



Musings of change

Looking back at Intrapreneurship
Conference Toronto 2017.

Last November, 250+ corporate innovators from 25+ countries flocked down in Toronto for 3 days of learning, networking and fun.

Strategies. Best practices. Frameworks. Tools. And techniques. But more, so much more.

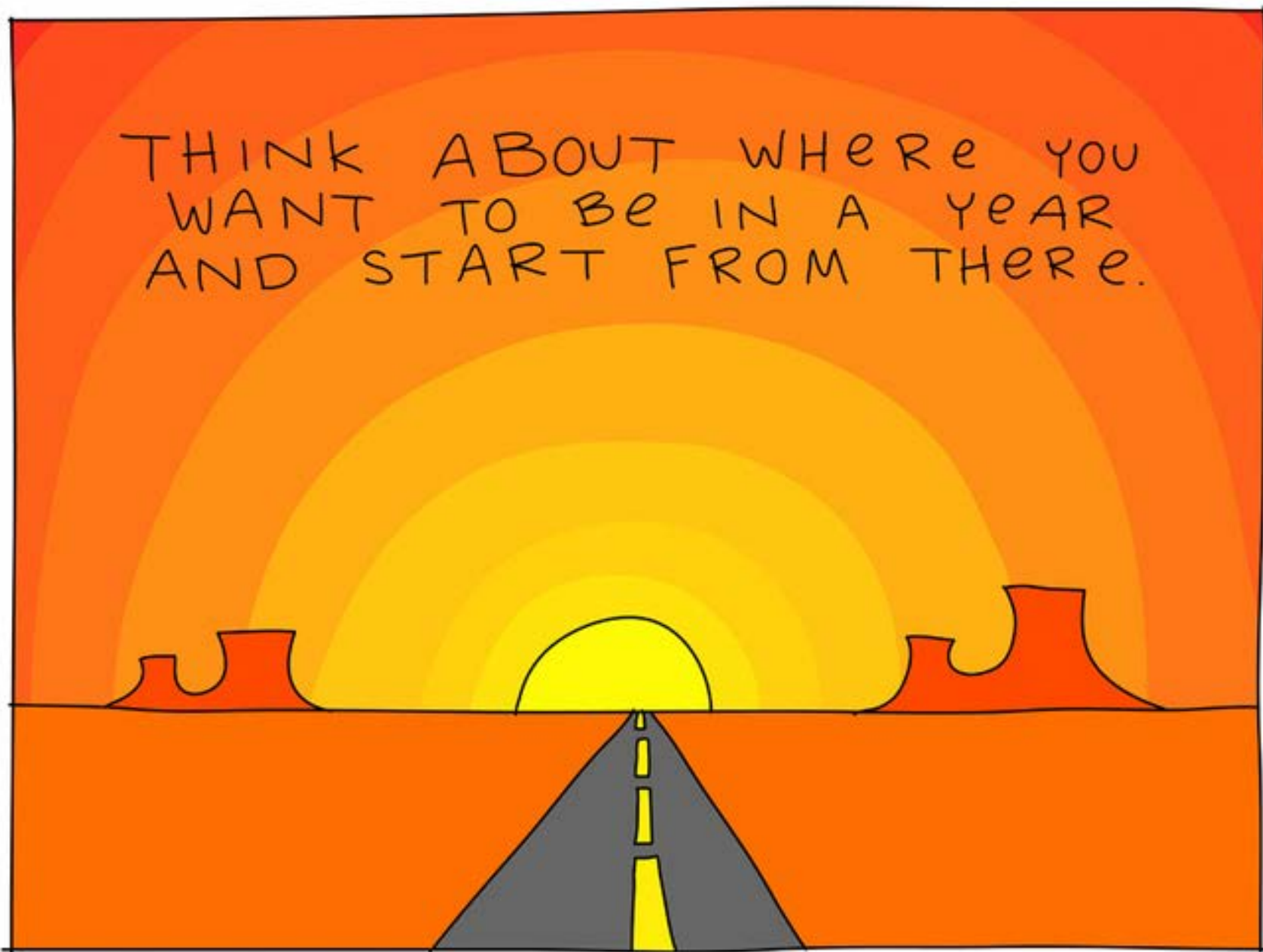
It's hard being the innovator. On the outside, you seem to have many friends. In reality, not so much. That's why #IntraCnf Toronto was so great. Everyone "got" it. Everyone was open to share, to help, to collaborate. Everyone was an innovator, a change maker, a rebel.

In continuing with this spirit of sharing, this guide captures and shares the key sentiments and takeaways for you to translate ideas into action inside your organization.

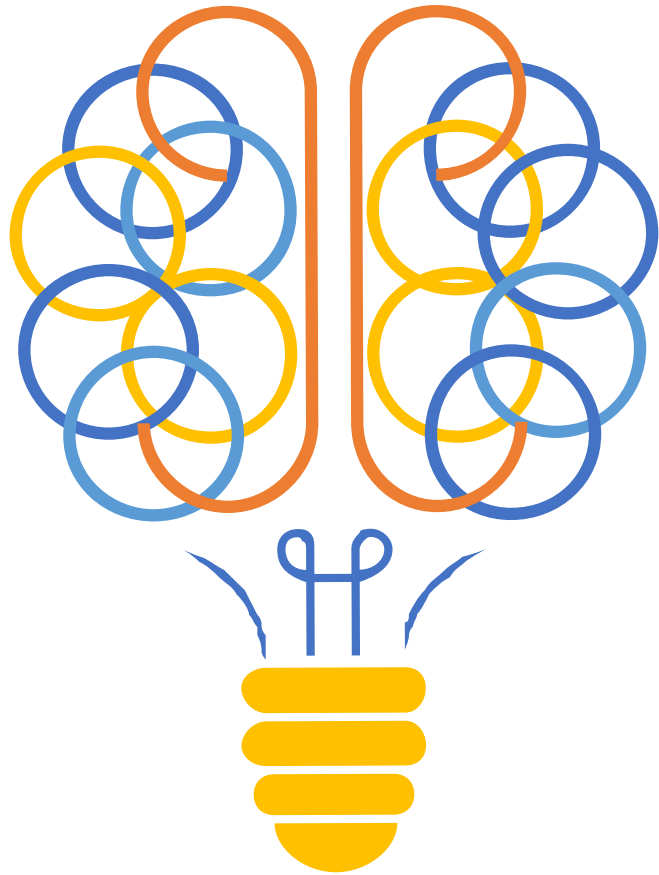
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THINK ABOUT WHERE YOU
WANT TO BE IN A YEAR
AND START FROM THERE.



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About

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Culture Design Group

For a decade, Gapingvoid Culture Design Group has been designing and implementing engaging cultures at some of the most prominent companies on earth, including AT&T, Zappos, Genentech/Roche and L'Oreal, LinkedIn, and many others. Our experience is broad, from technology and FMCG, to higher education and pharma innovation. We understand human centered change differently, and address the art and science of connecting emotion to business outcomes.

Our team combines Lean Six Sigma management science principles with behavioral economics, marketing, and visual solutions to create measured and sustainable change at scale, to transform ideas into movements.

- Ad Age 50
- Finny Award 2016 for Cision
- Killer Content Award 2016 for LinkedIn
- Most Engaging Campaign Ever for US Bank 2016
- Aster Awards for Excellence in Healthcare Culture 2017
- Aster Award for Excellence in Healthcare Communications 2017

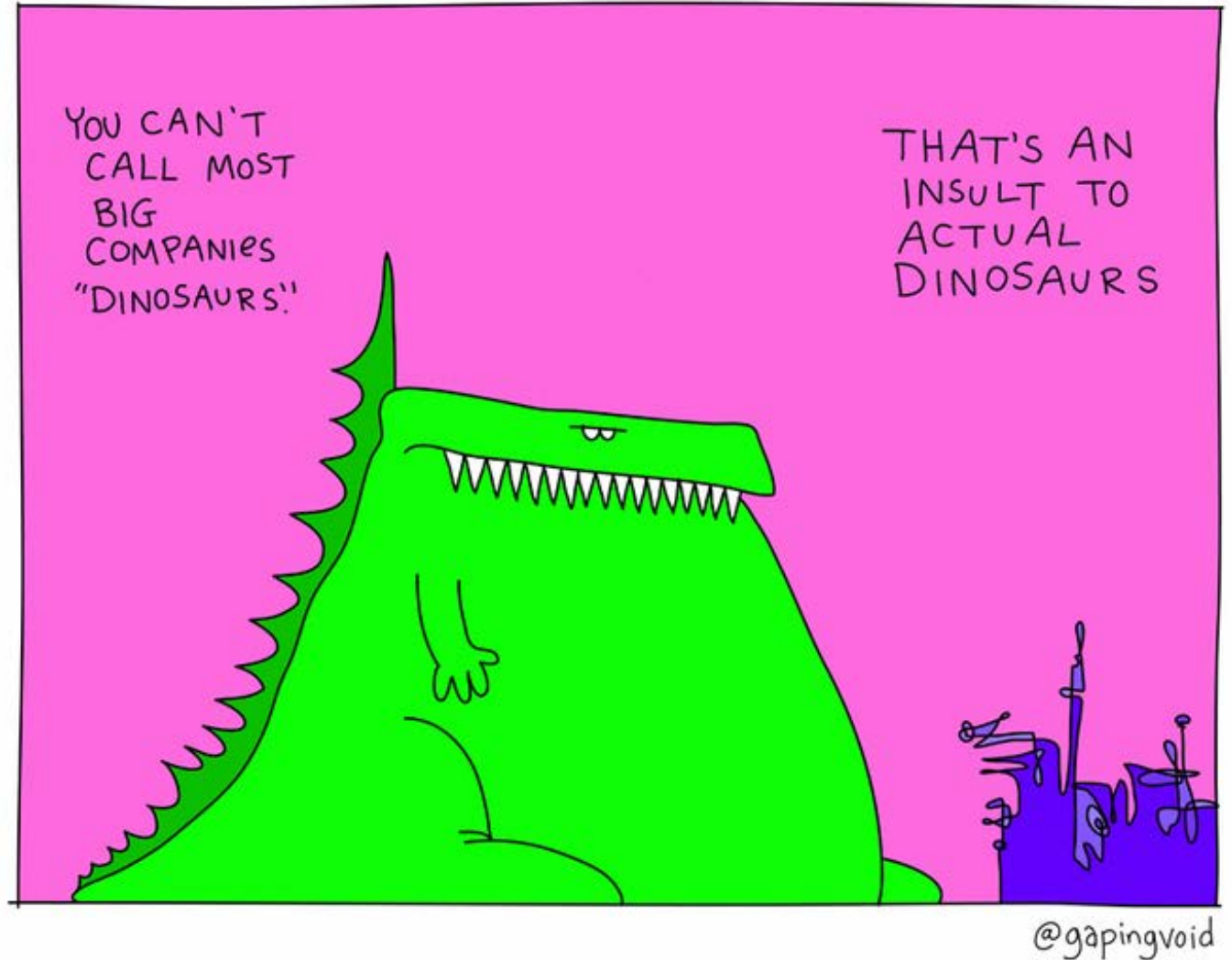
Feel free to reach out directly to our CEO, Jason Korman.
jason@gapingvoid.com or by cell at 1-917-767-9553.

