CITY

Ages/edades

5-12

7737

Coast Guard 4WD & Jet Scooter

130 pieces

Building Toy

Warning: CHOKING HAZARD.
Small parts. Not for children under 3 years.
Collaboration
What are you doing right now?
Lisa Bodell is speaking at the 2008 U.S. Coast Guard Innovation Expo.
It’s the network, silly.
It’s no longer about what you know...It’s about *who* you know and what *they* know.
did you know?
(a pop quiz)
What is the state of the blogosphere?

- Over 180 million blogs
- Japanese most popular blogging language
- 175,000 new blogs created each day

Source: www.technorati.com
did you know...? a pop quiz

# Facebook users?
120 million

Average time spent each day?
20 minutes
did you know...? a pop quiz

Traffic ranking?
  #3—3rd most trafficked site on the Internet (behind Yahoo! and Google)

Monthly visitors?
  Nearly 76 million (predicted to be 183m by 2011)
did you know...? a pop quiz

# of articles on Wikipedia?
Over 2.6 million

% of internet users visit Wikipedia each day
About 8.5%

Wikipedia’s traffic ranking on the internet?
# 8 most trafficked site on the ‘net
How many Google searches are performed each year?
How many Google searches are performed each year?

A. Over 20 Billion
B. Over 40 Billion
C. Over 100 Billion
D. Over 140 Billion
How many Google searches are performed each year?

A. Over 20 Billion
B. Over 40 Billion
C. Over 100 Billion
D. Over 140 Billion
did you know...? a pop quiz
did you know...? a pop quiz

How can we collaborate in new and innovative ways?

How can we drive innovation through collaboration?
Unconventional collaborations can lead to innovative results.
Government Communications Headquarters (GCHQ), the surveillance arm of British intelligence

Embedding job ads within video games: "Tom Clancy's Splinter Cell: Double Agent."
What unconventional partnerships can you explore to uncover new ideas and opportunities?
How do you collaborate with everyone?
Report, view, or discuss local problems
(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby GB postcode, or street name and area: [input field] [Go]

How to report a problem
1. Enter a nearby GB postcode, or street name and area
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

Photos of recent reports

Recently reported problems
- 30/40 mph speed limit sign
- Abandoned Shopping Trolley
- Terminus Drive road sign
- Street light not working
- And noise
This is a summary of all reports for one council. You can see more details or go back and show all councils.

City of London Corporation

New problems
- Cycle lights
- Badly Finished Pathing
- Street Light not working
- Hole in cycle lane

Recently fixed
- 23 Middle St
- Abandoned Sign Farn St

Old fixed
- Aldersgate St lights out
- Lights out on Lond Wall by roundabout
- Bubble in pavement
- 48 Bartholomew Close
- Silk St abandoned road traffic sign
- Abandoned Barrier
- Rubbish Bags (4)
- Rubish bags again (3rd time)
- Rubish bags hers again
- Bags & Umbrellas
- Splitting rubbish bags
- Hole around manhole cover
- London Wall - middle of road
“fixmystreet.com aims to change the act of reporting faults - turning it from a private one-to-one process into a public experience where residents can see if anyone else in the neighbourhood has already spotted and reported a problem, and to see how their council is acting on it.

-Tom Steinberg, creator of fixmystreet.com
How can you create simple, effective mechanisms through which to collaborate with and engage a wide, public audience?
Capturing the upside of downtime.
“Our main goal was to make sure that anyone could do it, even if they didn't know what biochemistry or protein folding was.”

-Zoran Popović, lead computer scientist, Fold.it
“We're hopefully going to change the way science is done, and who it's done by.

Our ultimate goal is to have ordinary people play the game and eventually be candidates for winning the Nobel Prize.”

-Zoran Popović, lead computer scientist, Fold.it
How can you tap the ‘wasted’ energy of ordinary people to help you accomplish extraordinary things?
Social Networks can work hard too.
John Q. Smith
Vice President: Marketing and Communications

Current Projects:
> Lead: Social Media Strategy Development
> Support: Digital Advertising Strategy

Past Projects:
> Lead: Digital Advertising Strategy Development
> Lead: Online Business Development
> Support: New Media Research

Recent Tasks Completed:
> Outlined Social Media Landscape
> Presented Social Media Findings to Marketing Team
> Drafted Goals for Reed’s Role in Digital Media Landscape
> Recruited Team to Implement Social Media Strategy

