Coast Guard Innovation Expo

Robert Marshall

Strategic Planning Consultant

Global Services Innovation

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."
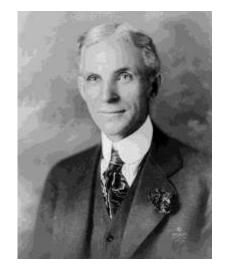
Albert Einstein

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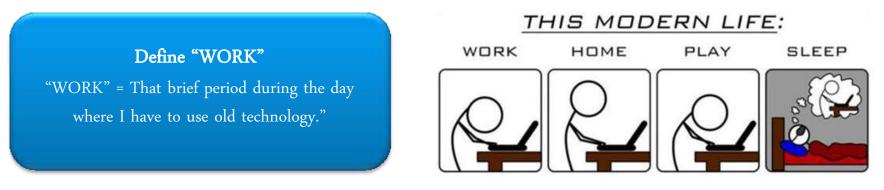
- "*Technology succeeds when it meets a need that people care about.*" Genevieve Bell – Intel Fellow & Ethnologist

- Immersion and observation

Services

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."

THIS MODERN LIFE: WORK HOME PLAY SLEEP

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

Services

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

Security

Services