

Deloitte.

MAY 2018

Who is “Really” behind innovation



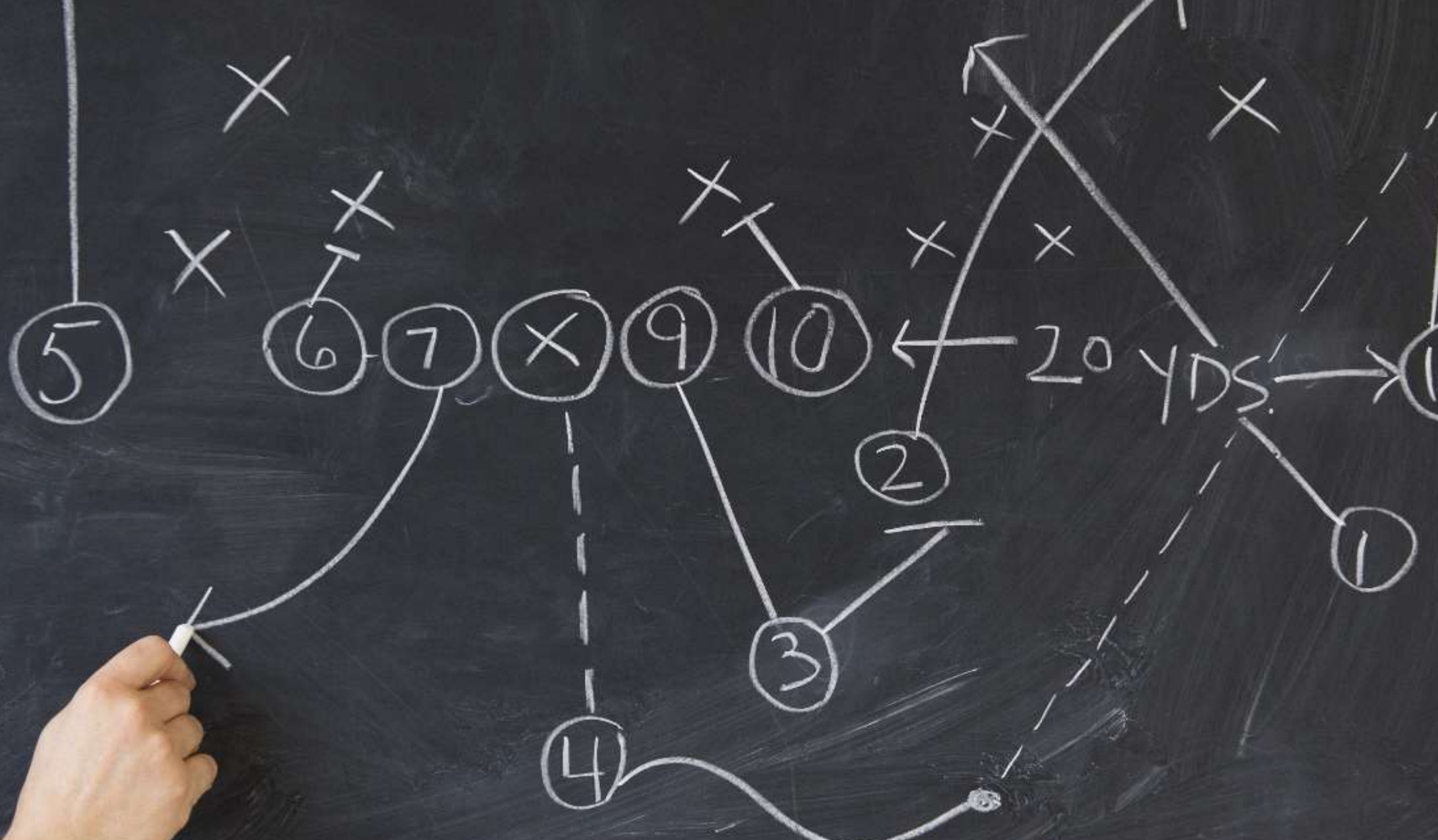






Can everybody innovate?