Preparing for Your Challenge

The corporation doesn't care about your ideas.

The corporation cares about holding onto its old ways. The corporation may be dead in five years.

Your job is to reframe everything in a way that can convince even a dinosaur.



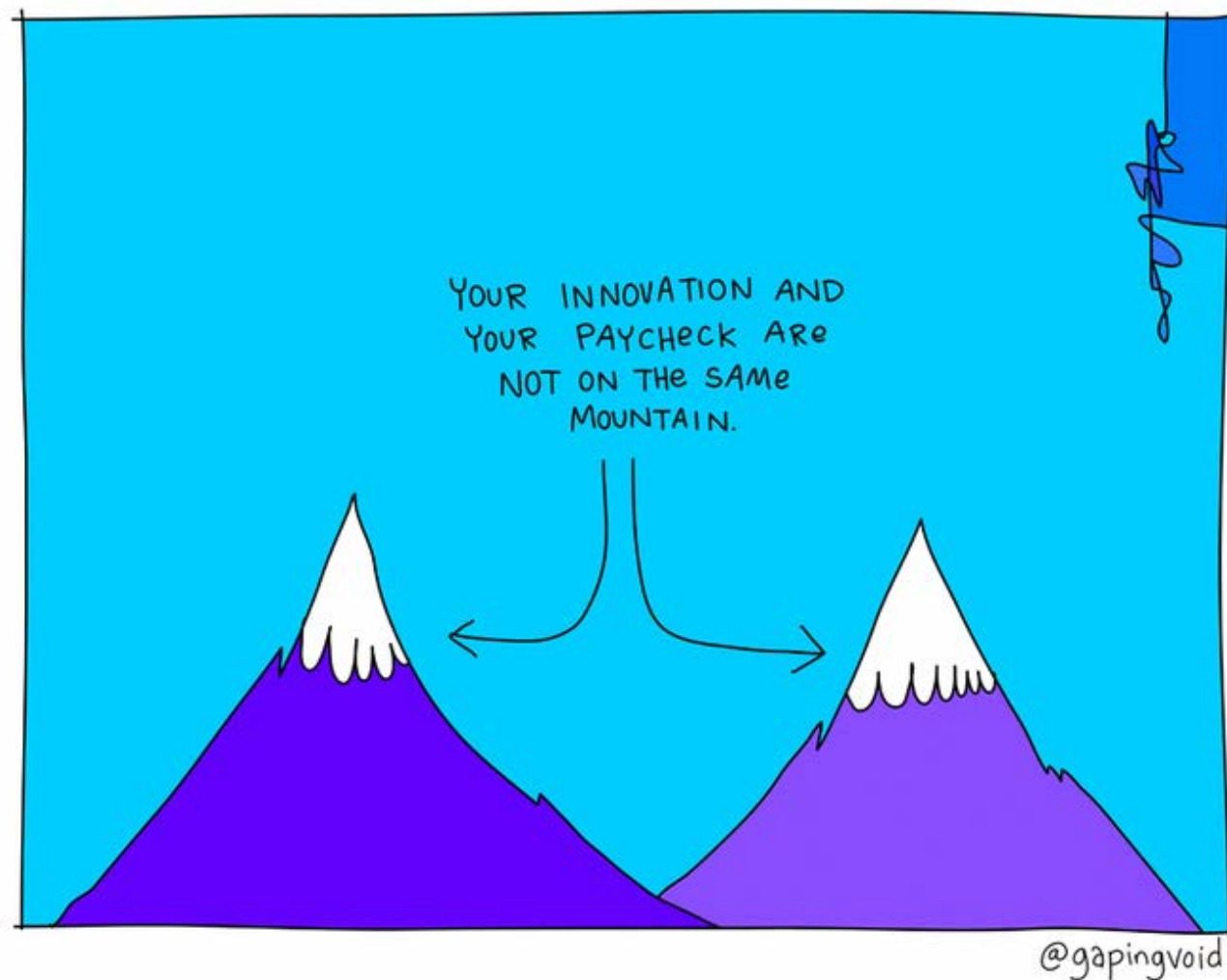
Aligning interests

It's fun to ideate and brainstorm new innovations. The truth is, not a single one of us can tell you if you will succeed or fail, until we watch it happen.

We're not gonna lie, this stuff is hard.

Is innovation truly rewarded, or only results?

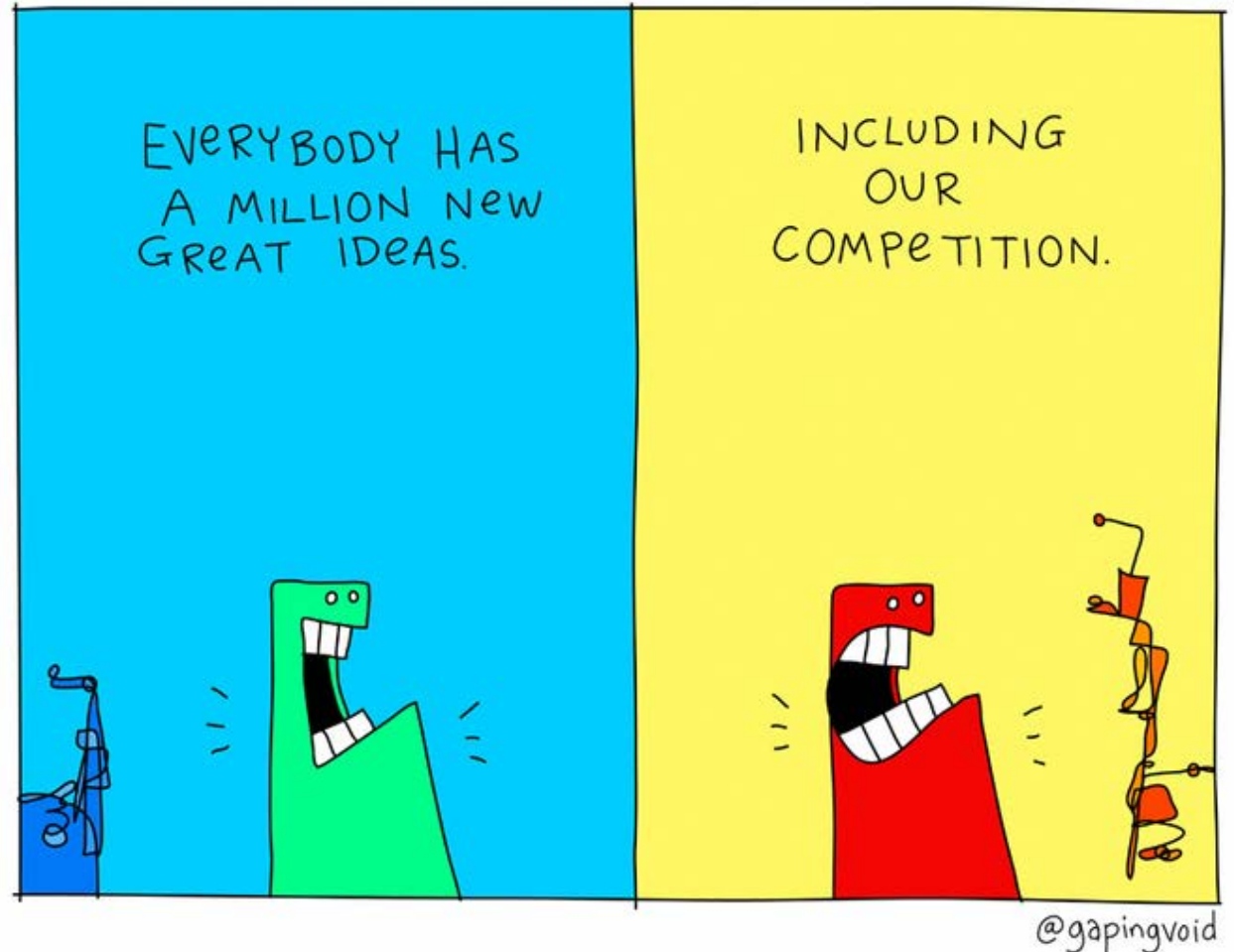
Failure is a necessary outcome to learning. Align interests to it.



Great ideas

Innovation is about people. The ability to influence will take us much farther than even the best plan of action.

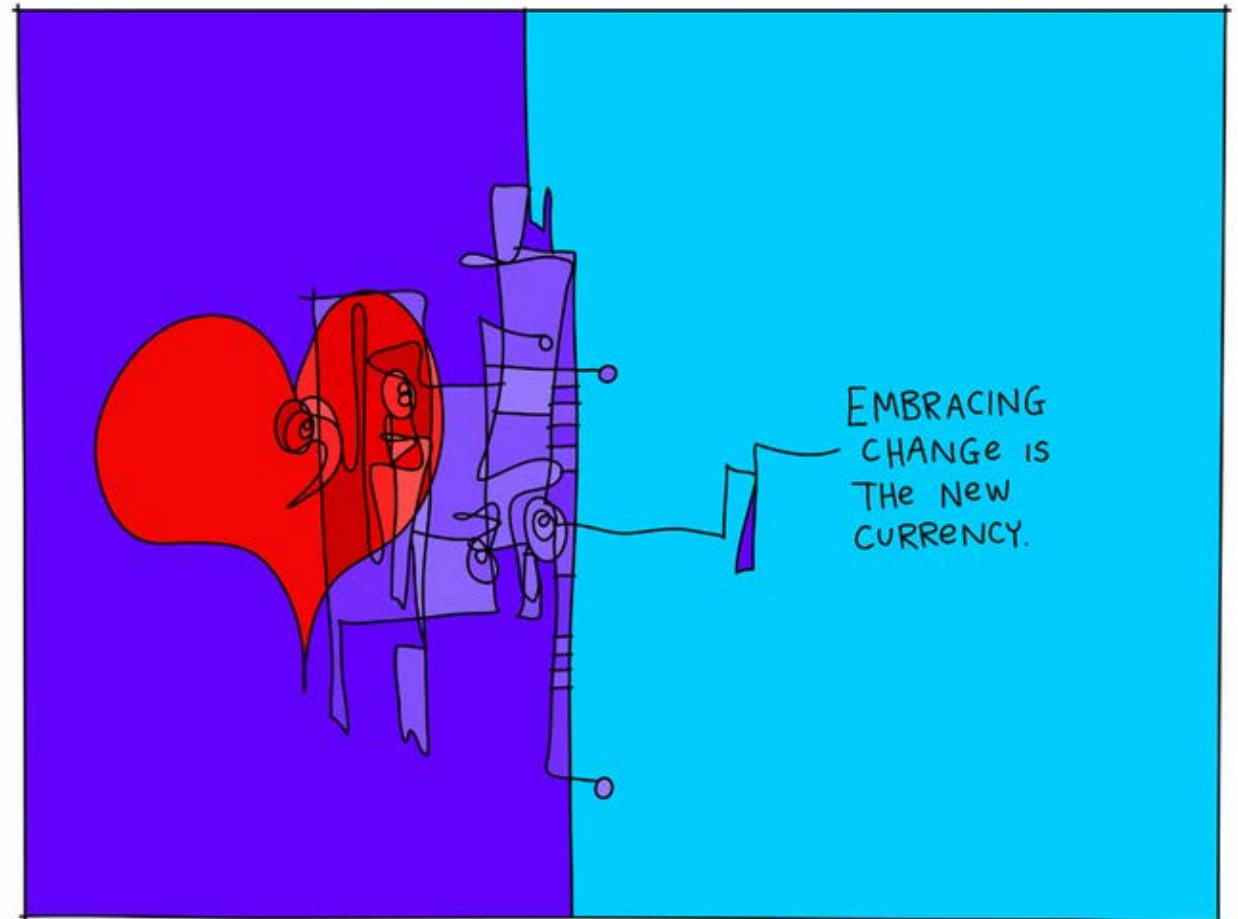
Anyone who has ever had a big project fail from inertia knows exactly what I'm talking about.