Current Team Members:
- Justin Feinstein
- Adam Piekarski
- Cassandra Lea
- Jack Pan
- Chelsea Hardaway
- Mike Kenna
- Roxanne Kalenborn

Employee Since: 2001
Office: San Francisco
Tel: 415.987.6543
John.smith@wachovia.com
Enterprise Social Networks Contain:

- Contact Information
- Educational History
- Employment History
- Peer Reviews
- Past Projects
- Current Projects
- Areas of Expertise
- Areas of Interest
- Ideas Submitted
- Approved Ideas

Current Projects:
- Lead: Social Media Strategy Development
  - Support: Digital Advertising Strategy

Past Projects:
- Lead: Digital Advertising Strategy Development
  - Lead: Online Business Development
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- Jack Pan
- Chelsea Hardaway
- Mike Kenna
- Roxanne Kalenborn
Enterprise Social Networks:
- Enhance Collaboration across time, distance
- Attract younger generations
- Help Retain institutional knowledge
- Accelerate Idea generation
- Save money
How can you harness your team’s innate motivation to collaborate, share, and connect?
Bring the ‘outsiders’ in.
There have never been so many possibilities for innovation.

How do you collaborate with customers you don’t yet know?

Do you have a clear and decisive plan to examine and tap emerging sources of insight?

What kind of insight is critical to your future growth?

Will online communities really “deliver the goods?”

Do you have a world-class capability to analyze and act on that insight? If not, what must you do to build it?
More than 150,000 people
104 countries
67 companies
10 new IBM businesses
$100 million invested

What kind of insight is critical
to your future growth?

Will online communities really “deliver the goods?”

Do you have a world-class capability to analyze and act on that insight? If not, what must you do to build it?
How can you better engage ‘outsiders’ for new perspectives, insights, and ideas?

Do you have a clear and decisive plan to examine and tap emerging sources of insight?

What kind of insight is critical to your future growth?

Will online communities really “deliver the goods?”

Do you have a world-class capability to analyze and act on that insight? If not, what must you do to build it?
You’ve got problems. They’ve got solutions.
Connect + Develop

What consumers need

What’s possible through P&G

What’s possible with your innovation

Connect + Develop allows us to quickly create and introduce new innovations by incorporating the capabilities of external resources.
Success with Design Innovations

P&G

- Notable Products
  - Mr. Clean Magic Eraser
  - Swiffer Products
  - Crest Whitestrips
  - Eukanaba Dental Defense
  - Olay Regenerist
Success with Design Innovations

Notable Products
- Mr. Clean Magic Eraser
- Swiffer Products
- Crest Whitestrips
- Eukanaba Dental Defense
- Olay Regenerist

Ethnography

Technology Scouts

“Customers Do the Darndest Things” Sessions
How can you systematically connect with relevant third parties to get ideas when you need them?
How innovative are YOU?
How Innovative Are You?

How many questions can you answer “YES” to?

☐ We’re proactive about getting new ideas. Innovation is a core value that is important to us.
☐ We’re in touch with external stakeholders. Their suggestions help drive our innovation efforts.
☐ We get innovative ideas from all levels & divisions of our organization.
☐ We partner with people/firms on the outside outside the Coast Guard to get & develop new ideas.
☐ We like to try new things when it comes to our innovation efforts.
☐ I know exactly where to go to learn more about innovation and follow trends.
☐ We often scan the innovation landscape to see what others are doing and what we can learn.
☐ We actively encourage a culture of curiosity and open dialogue within our team.
☐ We continually fuel our team’s thinking with resources and tools to learn ‘what’s next’.
☐ I actively participate in brainstorms and help develop new ideas.
How Innovative Are You?

1–4
You have the intent
now put your passion into practice and
open your mind to new things

5–7
You’re on the right track
try new things, meet new people, get out
of your comfort zone once in a while

8–10
You have the curiosity
now hone your skills to create the next AHA!
Where do you start?
Innovation Resources and Tips

Look to unrelated industries

- **Research a topic you know nothing about**: astronomy, telecommunications?
- **Connect the dots**: What ideas come to mind?
Innovation Resources and Tips

