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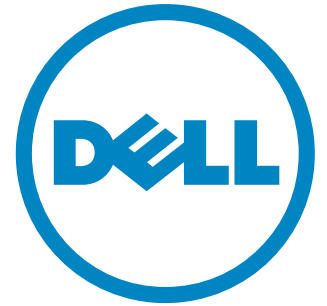
# Coast Guard Innovation Expo

Robert Marshall

Strategic Planning Consultant

Global Services Innovation

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# Achieving Optimal Innovation

“If I had one hour to save the world, I would spend fifty-five minutes defining the problem and only five minutes finding the solution.”

Albert Einstein

- Focusing the solver group
- Eliminating ambiguity
- Expanding beyond the SMEs
- Measuring the result
- Marketing the solution

# Not What but Why?

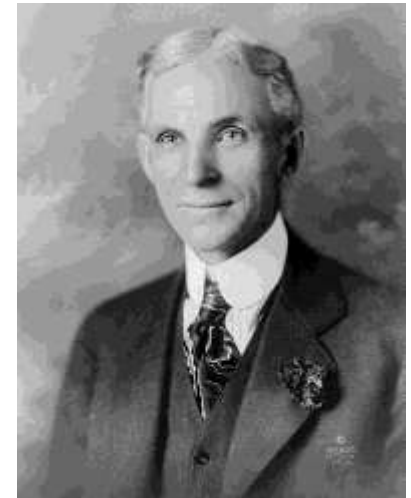
- “*If I had asked the public what they wanted, they would have said a faster horse.*”

Henry Ford

- Identify the underlying reasons why people want to use new technological tools.

- “*Technology succeeds when it meets a need that people care about.*” Genevieve Bell – Intel Fellow & Ethnologist

- Immersion and observation



# Millennial Profile

- Technology Savvy, Connected 24 X 7
- Used to getting instant answers
- Openly share information about themselves
- Coordinate through text, IM, and/or Social Network
- Family, friends, and co-workers are constantly in touch

## Define “WORK”

“WORK” = That brief period during the day  
where I have to use old technology.”



Work Definition and “This Modern Life” from Peter Hinssen

Source of Some Profile Items: Frost and Sullivan: Mega Trends That Will Shape the Future of the World, December, 2010

Sources: Pew Research Center; “Millennials, A Portrait of Generation Next” February, 2010. Communication Impact adapted from Tamera J. Erickson

# Balancing Security

- Segment the workforce
  - Information sensitivity
  - Decision types
  - Physical location
  - Required tools
- Identify potential solutions for each segment
- Establish clear policies
- Be transparent
- Educate end users
- Pilot new security technologies as they become available
- Inter-governmental agency collaboration