Embracing change

Change projects are tough. The best come prepared with the awareness that most of what we know is inherently nonsense.

The truth is, innovation is everyone's burden because your customers' lives are changing far faster than your company. If your market is changing faster than the work you are creating, an adverse event is merely a matter of time.



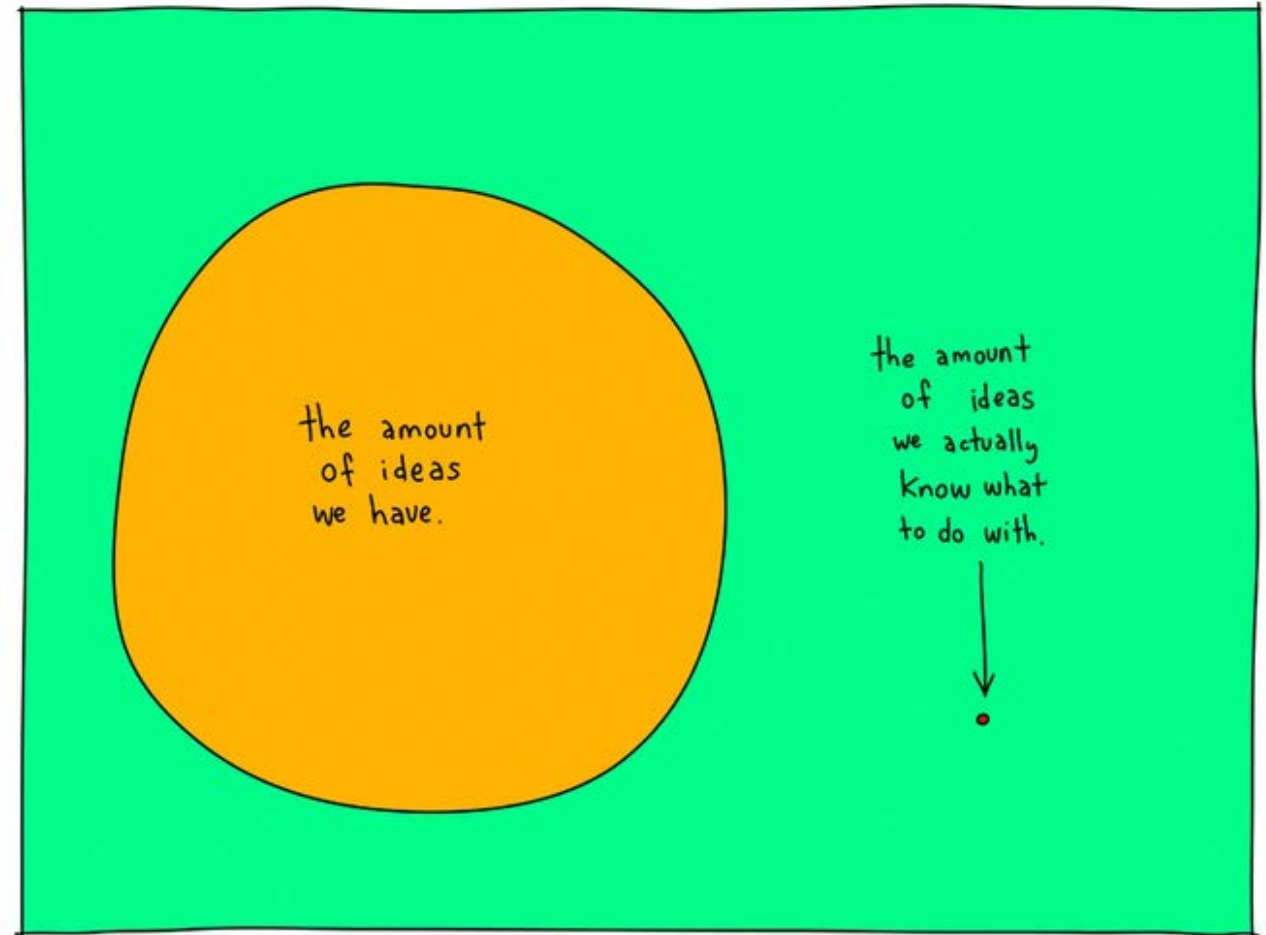
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The innovator's dilemma

What is possible from a technology perspective?

What is desirable from a customer perspective?

Solve for both at once.

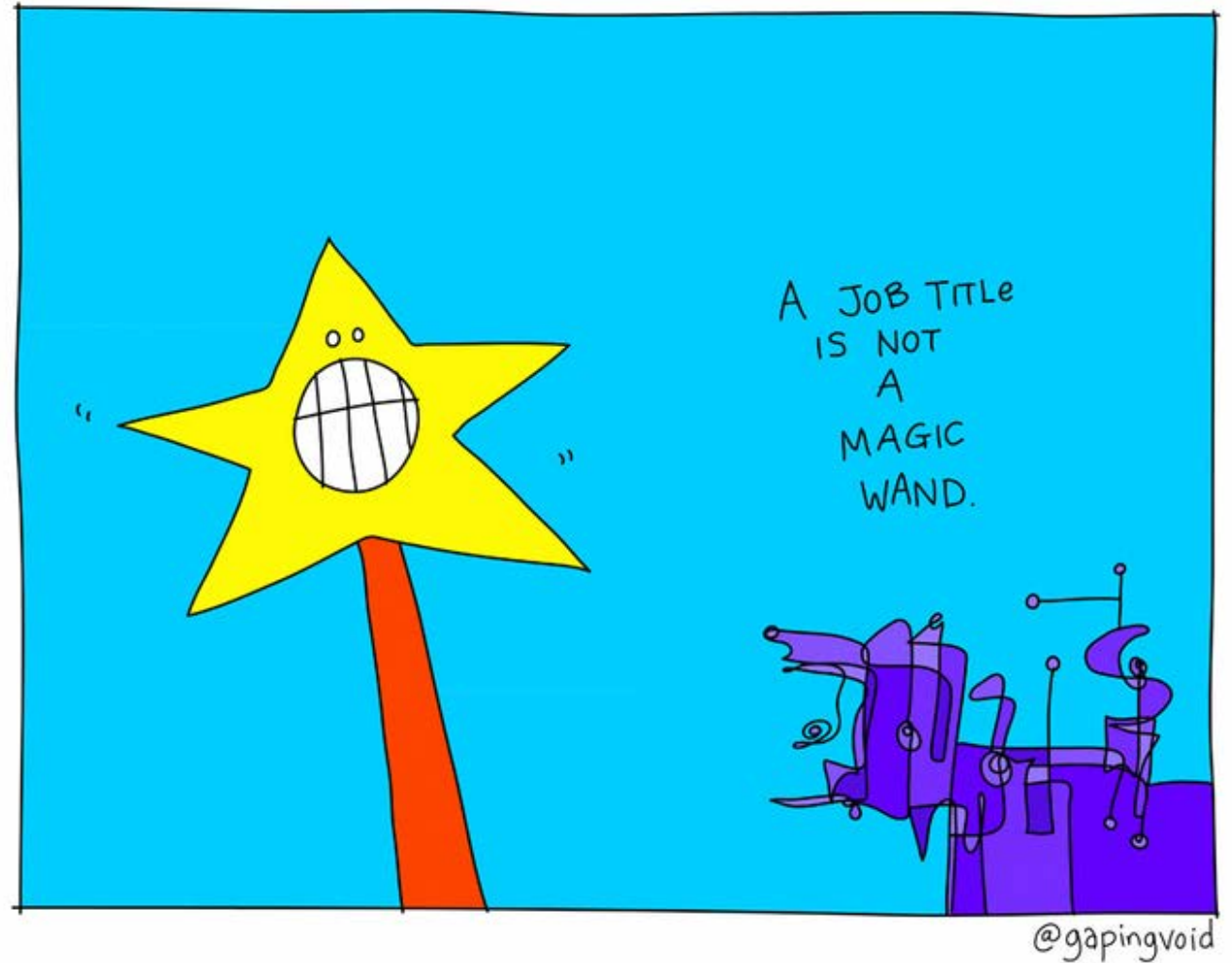


Chief innovation officer

Your role is not to go change things.

Your role is to inspire a movement in your organization that empowers others to change things in a way that leads everyone to better outcomes.

Chief Innovation Officer is the opposite in practice. It's the art of delivering others the innovator title.

