

# CORPORATE INNOVATION TIPS

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# INNOVATION AT ALL LEVELS

## CEOs

Foster a culture of  
innovation

## Intrapreneurs

Drive new business  
incubations that thrive

## Employees

Tap into your  
inner innovator



# CEOS: FOSTER A CULTURE OF INNOVATION



**COMMIT**



**MOTIVATE**



**EMPOWER**

# COMMIT



- Provide a **roadmap**
- Be open to **ideas from anywhere**
- Explore **all options** for success
- Evaluate through a **360° lens**
- Consider different **opinions and insights**



ROADMAP

# TESLA POWERWALL

TESLA





**IDEAS FROM ANYWHERE**

**CSAA INSURANCE  
GROUP'S  
INNOVATION  
TRAINING  
PROGRAM**

Source: CSAA Insurance Group







**IDEAS FROM ANYWHERE**

**A COFFEE  
PERCOLATOR  
INSPIRED HP'S  
THERMAL INKJET  
PRINTING**







**IDEAS FROM ANYWHERE**

**ERIC YUAN LEFT  
CISCO TO START  
ZOOM**



OPTIONS FOR SUCCESS

# NETFLIX SPUN OUT ROKU







OPTIONS FOR SUCCESS

# SPIN-OUT OF CRUISE BY GM



A photograph of a modern, multi-story office building with large windows and greenery. In the foreground, a large, light-colored stone wall features the Cisco logo, which consists of a stylized bridge icon above the word "CISCO" in red, 3D block letters. The wall is set on a bed of small, multi-colored stones. A dark blue semi-transparent rectangle is overlaid on the right side of the image, containing white and light blue text.

**OPTIONS FOR SUCCESS**

**SPIN-INS  
BY CISCO**



OPINIONS AND INSIGHTS

# THE “DEATH” OF THE PC



# MOTIVATE



- Encourage **double impact innovation**
- Become an **innovation storyteller**
- Incentivize innovation



**DOUBLE IMPACT INNOVATION**

**THE WORLD'S  
MOST  
SUSTAINABLE PC  
PORTFOLIO**



**INNOVATION NARRATIVE**

**ELON MUSK AND  
HIS COMPANIES  
ARE LOOKING TO  
DISRUPT 8  
INDUSTRIES**



INCENTIVIZE INNOVATION

INCENT  
EMPLOYEES LIKE  
START-UPS





**INCENTIVIZE INNOVATION**

**MILESTONE-  
BASED  
COMPENSATION  
FOR TESLA'S CEO**

Source: Business Insider





# EMPOWER



- **Encourage autonomy**
- **Build a robust innovation capacity**
- **Facilitate innovation moments**

ENCOURAGE AUTONOMY

# VIRGIN PUTS EMPLOYEES FIRST







**INNOVATION CAPACITY**

**APPLE'S  
INNOVATION  
OUTPACES R&D  
SPEND**

**INNOVATION MOMENTS**

**INNOVATION  
TIME OFF**







**INNOVATION MOMENTS**

**SIDE HUSTLES  
DRIVE  
INNOVATION**



# INTRAPRENEURS: DRIVE NEW BUSINESS INCUBATIONS THAT THRIVE



**TRAILBLAZE**



**ADAPT**



**INSPIRE**



# TRAILBLAZE



- Ask yourself the **tough questions**
- **Instigate action** and **push boundaries**
- Imitate the **start-up world**



