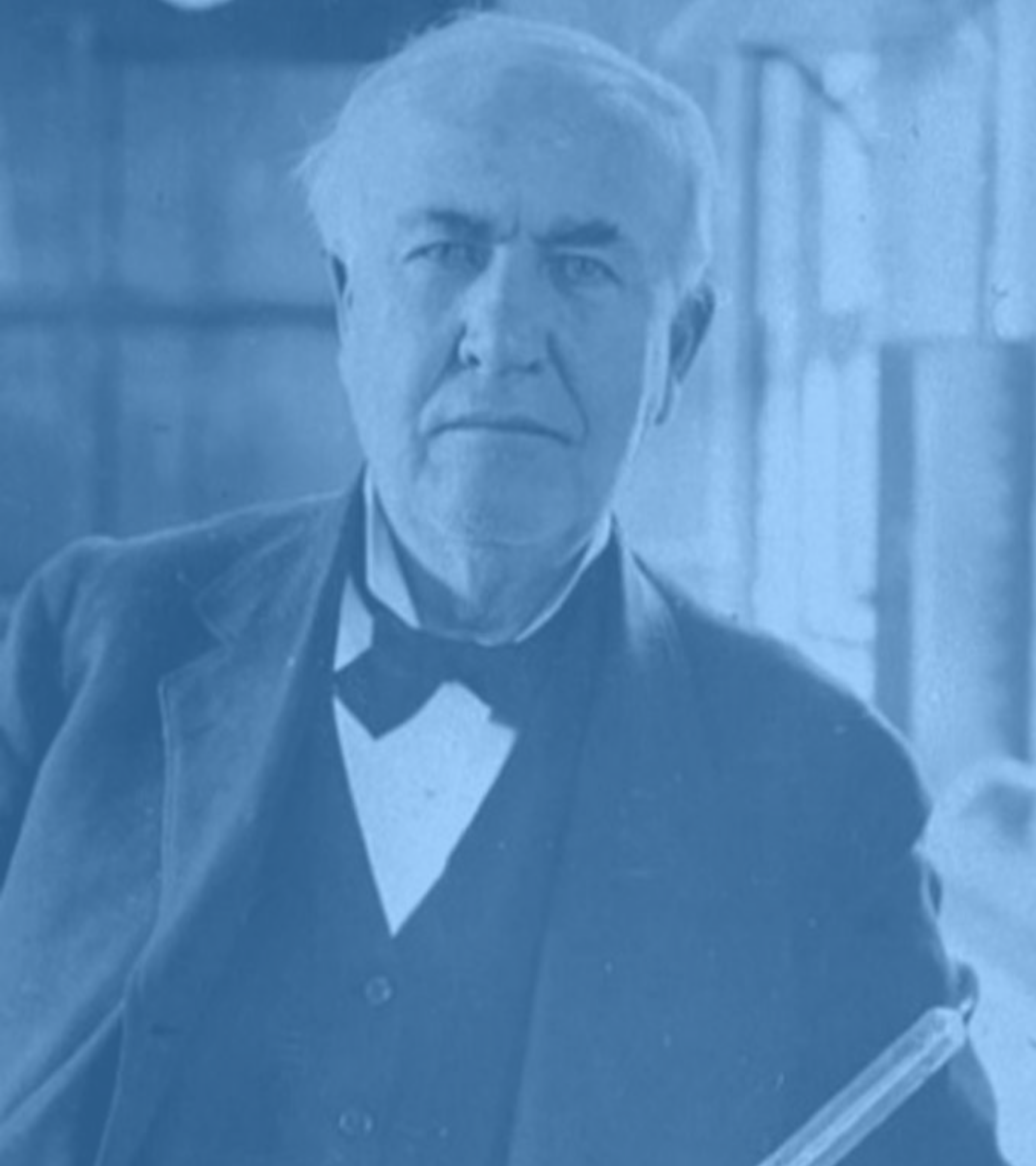
so, go "INNOVATE"!
(right?)

ENTERPRISE INNOVATION MAP



whose
job
is
"innovation"?

it is everyone's job to
discover, create and deliver
NEW VALUE.



the challenge is not
so much about
breakthrough
innovation...

as it's about
innovating the
business itself.



ENTREPRENEURIAL SPIRIT



EXECUTE

On the known

Measure tasks



SEARCH

In the unknown

Measure impact

WHAT IS LEAN?



LEAN:

Elimination of waste in producing value
(Customer, problem, solution **known**)

LEAN STARTUP:

Elimination of waste in discovering new value
(Customer, problem, solution **unknown**)

3 E's OF LEAN INNOVATION

E

EMPATHY

Understanding our customers deeply; their pains, passions and desires. Developing insights.