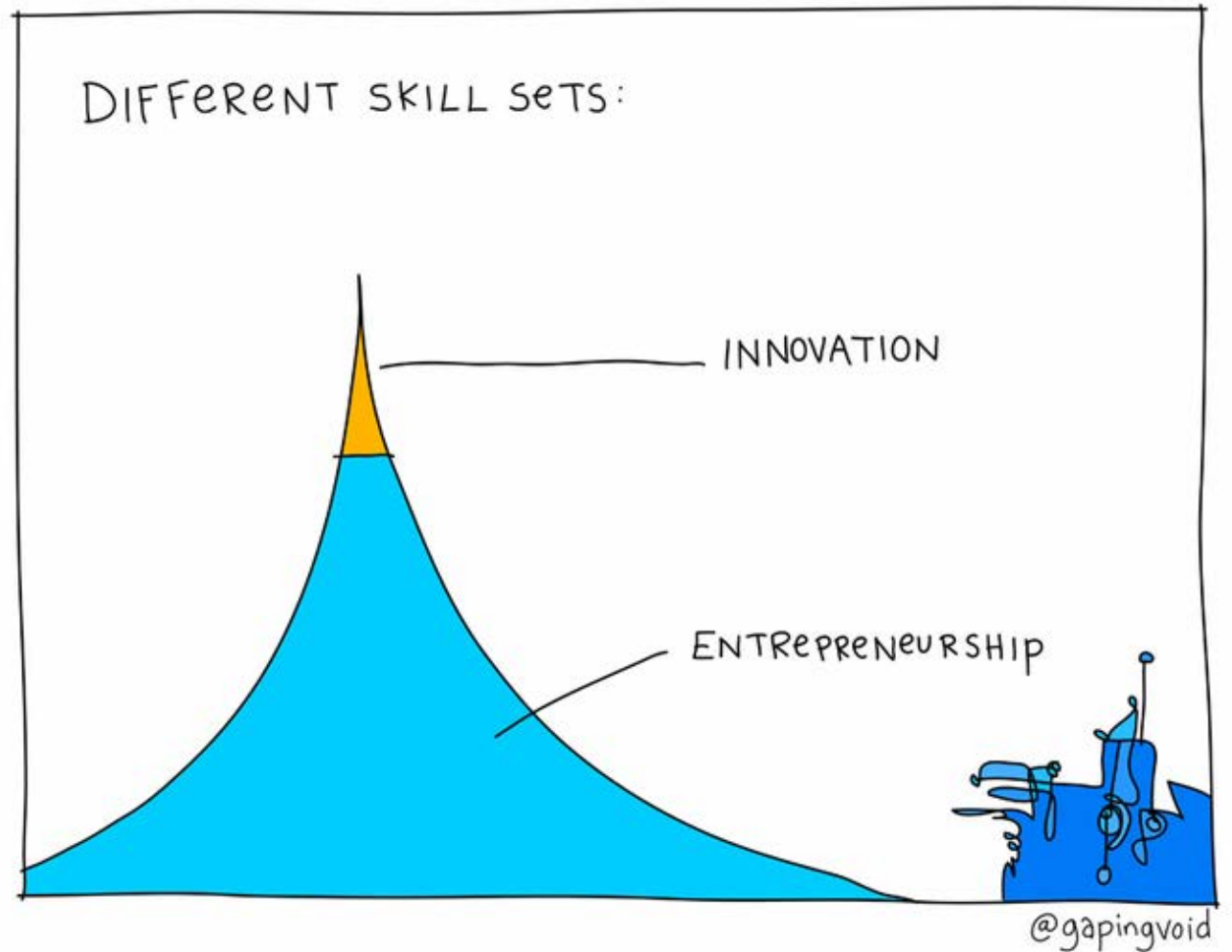


The difference

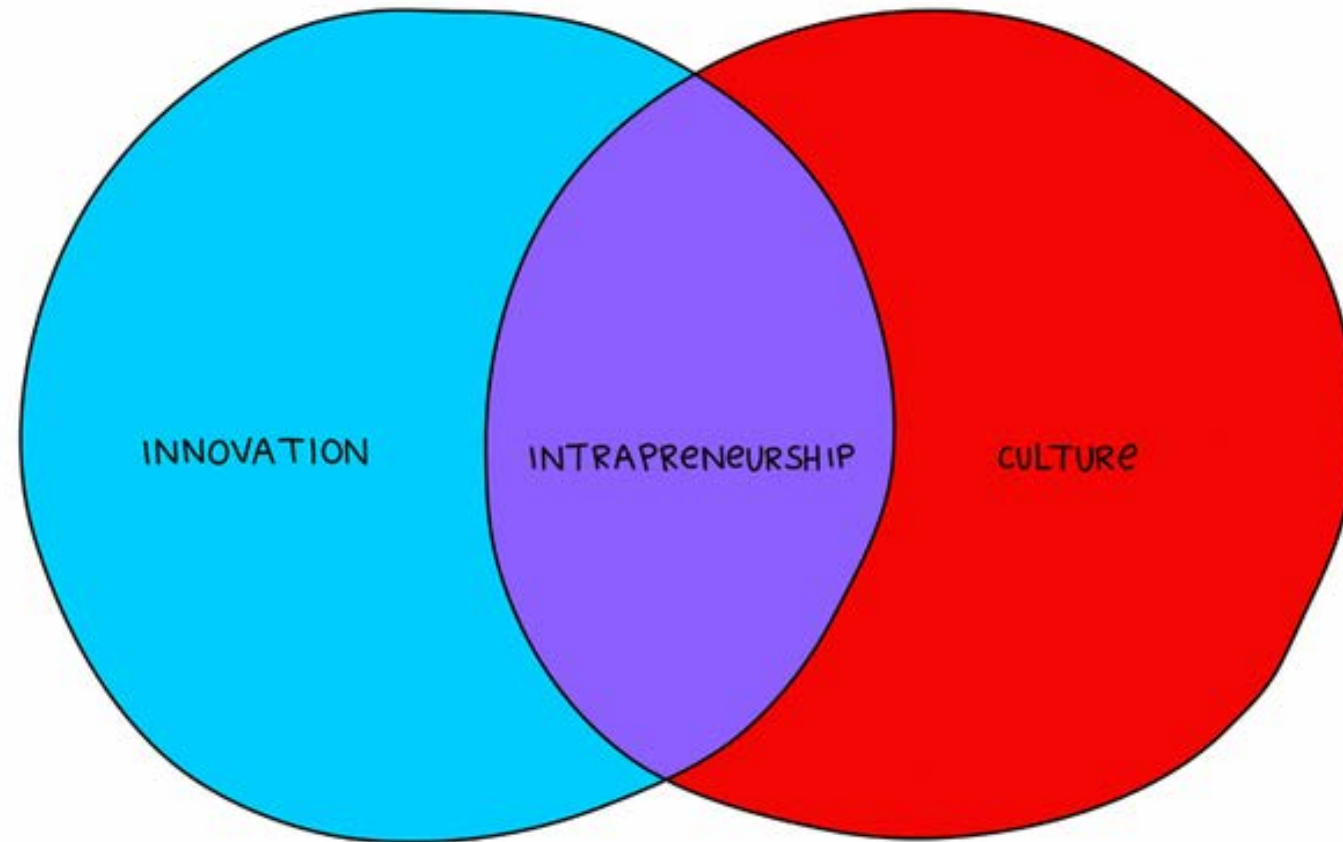
Entrepreneurs are pirates.

Intrepreneurs are influencers.

Very different skillsets.



Make it happen

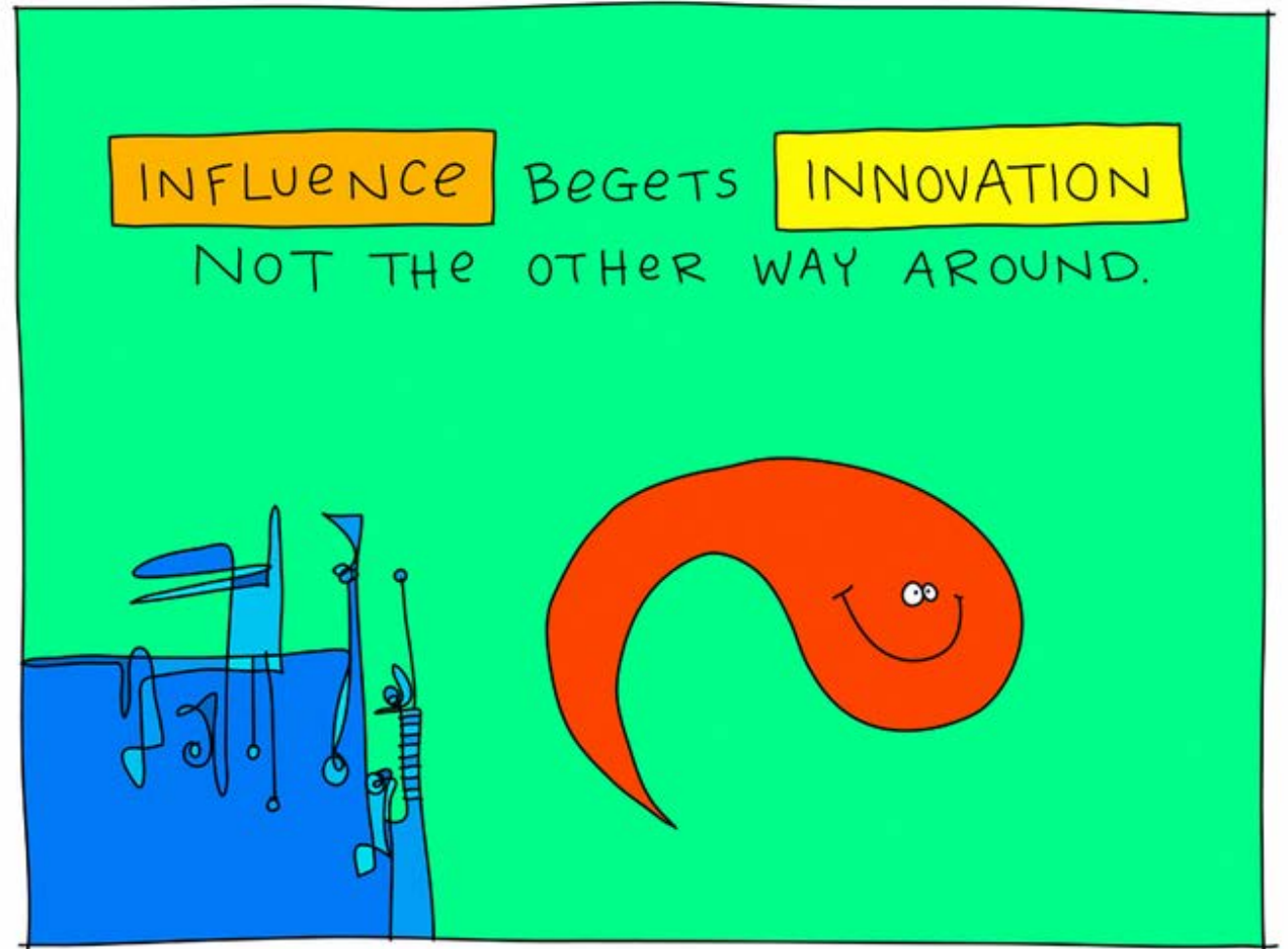


Art x science

From a project management standpoint, we all know the basics. But this does not truly create change. What truly creates the desired goal we need is

