The Myths of Innovation: Balancing the Benefits and the Costs of Risk Taking
Panel Discussion
Lisa Bodell  
CEO, FutureThink  
getfuturethink.com  
futurethinkinstitute.com
WHO We Are
What We Do
How We’re Innovative
How We’re Innovative
Timothy R. Girton
Technical Director
USCG Research & Development Center
Who We Are
What We Do
Why We Are Innovative
Bill Wing
President, WING Inflatables
www.wing.com
Who We Are
What We Do
Why We are Innovative
Edwin R. Addison, PhD, MBA

Edistein Institute

ed@addison.us.com
Who we are

Edistein Institute
What we do

“I’ll be happy to give you innovative thinking. What are the guidelines?”

Edistein Institute
Why we are innovative

Edistein Institute
Acquisition Directorate
Research & Development Center

Coast Guard R&D Center
Project Benefit vs Risk

Knowledge for Mission Enhancement and Sustainment

CG Innovation Exposition | 17 November 2009
RDC Mission/Vision

Mission
A Coast Guard resource for scientific knowledge and capabilities providing innovative and adaptive research, development, testing, evaluation, analysis, and technology solutions for the maritime environment to enhance current and future asset acquisition and mission execution.

Vision
- Leverage experience in CG programs & operations
- Certified partners in the acquisition process
- Provide decision-making tools for CG decision makers
- Go-to organization for CG operational analysis & requirements generation
- Developer of new CG operational capabilities
- Active partners leveraging OGA investments
- R&D contracting center of excellence
- Organic resource to conduct independent, 3rd party analysis
Project Risk vs Mitigations

- Project Execution Risks
  - Finding the Real Problem
  - Technology
- Technology Maturity
- CG Implementation

Mitigation
- Work with Customers
- Understand Technology
- Work with Customers

RDC is link between technology and CG Operations
Mounted Automatic Weapon (MAW) Alternatives Analysis

Risks
- Safety
- Image
- Operational Effectiveness

Mitigations
- Leverage Others
- Understand Mission
- Work with Customers
Unmanned Aerial Systems

Risks

- Untried Technology
- CG Implementation
- Non-Technology Issues

Mitigations

- Project Planning
- Technology Demonstrations
- Work with Customers
Ed Addison

- Adjunct Professor, Johns Hopkins
- Serial Entrepreneur
- Partner, Edistein Institute
- PhD Computer Science, MBA
Edisteen Affiliations

- Johns Hopkins University
- University of Pennsylvania
- Foreign Policy Research Institute
What We Offer

- Coaching, Training, Consulting
- How to Implement a Management Structure that Fosters Innovation
- Clients are Government contractors, private organizations, universities
Contact Information

- Edwin R. Addison, PhD, MBA
- ed@addison.us.com
- 910-398-1200