E

EXPERIMENTATION

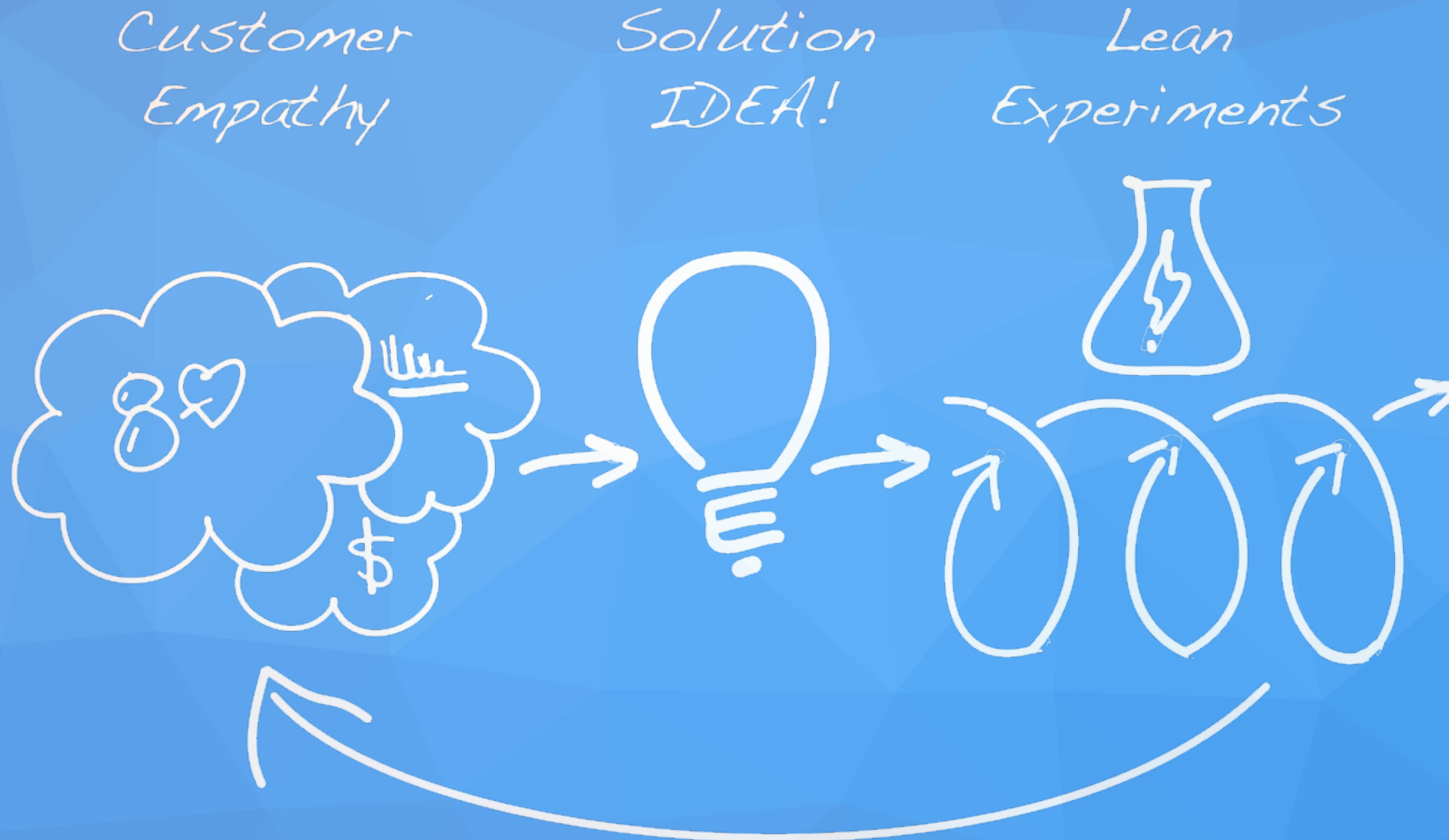
Translating insights into action.
Reducing risks through assumption testing.

E

EVIDENCE

Making decisions quickly based on insights and actual customer behavior.

LEAN INNOVATION IN PRACTICE



LEADERSHIP

EDUCATE

Equip people with the skills and mindset to act like entrepreneurs.

ENABLE

Build the systems and mechanisms that support employees' entrepreneurial action.

EMPOWER

Transform the culture so the discovery and creation of new value is business-as-usual.