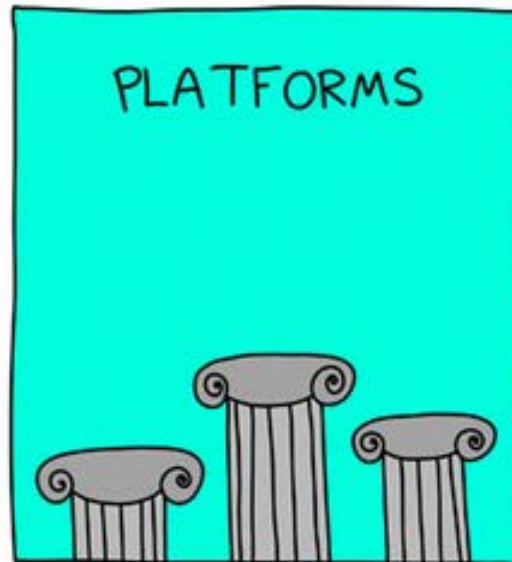
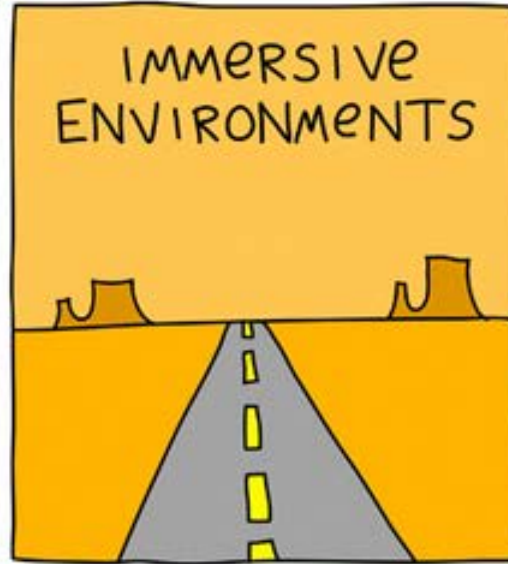
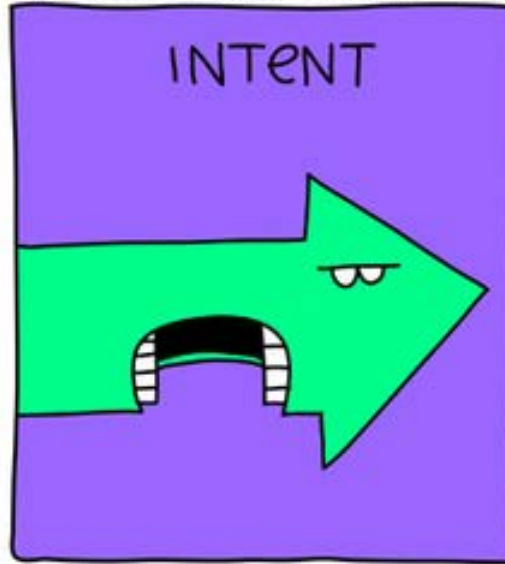
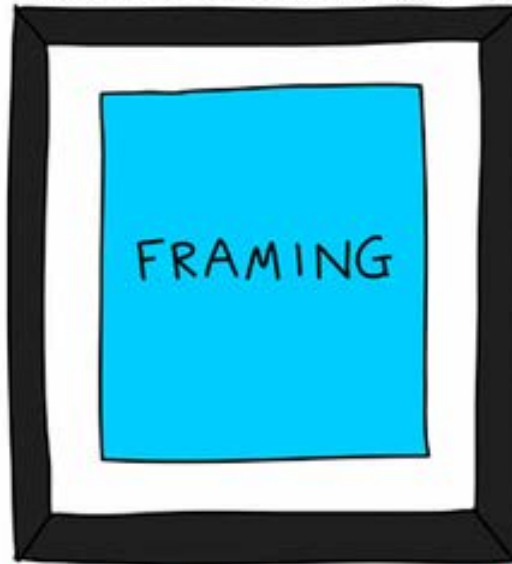
- Framing our problems correctly
- Setting our intentions
- Immersing our environment
- Creating new tools

This is where change becomes art and science.



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TRANSFORMING INNOVATION SWIFTLY



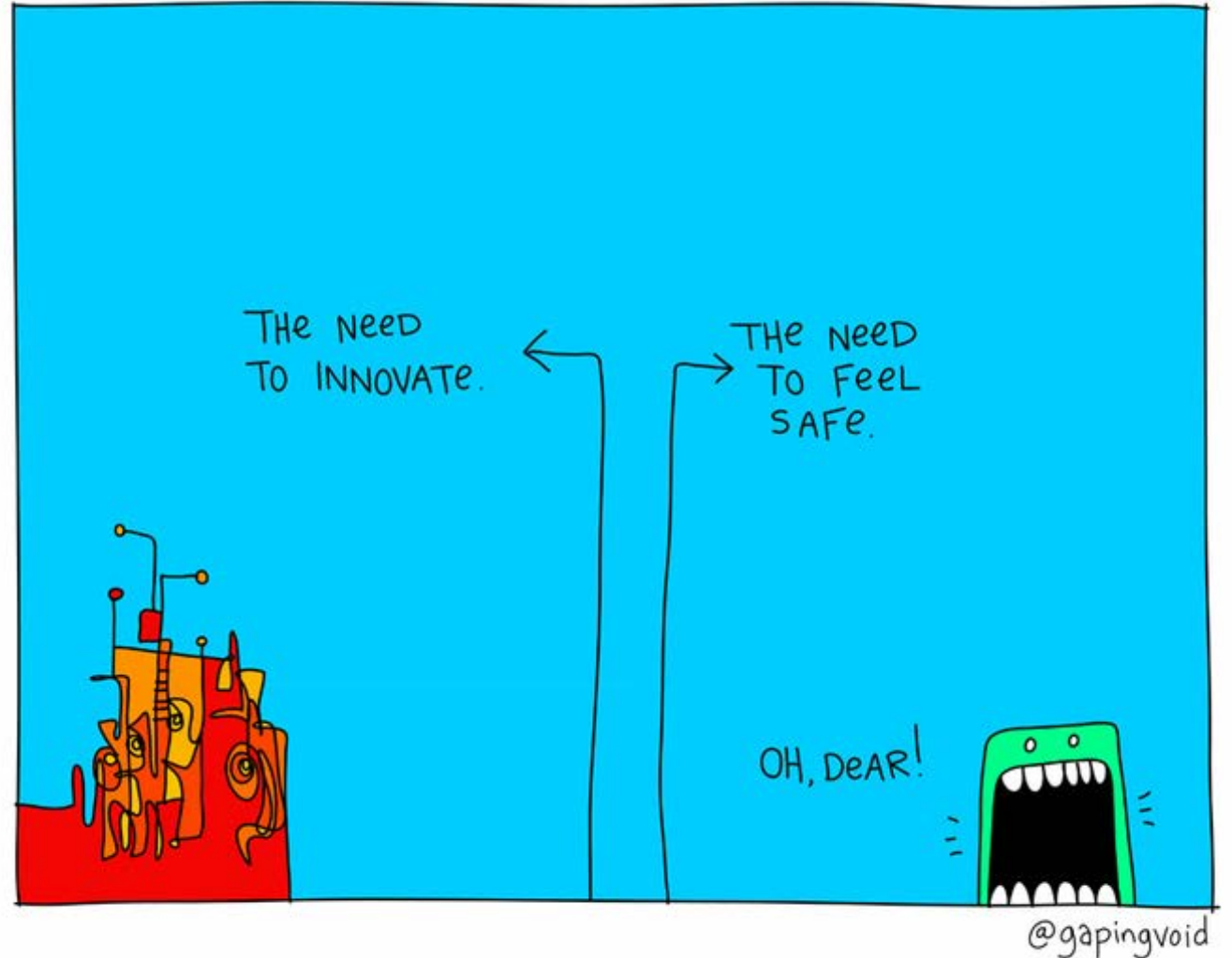
Comfortably uncomfortable

No CEO will tell you their industry will be dead in five years. And yet, that's exactly what is really going on. It's the innovator's job to make swift, innovative changes across the organization that transform it forever.

Don't focus on low hanging fruit. That's the easy stuff and anybody can do it. Create tangible results from the hard stuff.

Solve the world's greatest problems inside your business.

No pressure.



Environment

We become a part of the ideas and people we surround ourselves with.

Choose your environment wisely.

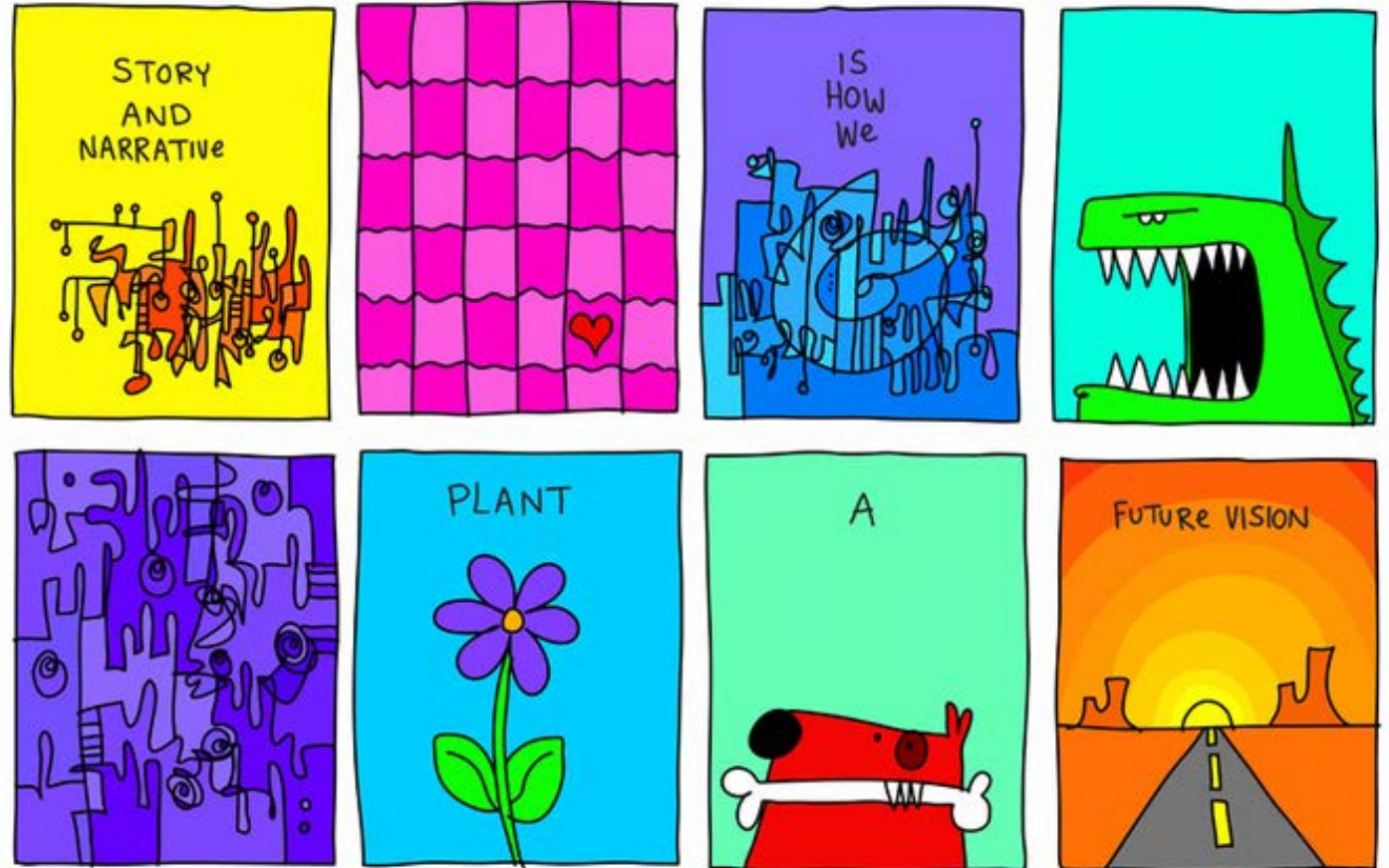
The external motivators will help you along in those rough days when your internal motivators tank is empty.



Reframe

Your business case can't be about business. Make it emotional.

Give people a reason to care.