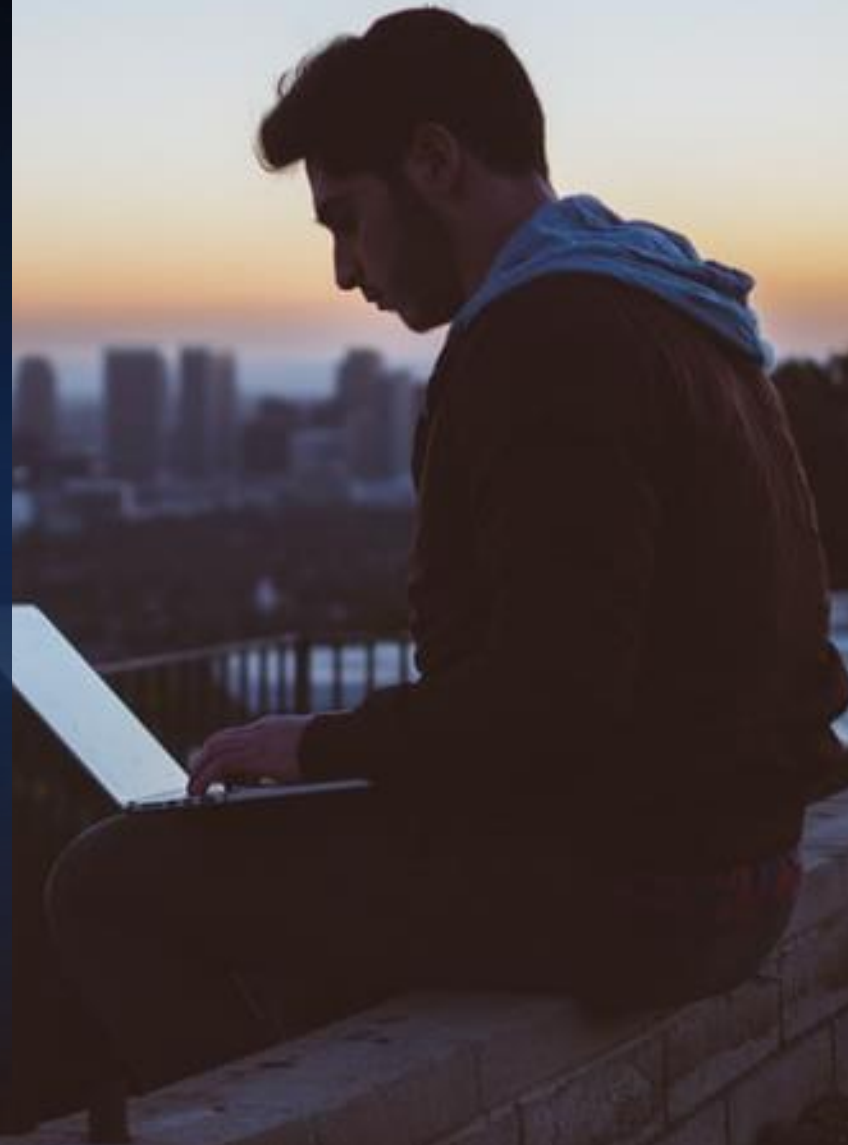
**ASK TOUGH QUESTIONS**

**GOOGLE BUILDS  
ITS OWN  
BROWSER**



**PUSH BOUNDARIES**

**ASK FOR  
FORGIVENESS  
INSTEAD OF  
PERMISSION**



# ADAPT



- Focus on the **ability to win**
- Create a product with a **network effect**
- Tap into your **ecosystem**
- **Instigate** not imitate
- Develop an **emergent strategy**



A person is holding a 3D printed object in their hand. The object is a dome-shaped structure with a complex, lattice-like pattern. In the foreground, another similar 3D printed object is visible on a desk. The background is slightly blurred, showing a desk with a laptop and some papers. The overall scene suggests a focus on 3D printing technology.