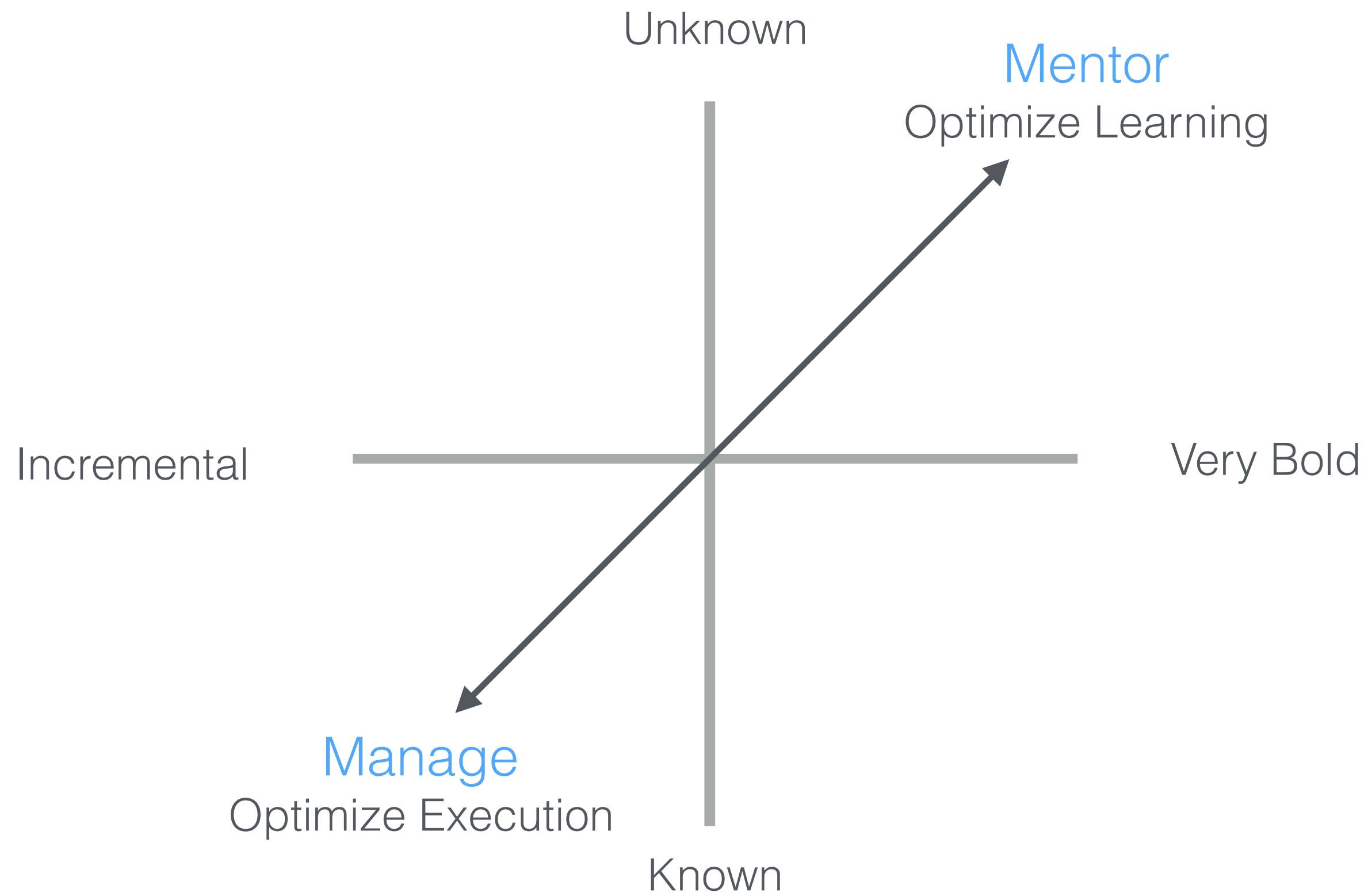
LEADERSHIP COMMUNICATIONS

- **values** = what organizational values align with working this way?
- **vision** = what is the end goal? how do we perceive our future? what relationship with our customer do we aspire to?
- **voice** = what is our believable and actionable messaging that articulates this?



LEADERSHIP

MENTOR VS MANAGE



- **mentor** = what is known vs unknown? help teams expose their assumptions; provide; ask for evidence. Measure impact.
- **manage** = specific tasks as part of repeatable processes; Measure performance.

LEADERSHIP

“CREATING SPACE”

- **time** — permanent time allocation for learning.
- **physical space** — opportunities for collaboration, sharing work and impact
- **“safe to act bold”** — leaders walk the talk; incentives for innovation
- **innovation accountability** — how to measure and share progress



An organization's ability to learn, and translate insight into action rapidly, is the ultimate competitive advantage.



THANK YOU!

slides: gettalk.at/spirit

www.MovesTheNeedle.com

brant@movestheneedle.com

[@brantcooper](#)