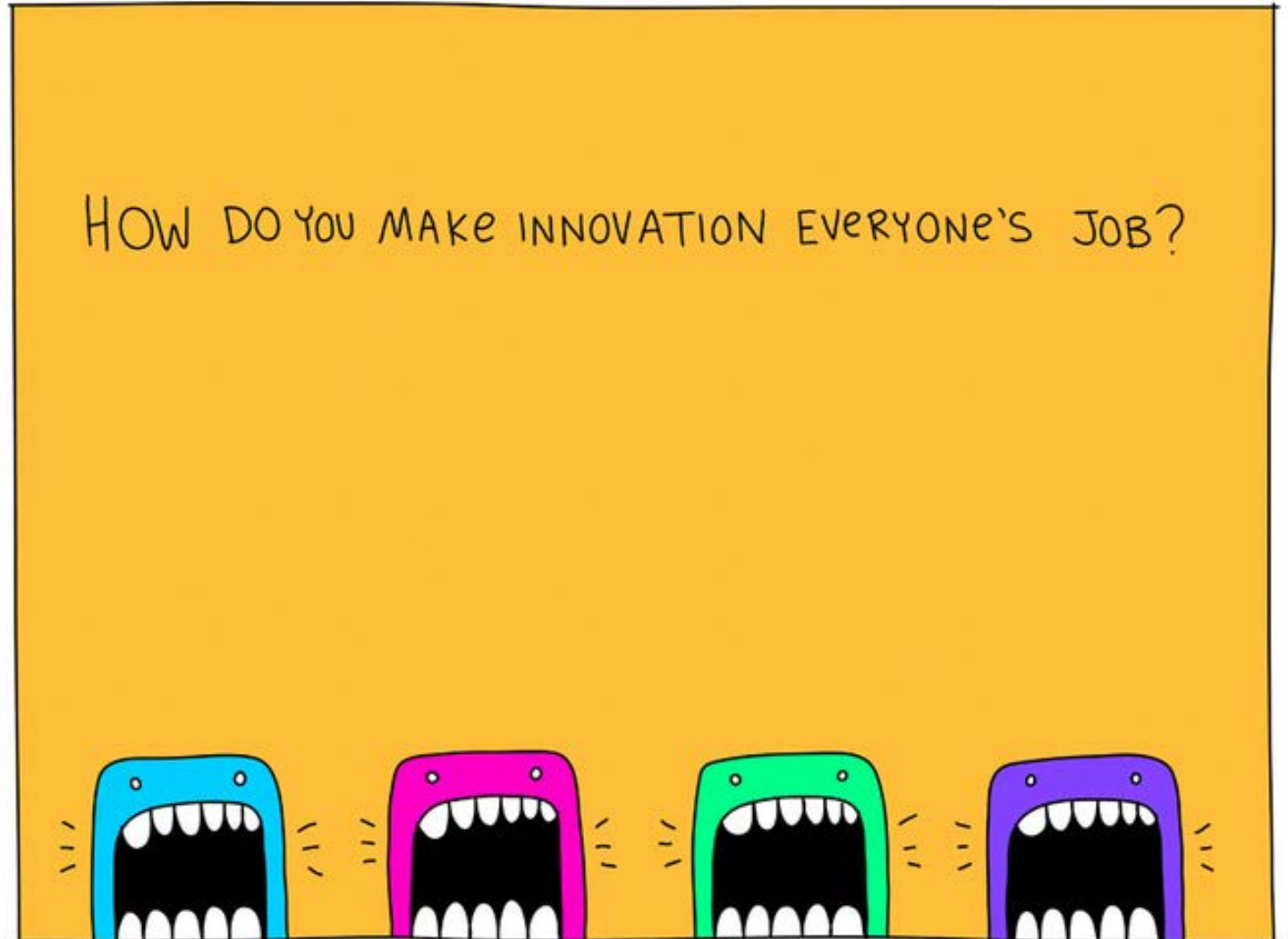
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Everyone

When your problem is reframed in a compelling enough way, and you get out and take action, others will too. At least those who care.

Rally your team.

Turn an idea into a movement.



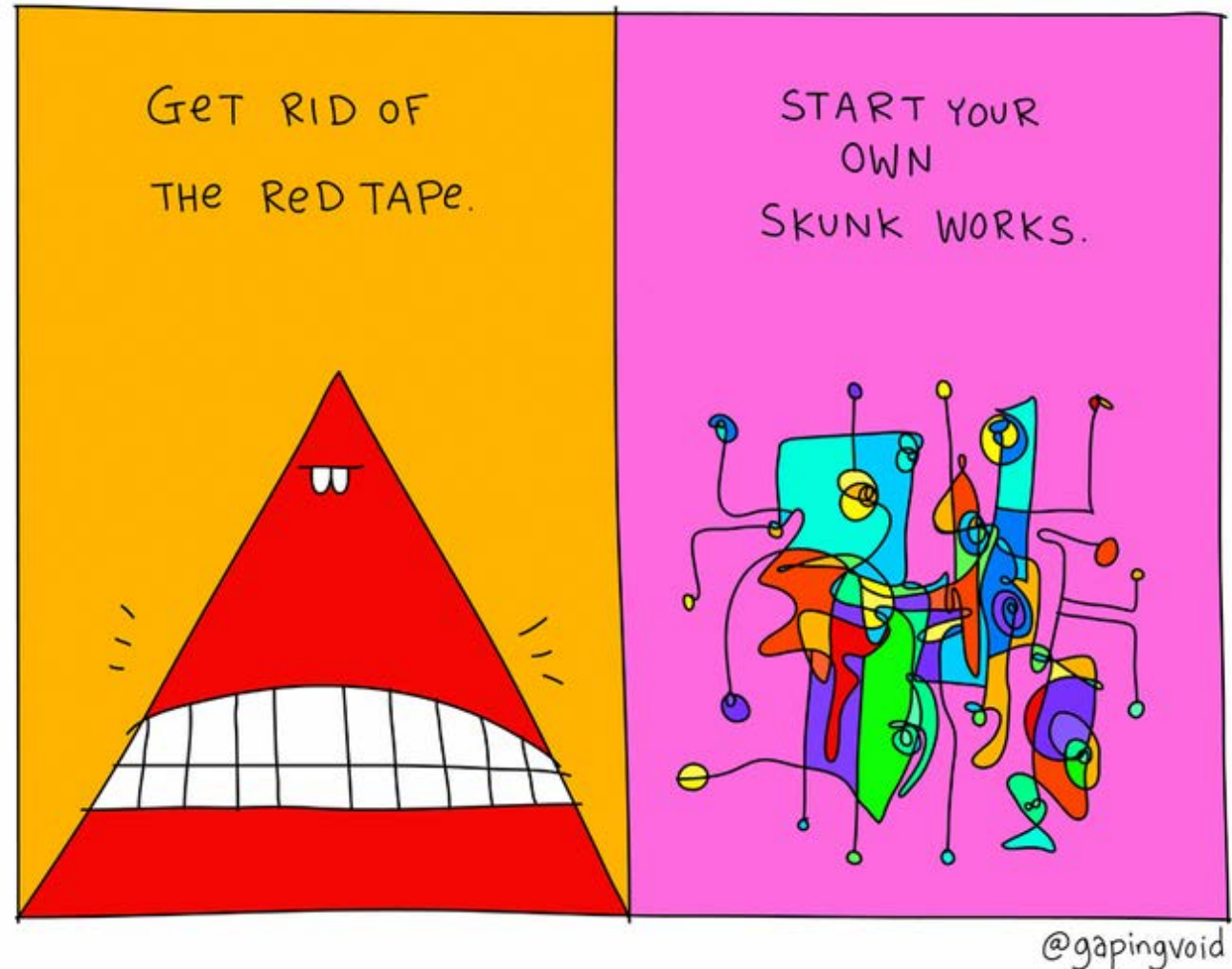
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New rules = new results

Even with a strong leader in support of you, innovation can still struggle.

Make it an every day strategy. Create a set of new rules if you need to.

Bunker down with a small team and little rules. Things move easier.

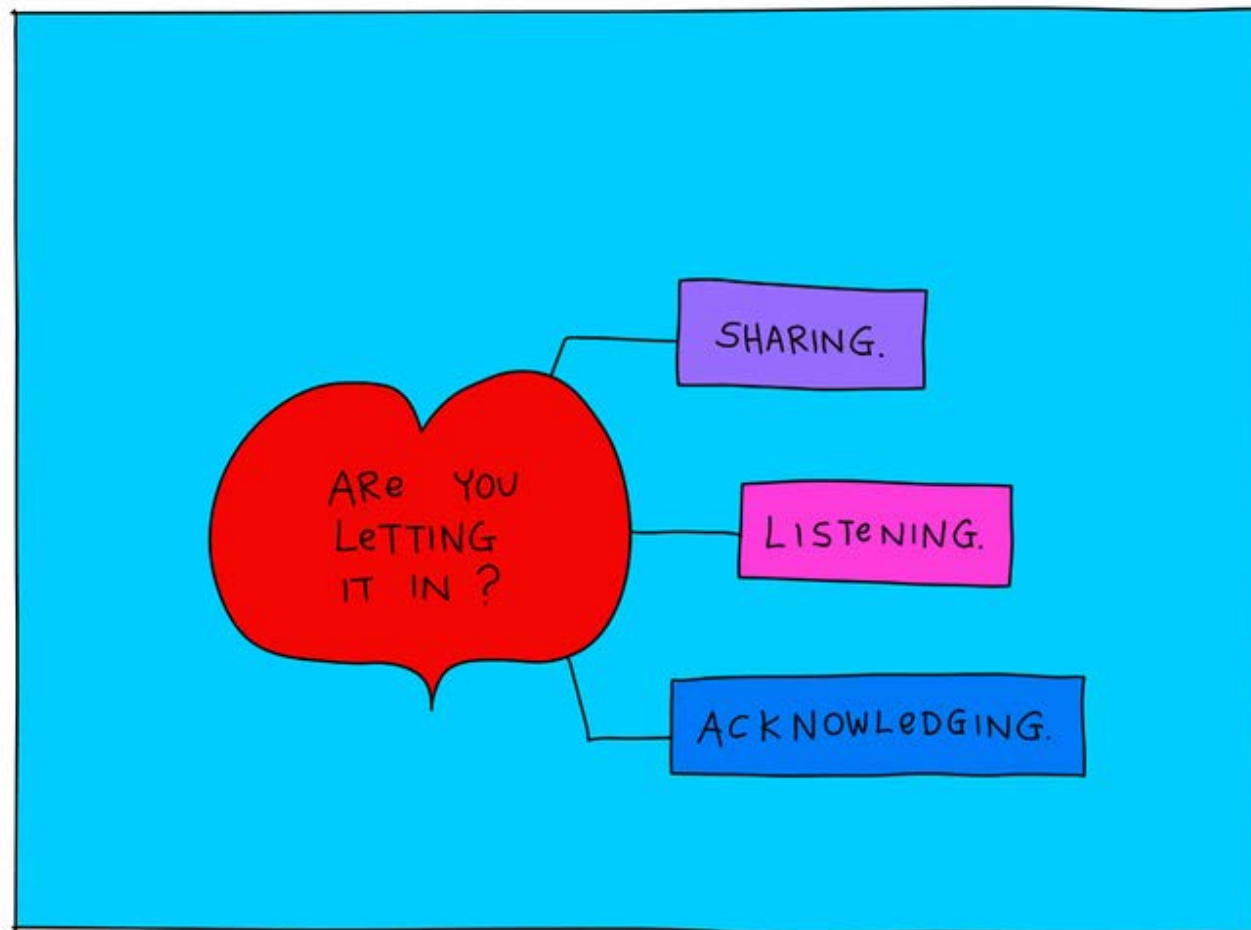


Acknowledge and appreciate

People don't want to be a cog in your vanity project. People want to be part of a winning team doing something that matters.