Look for the Weak Signals - Futurist Sources

- Innovation Watch (www.innovationwatch.com)
- Long Bets (www.longbets.org)
<table>
<thead>
<tr>
<th>ID</th>
<th>PREDICTION</th>
<th>DURATION</th>
<th>PREDICTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>By 2020, bioterror or bioerror will lead to one million casualties in a single event. More...</td>
<td>02002 - 02020</td>
<td>Martin Rees</td>
</tr>
<tr>
<td>10</td>
<td>The Internet will eventually replace televisions as the main source of entertainment, news, and movies. More...</td>
<td>02015 - 0215</td>
<td>Paul Hawken</td>
</tr>
<tr>
<td>13</td>
<td>By 2015, 100,000+ companies will have filed for reorganization in some form (RBOCs) (e.g. Verizon, SBC, Bell South, and EXCLUDING Qwest) from filing for Chapter 11 bankruptcy protection. More...</td>
<td>02007 - 0215</td>
<td>Andy Chapman</td>
</tr>
<tr>
<td>14</td>
<td>In 2012, 75 percent of all revenue for enterprise software companies will be from subscription fees rather than license fees. More...</td>
<td>02007 - 0212</td>
<td>marc s. sokol</td>
</tr>
<tr>
<td>15</td>
<td>By 2040, the human genome will be fully sequenced and decoded and all diseases will be preventable and treatable. More...</td>
<td>02040 - 0250</td>
<td>Nova Spivack</td>
</tr>
<tr>
<td>16</td>
<td>That by 2024 &quot;artificial&quot; life (as defined as self-replicating) will be found outside of Earth. More...</td>
<td>02024 - 0237</td>
<td>Gregory W. Webster</td>
</tr>
<tr>
<td>22</td>
<td>By 2100 a world government will be in place and in control of: business law, environmental law, and weapons of mass destruction. More...</td>
<td>02002 - 02100</td>
<td>Colin R. Glassey</td>
</tr>
<tr>
<td>26</td>
<td>By the end of 2020, more than 90% of the servers on the internet will be located outside of the United States. More...</td>
<td>02020 - 0250</td>
<td>Bob Rosenberg</td>
</tr>
<tr>
<td>27</td>
<td>By the end of 2020, all newspaper subscriptions will be available online. More...</td>
<td>02020 - 0250</td>
<td>Hemant Sharma</td>
</tr>
<tr>
<td>39</td>
<td>In 2015, More...</td>
<td></td>
<td>Jacob A. Walker</td>
</tr>
<tr>
<td>42</td>
<td>That by 2024 &quot;artificial&quot; life emerging somewhere out of the soup of human technology will be given a Latin taxonomic name by biologists and others and declared viable for study. More...</td>
<td></td>
<td>Bruce F. Damer</td>
</tr>
</tbody>
</table>

# 77: “By 2050, at least two pan-regional currencies, modeled on the Euro, will be used in the world.” [88% Agree – 116 Votes]

#78: “By 2070, at least six countries will have officially implemented a 4-day working week.” [78% Agree – 140 Votes]

#02: “In a Google search of five keywords or phrases representing the top five news stories of 2007, weblogs will rank higher than the New York Times' Web site.” [67% Agree – 206 Votes]
What are you reading?
The Wall Street Journal is great—but you need to cast a wider net if you want to start thinking differently.

- futurethinktank.com
- Springwise.com
- BusinessWeek’s innovation blog
- UnleashingInnovation.com
Innovation Resources and Tips

Identify Rules to Break

“Kill a Stupid Rule”

Challenges teams to identify “stupid” banking rules that fail to satisfy people’s needs
Google the Future

What's New At Bridge Ratings
Digital Media Growth Projections - Updated 02/19/2007... Despite audience attrition due to known and unknown alternate media by 2020 we are projecting that...
www.bridgeratings.com/press_021907-digitalprojectionsupd.htm - 34k -
Cached - Similar pages - Note this

Digital Media Workshops | Channel 20-20 Ltd
Half Day Workshops are to be run by Channel 20-20 for agencies, companies and authorities to help them integrate new innovations in digital media into...
www.channel2020.co.uk/newsDigitalMediaMaze.php - 9k -
Cached - Similar pages - Note this

VSAR 2020 (012845) Internet and Digital Media (2007)
University of South Australia. Course VSAR 2020 (012845) "Internet and Digital Media". 2007. South Australian School of Art.
www.unisam.net.unisa.edu.au/courses/2007/vsar012845 - 20k -
Cached - Similar pages - Note this
Innovation Resources and Tips

See what they’re sharing.
Innovation Resources and Tips

Collaborate for CHANGE: Tools and Techniques

From Impossible to Possible
From Impossible to Possible

Some of the best ideas come from shattering norms and creating new paradigms. Detailing what CAN’T happen allows us to think about what actually CAN be done. Start by listing the things that would NEVER happen in our industry or company (e.g., offer products for FREE). In the second part of the exercise, you’ll try to uncover ways to make these “impossibles” possible. Make it happen!

