TSA’s IdeaFactory

An Overview
What is IdeaFactory?

• IdeaFactory is a Web-based tool that empowers all TSA employees to:
  • submit ideas,
  • provide comments on how to improve new concepts, and
  • rate ideas that should be recommended for implementation

• It uses social media concepts to harness the “wisdom of the crowds” and expand upon the traditional suggestion box

_IdeaFactory Vision Statement:_
Support TSA’s mission by fostering a community that engages employees and encourages collaboration to initiate innovative change.
The business need behind IdeaFactory

IdeaFactory was launched in April 2007 to address three key needs at TSA:

• How TSA could engage employees and ensure that every member of its large (50,000+) workforce at more than 450 airports and other locations has a voice in the way the agency and its operations evolve;

• How TSA could collect constant, fresh input and perspectives on improvements to keep the agency flexible and effectively mitigate security threats; and

• How TSA could reinforce its core value of innovation and provide an avenue for employees to 1) identify change opportunities, 2) take on new challenges and 3) have the courage to make a difference.
How we went from concept to launch in 6 weeks

• Driven from the top of the organization
• Created an Integrated Project Team with representatives from legal, communications, information technology, and program offices to push concept forward
• Built a basic site with in-house resources
• Held teaser campaign and live webcast for launch to promote the site
• Implemented ideas as quickly as possible to show employees leadership was taking the program seriously
IdeaFactory’s key features contribute to success
“Build it and they will come” philosophy doesn’t work; processes and rules of engagement were necessary.

- The site supports the first step of three key phases in the innovation process: Idea Generation, Selection, and Implementation
- Employee engagement occurs throughout the entire lifecycle with leadership support and strategic communications enabling the overall program
Program office experts respond to all evaluated ideas
The IdeaFactory Team promotes every move we make
IdeaFactory is a successful program

• Allows employees **to contribute actively** and help shape TSA’s programs, policies, and procedures

• Provides a “**voice**” for employees to share insights and be heard and opens lines of communication from field to HQ

• Enables employees to “**talk**, educate and inform each other and build an online community

• Allows HQ program offices **to obtain valuable program feedback and interact with employees directly**

• Fosters information sharing by **allowing program offices to post relevant updates**, dispel myths and explain reasoning behind actions
QUESTIONS
Questions

• Please approach the microphone on the floor to ask questions

• No “yelling” from your seats

• Please state your name and organizational affiliation before asking question