Who are the real innovators?







The Innovation Super heroes.

By Terry Stuart
(Innovation Partner Deloitte Canada)



The Sensor

- THE ONE OUTFINDING NEW TECHNOLOGIES
- SUPER CURIOUS
- LOVES TO LEARN ALL THE TIME
- HAS THE LAST GADGETS
- READS BLOGS, ALWAYS TECH CRUNSH

The Connector

- HE GETS THE IDEAS AND CONECTS THEM TO THE CORPORATES
- THEY ARE BETWEEN THE 2 WORLDS
- CONECTS COOL TECH TO REAL PROBLEMS
- ALWAYS KNOWS SOMEBODY.
- BRIDGES STARTUPS WITH CORPORATES

The Designer

- BRINGS IDEAS TO LIFE
- VERY INTUITIVE AND OBSERVER
- LOOKS FOR NEEDS AND LOVES TO SEE HOW PEOPLE USE THINGS
- HAS A DIGITAL DNA

The Creator

- CREATES WHAT IS DESIGNED
- BUILDS THE PROTOTYPES
- MAKES IT TANGIBLE

Early Adopter

- WILLING TO TEST EVERYTHING
- IS NOT THE CREATOR BUT WANTS TO TAKE IT TO THE MARKET.
- HE LIKES TO TEST IT WITH CLIENTS

The Mentor

- HAS THE EXPERIENCE OF FAILURE AND SUCCESS
- HAS DONE THIS BEFORE
- LIKES TO SHARE KNOWLEDGE AND EXPERIENCE
- HE WOULD INVEST IN MANY PROJECTS
- KNOWS THE RISKS AND UNDERSTANDS THE MARKET. LIKES PEOPLE.

The Builder

- COMMERCIAL VIEW
- MAKES THE IDEAS GROW TO SCALE
- STRONG ANS FAST.
- PERSEVERANT. LOVES PROCESS
- MAKES IT BIG

The Orchestrator

- THE ONE THAT CONNECTS THEM ALL
- MANAGES TO HELP EACH OF THEM
- SETS THE CHALLENGES
- HELPS THEM SHINE AND MOVE THROUGH





Story of a Super Hero



2012



- 15% cost efficiency
- Business turned into a commodity.
- Where is my value?
- Process Automation!!!
- Robots!!!
- Employee rotation rates: 50% / year



- Loves technology
- Always reading
- Wide knowledge
- Great observer
- Starts looking for RPA experts in Spain.