Innovation is so much stronger when a team is able to listen, share and acknowledge.

Appreciation is currency to keep everyone going in the tough times.

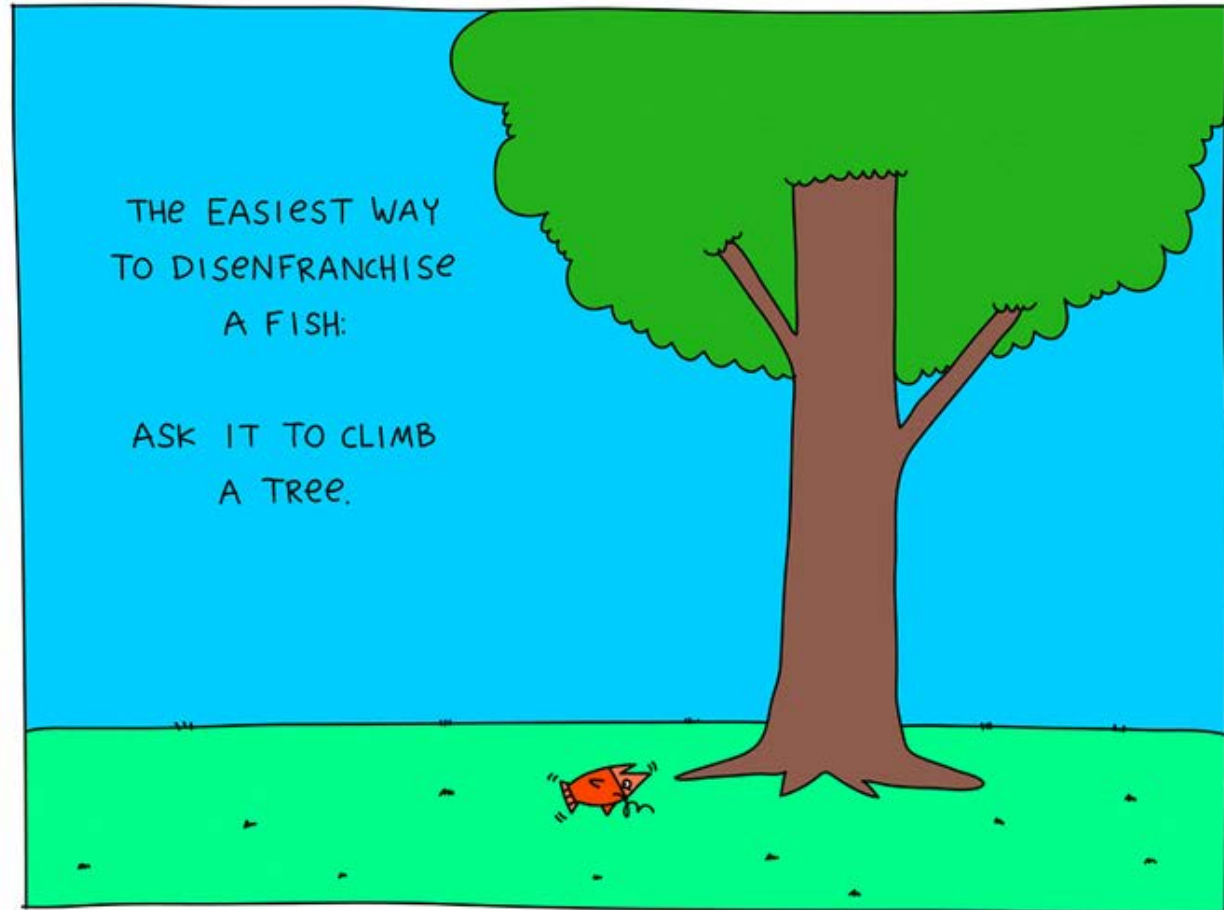


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Greatness

Give your team the tools and methods to do their best.

End of story.



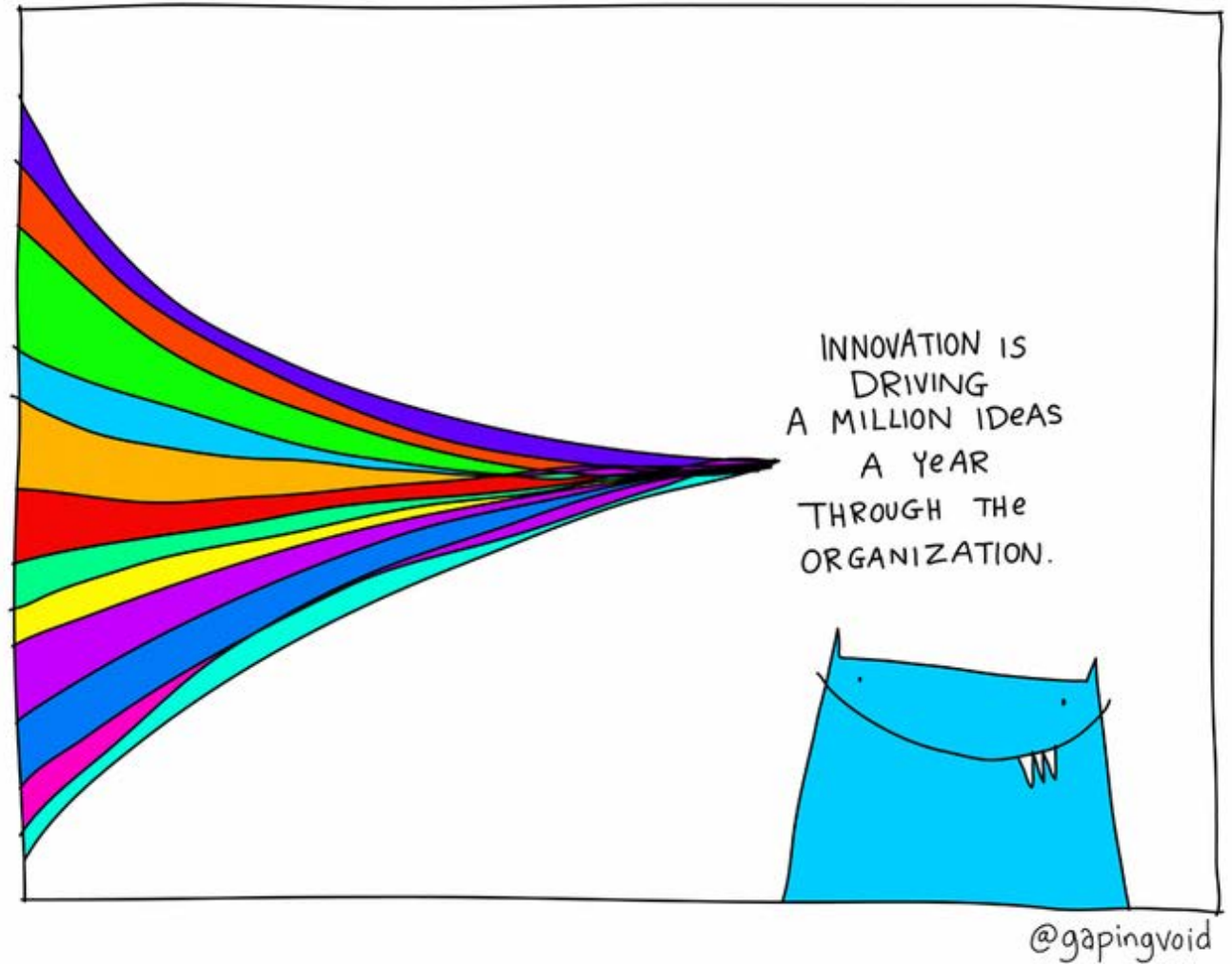
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Million

You're never going to know what sticks until it gets sticky.

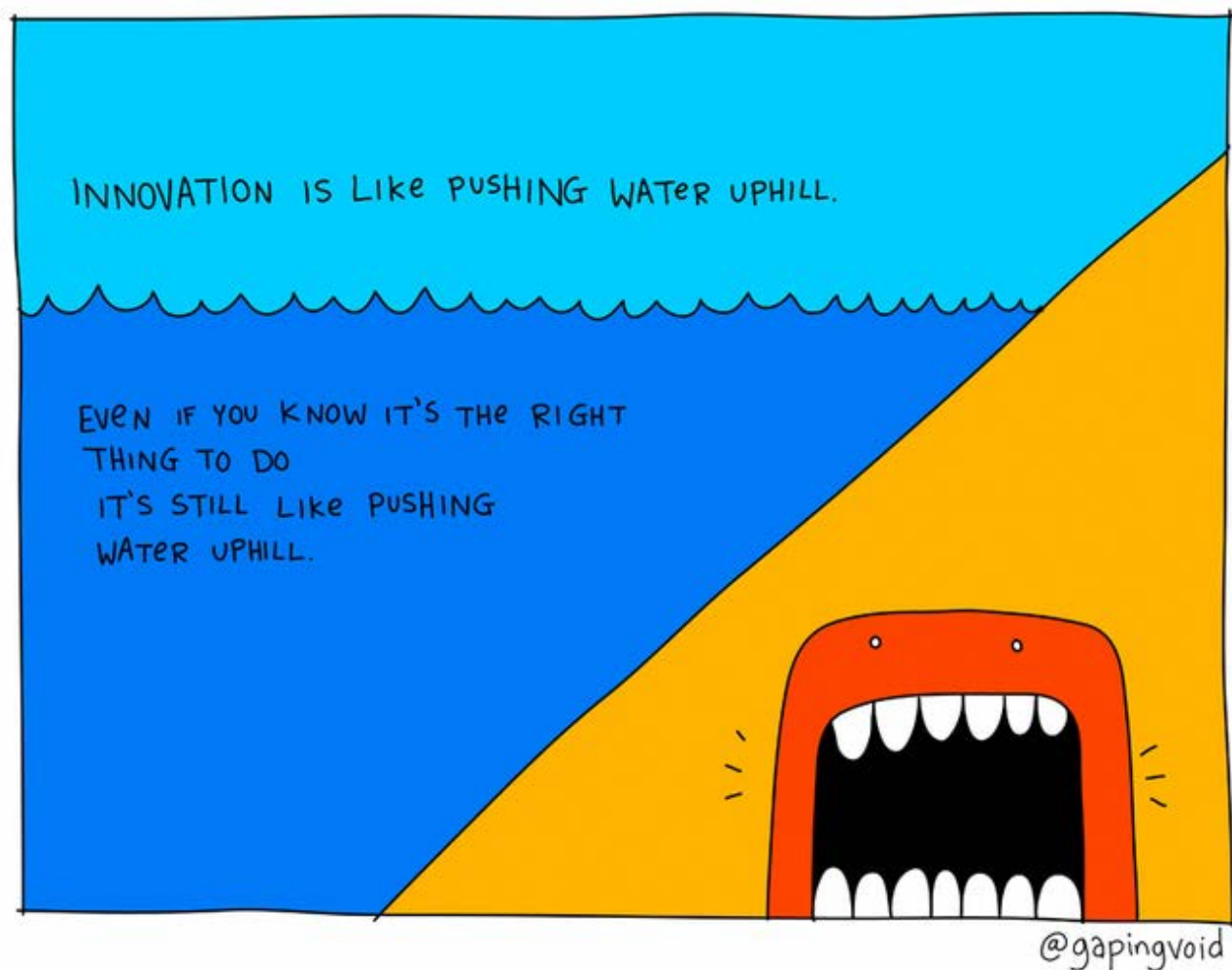
Innovators don't push forward on one idea. They drive many, stay objective, and there will be an idea that wins the day.