### IMPOSSIBLE
What are your impossibles?

1.

### POSSIBLE
Here’s how we can make it happen:

1. 

2. 

3. 

4. 
“From Impossible to Possible

“We’d never be able to pull this off for our customers...”

“The greatest thing I’d love to see in our company but will never happen....”

“It’ll be a cold day before we ever get this to work...

“This would make my job easier but we’d never do it...”
Examples:

Airline:

“We’ll never let people smoke on the airplane”

“Flying will never be free”

“I’ll never be guaranteed NOT to sit next to a screaming baby on my flight.”

IT’S JUST IMPOSSIBLE!
Examples:

Airline:

“We’ll never let people smoke on the airplane”

“Flying will never be free”

“I’ll never be guaranteed NOT to sit next to a screaming baby on my flight.”

IT’S JUST IMPOSSIBLE!

POSSIBLE!
Innovation Resources and Tips

Create an Advisory Board

- Pick 3 people from outside
- Set up an online forum to centralize discussion
- Create a Topics Calendar to fuel the interaction
Think About:

You are in charge of assembling your personal innovation advisory board.

What two people or organizations would you put on it?
Innovation Resources and Tips

Become a Lab Rat

Google Labs: (labs.google.com)

Concept Lab Volvo:
(www.volvocars.com/conceptlab)

Nike Labs: (www.nike.com/nikelab/)

Boeing: (www.newairplane.com)
Innovation Resources and Tips

Find a Younger Mentor

Learn about their world, their technology, their ‘communities’.
Innovation Resources and Tips

Be the Accidental Tourist

- Visit a new store, different coffee shop - do something out of the ordinary to discover the extraordinary
Innovation Resources and Tips

Be the Accidental Tourist

Charmin Pop-Up: Times Square, Holiday Season 2007
Innovation Resources and Tips

Listen.

Establish a listening day where you make an effort to minimize speaking and just listen.
Thank you for listening.

What are you going to do next?
Ready to become more innovative? Not sure where to start?
Innovation becomes easier when you master four key elements:
strategy, ideas, process, climate

Your Industry
Number of Employees

TAKE THE DIAGNOSTIC
strategy

[YOUR GAME PLAN]

1. We've clearly identified our "innovation blockers" and outlined how we'll overcome them.

2. Our vision for innovation is inspiring and acts as a rallying cry for all our employees.

3. Everyone within our organization is clear on who the "go-to" resource is for innovation assistance.

4. We rely on a consistent set of metrics to serve as an "innovation dashboard" and track our innovation activities.

5. There is a specific individual/group that has a central and unified picture of our innovation efforts.
ideas

[YOUR MOLDING CLAY]

1. We have a pipeline of ideas that will keep our organization growing well into the future (time horizon greater than 5 years).

2. We are constantly looking for new ways to improve our offerings—even our most successful ones.

3. We have a deep, intimate relationship with our customers that helps us intuitively understand their needs—even when unspoken.

4. We are encouraged to generate ideas to shake the status quo in our industry.

5. We have successfully collaborated with other firms to generate and implement new ideas.
process

[YOUR ROADMAP]

1. We have multiple idea submission channels (offline and online) to get ideas from diverse sources.

2. We do an excellent job stopping work on/killing unnecessary ideas.

3. We rely on set of evaluation criteria that helps us identify our best ideas.

4. We always launch our innovations in a timely manner.

5. We start with many ideas with minimal investment, and gradually increase our resources as we focus on the best ideas.
climate

[YOUR OFFICE VIBE]

1. Our senior management strongly believes that innovation is the lifeblood of the business.

2. Failure and risk-taking is celebrated within our organization.

3. There’s an active culture of dialog between roles, departments, functions, and levels.

4. We have a rewards/recognition program that motivates people to participate in innovation.

5. Our senior managers are respected role models when it comes to innovative thinking.
Your Innovation Diagnostic Results

**MODERATE:**
Your organization is getting the right pieces in place, but should address its remaining weak areas as soon as possible.

Get Your Diagnosis Results via email

Enter your email address below to receive your diagnosis results via email. You'll also get a more robust diagnosis (40 questions, PDF format) to use as a springboard for discussion in your organization about how you can better focus your innovation efforts.

**name**

**email**

www.getfuturethink.com
Thank you.

Booth:  #1032

Visit:   www.getfuturethink.com

Call:   646.257.5737

Email:   innovate@getfuturethink.com