Story of a Super Hero



2012

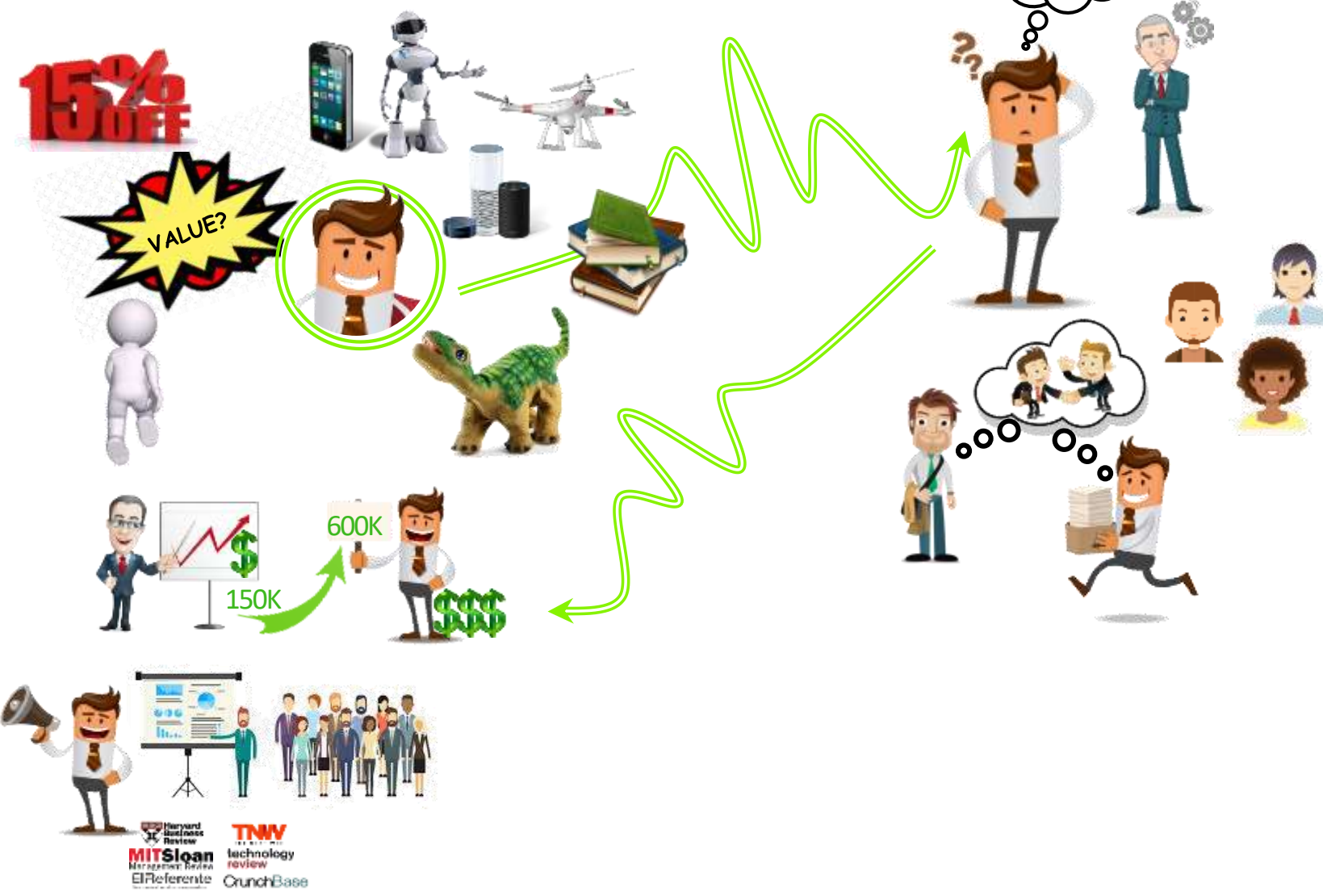


- Has first conversations with his senior partners... with little success.
- ... but they don't block his intention of investigating
- Starts looking for new ways of doing the same things 15% cheaper



- Starts identifying super heroes in his team.
- Creates a small innovation team of volunteers that work extra-hours, self train, and build knowledge
- Proposes the client a co-creation experiment

