



QuantumPM attending the 4th annual Marcus Evans Process Driven Innovation Conference from September 16-18th.

We thoroughly enjoyed the event and participated as a major sponsor, speaker, and ran a conference specific innovation challenge for the event as well. The theme of the conference was: *“Capturing the Enterprise’s Creative Energy to Fill the Innovation Pipeline.”* This was definitely a fitting theme for this conference as many of the world’s Innovation leaders were represented including:



# Process Driven INNOVATION Conference 2013 Summary

**What:** 4th Annual Process Driven Innovation Conference

**When:** September 16-18th

**Where:** Philadelphia’s Downtown Doubletree Hotel

**Why:** To Learn, Socialize, and Listen to Innovation Experts throughout the World!

The conference schedule was tight and looked like this:

## Monday, September 16:

The Monday Pre-Conference Workshop focused on how design science will shape the future of innovation. This session was co-led by Jack Anderson of Chevron who was also the conference chair and Dr. Alan Hevner Professor at the University of South Florida. Key takeaways from this session was an introduction to design science, learning how to identify real-life applications of design science, and lastly how to identify the logical next steps for community involvement in design science as it applies to innovation within your organization.

### KEY ACTIVITY:

Jack and Dr. Hevner arranged for an informal meet up on a monthly schedule to delve deeper into the application of design science for the advancement of innovation.

## Tuesday, September 17th:

Tuesday was chock full of highly visible fortune 100 companies talking about how they bring the culture of innovation excellence to their companies. The lineup included: ATT, Intuit, YUM! Brands, Chevron, Ashland, JP Morgan Chase, Chubb and Son, Xerox, Air Liquide, Kraft Foods, and Ebay.

### KEY TAKEAWAYS:

**You must have a winning strategy, specific roles and responsibilities, and trust in order to deliver consistent innovation.**

#### **Avoid the SLOW NO at ALL COSTS!**

- This is a killer in all organizations and we should always press people for up/down votes complete with specific reasoning. Anything less is simply kicking the can down the road and UNACCEPTABLE!

#### **Always recognize and reward innovation behavior**

#### **Use Innovation “kitchens” to drive innovation**

- Proactive people
- Diverse skillsets
- Ambiguity is great, but needs to be MANAGED!
- Nice environment. Nothing wrong with holding it outside or in a new setting.
- Be sure to facilitate NOT dictate.

#### **Small wins matter**

#### **Employ pre-visualization. What is it?**

- Visualize complex scenarios before they happen
- Anticipate the organization's proactive response
- All of this AVOIDS the expensive costs of PROTOTYPING.

#### **Create your HEADLINE of the future**

- This cements the concept of visualization

#### **Hone your skill of storytelling**

It makes you:

- Persuasive
- Impactful
- Influential



#### **QuantumPM's Collaboration Session:**

QuantumPM led 4 groups into the radical advancement of how to quantify the success of innovation within an organization.

Rose Blackburn, CEO of QuantumPM, led the teams into real-time deterministic success factors for innovation. The results of this collaborative project has been captured in a white paper for all of the participants to refer back to. It was sent to each and every participant at the conference and will serve as an invaluable reminder of how powerful instantaneous collaboration can be.



## Wednesday, September 18:

Wednesday was another day filled with powerhouse presentations from global leaders in innovation. These included: Dow Chemical, Coca-Cola, Thompson Reuters, Sherwin Williams, Pfizer, Bostik, Bayer, Chubb, and Mayo Clinic.

### KEY TAKEAWAYS:

**“As a business ripens, growth inevitably becomes more difficult ...Companies that successfully execute strategic innovation can deliver breakthrough growth and generate entirely new life cycle curves”** V. Govindarajan & C. Trimble, *10 Rules for Strategic Innovators*.

#### Lessons learned in the innovation process:

- Collaborative engagements are critical for success.
- There is a massive appetite for design thinking.
- Video is a powerful tool to tell stories along the entire production process.
- More resources rarely improve speed or traction.
- Innovation without execution is exhausting and demotivating

#### Think FACEBOOK for Innovation Projects

- Central Repository for Project Data
- Drives local gate management
- Feeds global innovation analytics
- Enables innovation portfolio/  
Pipeline management

#### There are TWO critical factors to consider for innovation pipeline management:

- Balanced DEVELOPMENT projects
- Balanced TIME HORIZONS

#### Innovation Imperatives in the KNOWLEDGE Economy

- Tap into and leverage talent across all levels of the enterprise
- Build lasting dialogue with employees, customers, and suppliers
- Innovation is dynamic hence ALWAYS ON
- Must be intuitive and made as simple as possible which is the definition of INNOVATION AND CLARITY

**innovation**  
FRONT END + BACK END  
SHAREPOINT + PPM  
= RESULTS

**Questions? Comments?  
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