Guest Keynote

Josh Valman

Human Centric Innovation
Digital Co-creation
Making Innovation Happen
Josh Valman | RPD International
An Early Engineering Start With Robot Wars
Making robots from toys, lego, rubbish and scrap materials
Using Google to Learn

Using Google to answer each specific question, learning how engineering and design...
Using Google to Learn

Using Google to answer each specific question, learning how engineering and design
From Robotics to Dishwashers

My robotics soon earned me glorious roles in engineering replacement dishwasher parts.
Running Global Supply Chains From School

Soon dishwashers escalated into corporate consulting on global product engineering and supply chain
R&D to Supply Chain and Logistics

Research & Innovation
RPD helps companies solve problems in design and product, across a diverse range of sectors.

Prototyping & Iteration
RPD develops products and engineers solutions for your market purpose, in record times.

Production & Assembly
RPD manages manufacturing facilities in over 40 countries, for production and assembly.

Supply Chain & Logistics
RPD scales production and logistics, then helps integrating your PLM operation.

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R&D to Supply Chain and Logistics

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What is **Innovation**, and what does it really mean?
Even Google Can’t Really Define What Innovation Is
So how can we be expected to grow such a thing within our businesses?

“\(\text{The action or process of innovating}\)"
Global Governments are Encouraging Innovation
And yet, still nobody seems to really tell you what it is, only that it’s essential?

**Key steps towards business innovation**

Develop a strategic, responsive plan, which includes innovation as a key business process across the entire business.

Remember, innovation is the key to competitive advantage for your business.

“Develop a strategic, responsive plan, which includes innovation”
What is Innovation, and what does it really mean?
“Innovation is the process of executing on new ideas”
What if we could do this in a year, a month, a week, a day?

If we can accelerate the pace of corporate innovation, how far and fast can the world move?
How do we make innovation and execution happen?
What Does Innovation Look Like?

Innovation fits into a system diagram - but it doesn't fit onto one slide
Innovation Is Execution When Expressed as a Pipeline

Whilst corporate stock imagery has you believe innovation lives on post-it notes, it might be better served in Salesforce.
Innovation Is Execution When Expressed as a Pipeline

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How do we build a culture for idea generation and promotion?

How do we build an effective execution process to test and experiment?

Idea Evaluation  Prototyping  Market Testing  Early Service
How will we implement this across a global operation?
Building a Culture of Innovators

How can we build a culture that promotes the proposition of ideas in day-to-day and the generation of ideas in R&D?

Idea Evaluation | Prototyping | Market Testing | Early Service
Building a Culture of Innovators

The Post-It Note came from 3M’s 15% time, but so did one of the world’s largest innovations in abrasive materials.
Building a Culture of Innovators

3M’s engineers reformulated the crystal structure of the particles, making them fracture, leaving a constant sharp point
Building a Culture of Innovators

How can we build a culture that promotes the proposition of ideas in day-to-day and the generation of ideas in R&D?

What if my idea offends the company?
What will I get from sharing ideas?
What do I do with my ideas?

Employee
Building a Culture of Innovators

Implementation of clear innovation processes allow your employees to understand the value, and gives permission to think.
Empower employees by creating a clear call for contribution and define exactly how it will work.
Building and Engine for Execution and Experiments

Most ideas get shut down by negative legacy thinking and process. How can we drive an experimental atmosphere?

Idea Evaluation | Prototyping | Market Testing | Early Service

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Building and Engine for Execution and Experiments

How long did Google take to put together the first glass experiment?
Building and Engine for Execution and Experiments

1 Day. That’s how long Google’s R&D team took to make the first cardboard frankenstein prototype.

Idea Evaluation
Prototyping
Market Testing
Early Service
Building and Engine for Execution and Experiments
The greatest products, companies and solutions are built from an amalgamation of less successful products

IBM did not invent the personal computer
Apple did not invent MP3 technology
Amazon did not invent the online book store
Building and Engine for Execution and Experiments

Unlike Sales, the innovation pipeline thrives on failure, it feeds itself to an extent.

Idea Evaluation | Prototyping | Market Testing | Early Service
Building and Engine for Execution and Experiments

Unlike Sales, the innovation pipeline thrives on failure, it feeds itself to an extent.
Building and Engine for Execution and Experiments

By focussing on how projects fail, and why, we can adapt and combine them to evolve into new ideas.
Building and Engine for Execution and Experiments
Entrepreneurs and Corporate Entrepreneurs have different appetite’s for risk - we need to create a safe haven for failure

Create an environment that suits the necessary failure of innovation
Using The Real World To Define Success
How can we use real customers and scenarios to define success in our innovation?

Idea Evaluation  Prototyping  Market Testing  Early Service

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Using The Real World To Define Success

What happens when you realise everything you know about your customer is hypothetical?

Idea Evaluation  |  Prototyping  |  Market Testing  |  Early Service

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Using The Real World To Define Success

How much do you really know about how your product/process/tool will be used?

Idea Evaluation  Prototyping  Market Testing  Early Service
Using The Real World To Define Success

Look at how your products can generate feedback

Build **feedback systems** into everything you test, because most **humans lie**, even to themselves
Mastering Go-To-Market Strategy

Once validated, how can a business build the go-to-market strategy for any new process, tool or product?

Idea Evaluation  Prototyping  Market Testing  Early Service
Mastering Go-To-Market Strategy

Who makes more revenue, Pepsi Co, or Coca Cola?

Idea Evaluation | Prototyping | Market Testing | Early Service
Mastering Go-To-Market Strategy

Pepsi found the majority of their customers bought snacks too, so they utilised an existing supply chain to sell snacks.
Mastering Go-To-Market Strategy

New Zealand is a ‘test-bed’, a customer base similar to the Western World, but a community that shares less outside.

Idea Evaluation | Prototyping | Market Testing | Early Service
Use small opportunities to validate your market and restrict backlash from ‘work in progress’
What is **Innovation**, and what does it really mean?
“Innovation is the process of executing on new ideas”
Making Innovation Happen

The 4 key steps to making innovation and execution work in your business, from 9am tomorrow

• Empower employees, by defining exactly how contribution works

• Create an environment that suits the necessary failure of innovation

• Build feedback systems into everything you test

• Find ways to validate, restricting backlash from ‘work in progress’
By Accelerating Innovation
How far and fast can the world move?