Story of a Super Hero



2013

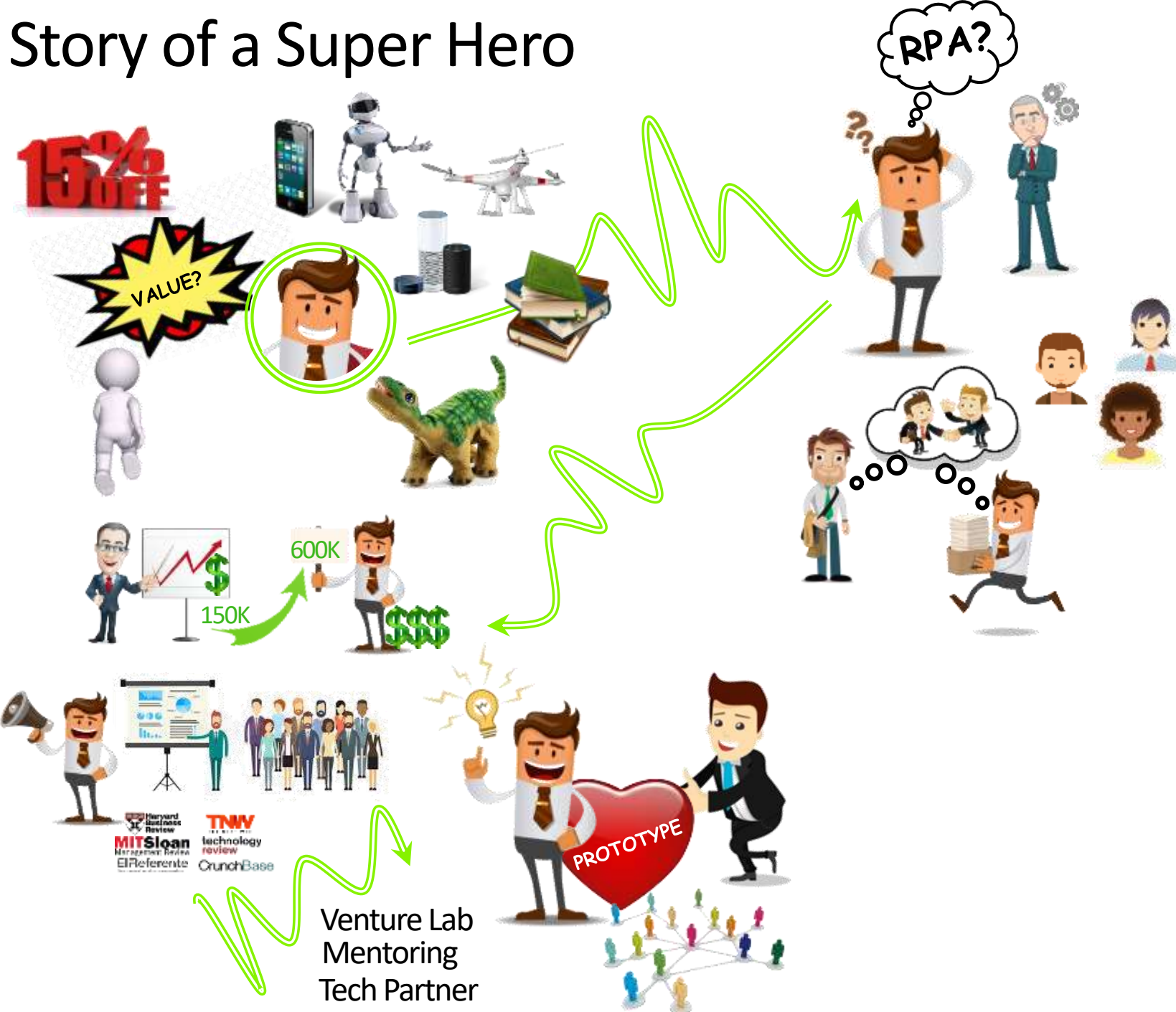


- The experiment is a success
- With the saved money... ¿Can a I have 1,5 resource?
- Starts building a formal Business Case and asks for some funds: 150.000€
- Builds BPO Lab: 600.000€ return the first year



- The Corporate innovation team designs a session to work on 3 main business models.
- Designs with innovation a first draft for an innovation agenda
- Looks for people inside his teams that can help him drive innovation
- They start a serious Tech Scann