But don't get emotionally attached to one idea. The truth is, if it's not going to work, there's no helping it. A smart innovator treats all ideas inclusively.

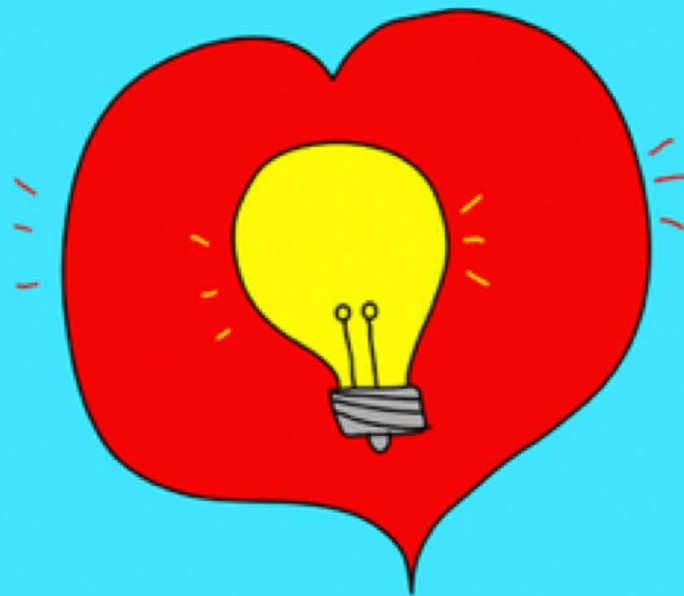


Never stop pushing

Did we mention this stuff is hard?



TRUE INNOVATION COMES FROM TRUE INFLUENCE.



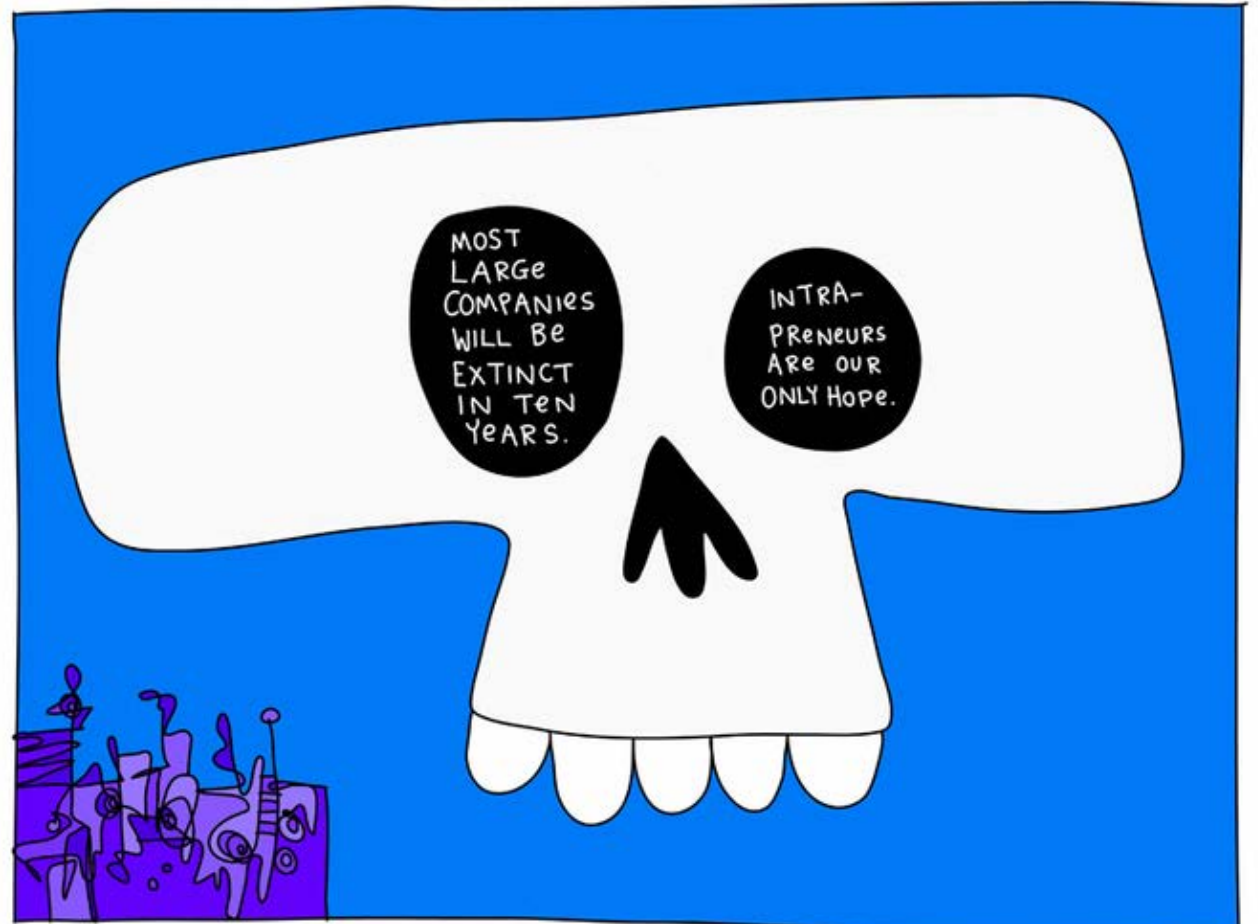
Innovation fails

Innovation fails...

When your company is like every other, in that it holds onto the past instead of embracing the future.

When ideas don't get socialized.

When it stays an idea, instead of a new way of life.



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Yesterday

Everyone wants everything yesterday in business and that's just not how innovation happens.

The time scale on innovation is quite random, unlike other business objectives.



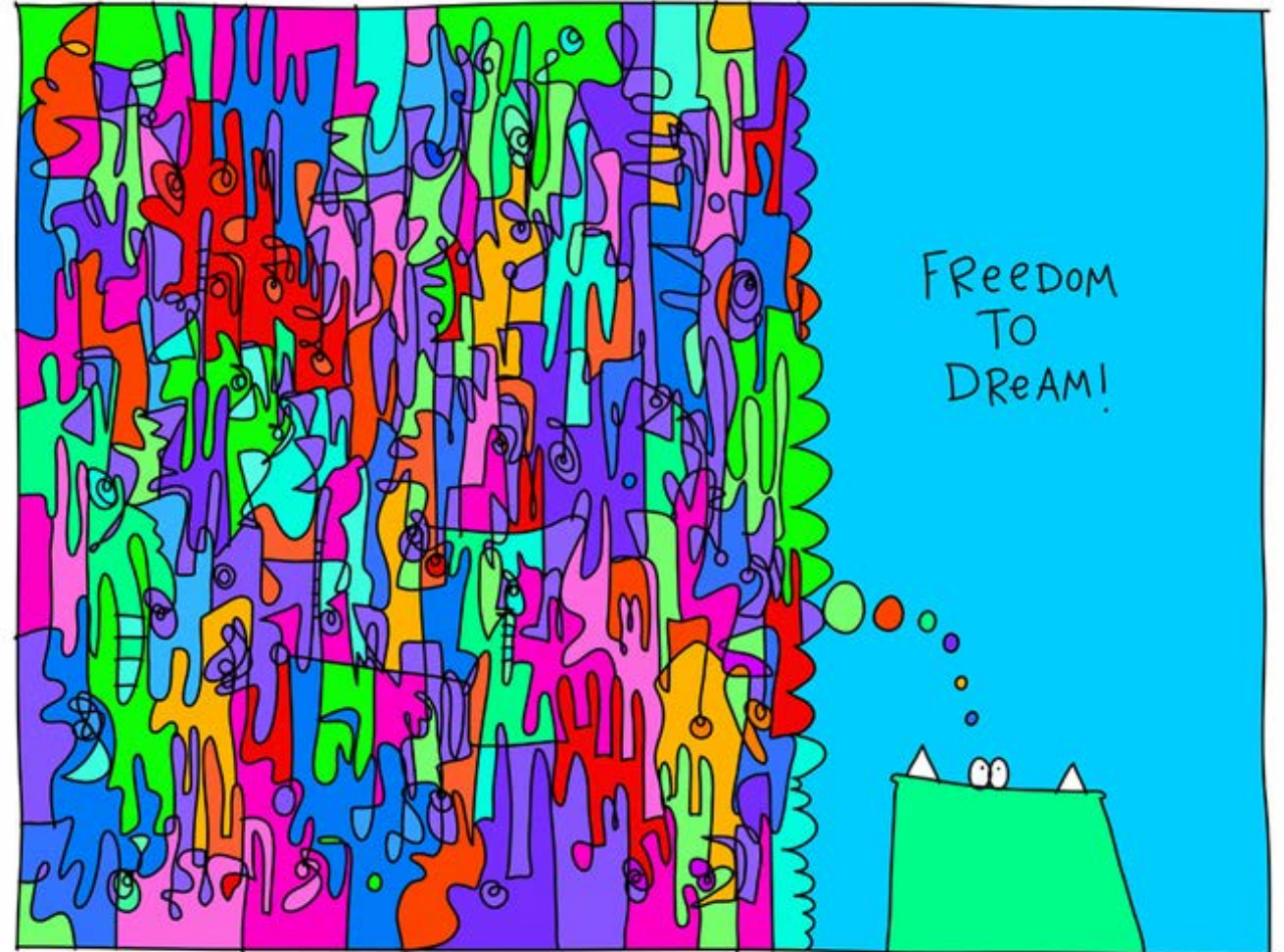
Why

In the end, remember why you're doing this.

You're innovating because life is too short not to do something that matters.

You're innovating because you know that your work is a catalyst for truly great things to happen.

You're innovating because you choose a life with freedom to dream.



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This is NOT just another conference.
This is the one you don't want to miss.





This is your tribe.

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