Story of a Super Hero



2014

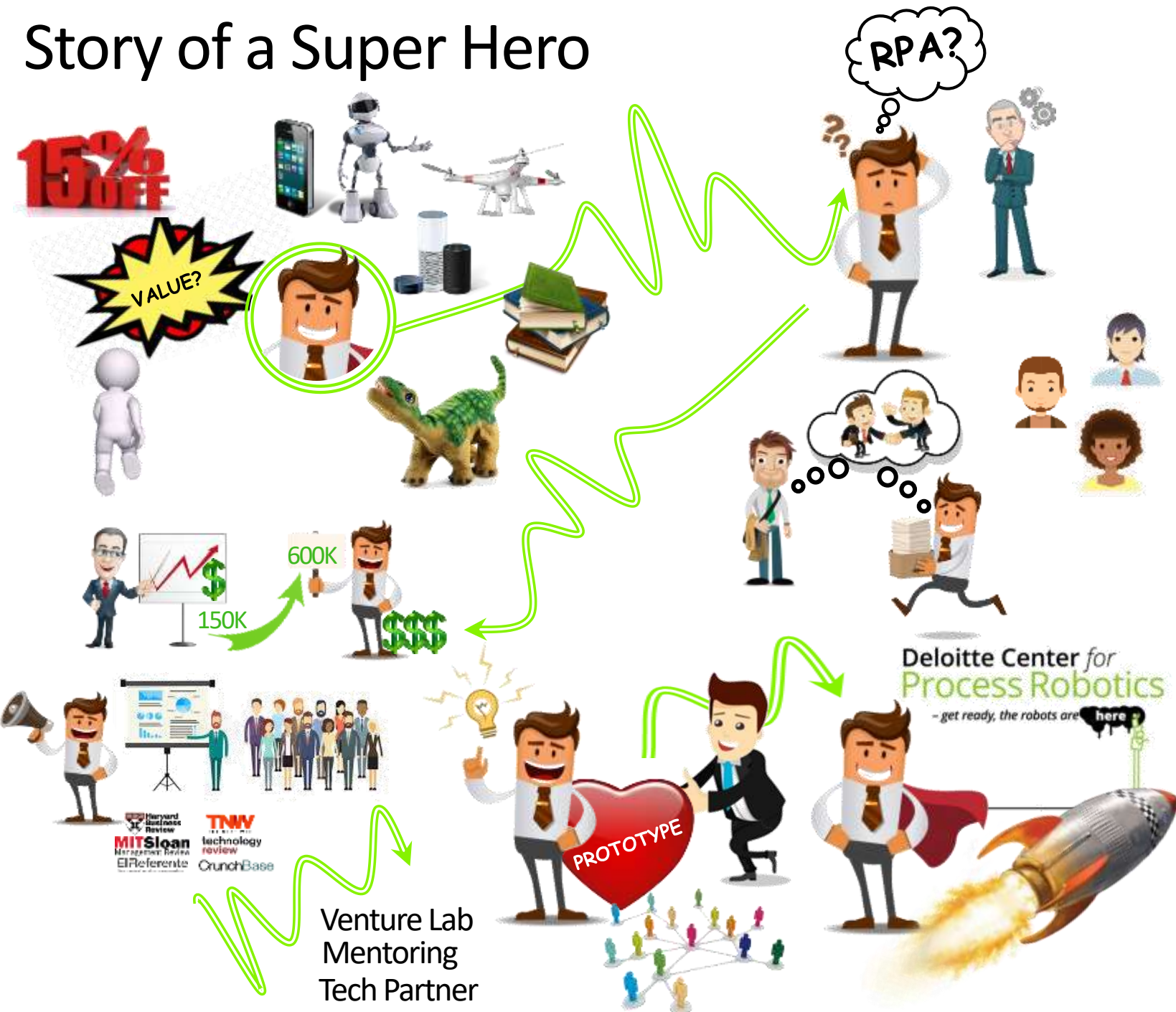


- Presents the Robotics project in the Venture Lab, the corporate intrapreneurship innovation program.
- Identifies the ideal partner: a small startup from the Seville.
- Designs a mentoring program with the startup and con-innovates
- He creates an innovation community of over 200 people.
- That are creating their own innovation ecosystems



Venture Lab
Mentoring
Tech Partner

Story of a Super Hero



2017



- Deloitte Robotics is a new service line with 100 employees.
- It's a 2M€ investment
- Rotation rate is under 20% for this area.
- All the professionals engaged in innovation (200 from BPO) are still in the organization.



- Already looking for his new adventure!

So, What is it that we do in
corporate innovation?



We facilitate and enable innovation by:

Identifying Super Heroes

Helping create new ones

Helping them gain the capabilities and powers for the good and fight the antibodies

Building the roads and structures for them to sense, connect, act, create, design, test, share and scale