**ABILITY TO WIN**

**HP: FROM  
MEASUREMENT  
AND COMPUTING  
TO IMAGING AND  
PRINTING**



**ABILITY TO WIN**

# **NOKIA: FROM RUBBER BOOTS TO MOBILE PHONES**



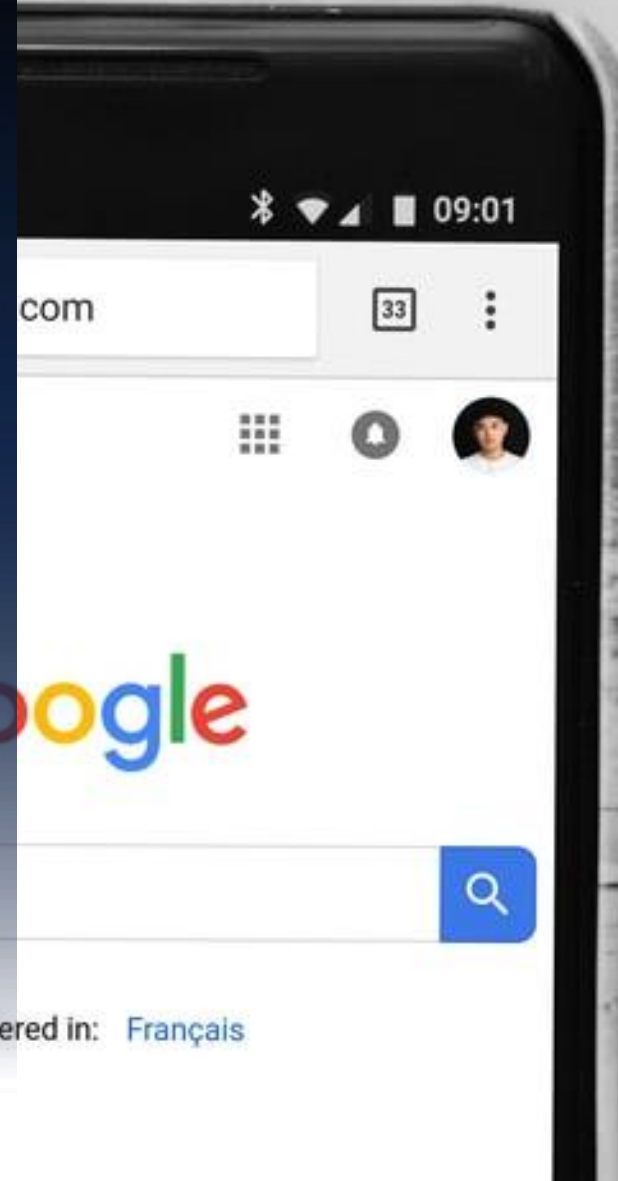
**NETWORK EFFECT**

# **OPEN TABLE'S MARKETPLACE**



**NETWORK EFFECT**

**GOOGLE'S DATA**





**NETWORK EFFECT**

# **FACEBOOK'S PLATFORM**



**ECOSYSTEM**

**HP TECH  
VENTURES**





**INSTIGATE NOT IMITATE**

# **WHATSAPP'S NEW APPROACH TO MESSAGING**

WhatsApp Messenger

Version 2.20.127



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[LICENSES](#)

**EMERGENT STRATEGY**

**HP MOBILIZES 3D  
PRINTING  
ECOSYSTEM FOR  
COVID-19  
RESPONSE**





# INSPIRE



- Use **trends as your tailwind**
- Focus on **profit first, then scale**
- Build **diverse and multi-disciplinary teams**



TRENDS AS TAILWIND

# HP INSTANT INK LEVERAGES EVERYTHING AS A SERVICE





**TRENDS AS TAILWIND**

# **WALMART CHINA LEVERAGES BLOCKCHAIN FOR FOOD TRACKING**





# EMPLOYEES: TAP INTO YOUR INNER INNOVATOR



**EXPLORE**



**CHALLENGE**



**ACT**



# EXPLORE



- Have fun
- Be comfortable taking risks

HAVE FUN

# A FAMILY ROAD TRIP INSPIRED THE MOVIE CARS





**TAKING RISKS**

**FAILED FIRE  
PHONE LED TO  
SUCCESSFUL  
AMAZON ECHO**



# CHALLENGE



- Be an **undercover innovator**
- Embrace **lifelong learning**



**UNDERCOVER INNOVATOR**

**AIRBNB  
FOUNDERS  
BOOKED STAYS  
WITH EARLY  
HOSTS**



LIFELONG LEARNING

OPENING UP NEW  
PERSPECTIVES





# ACT



- Step outside the box
- Network within your company and outside

**OUTSIDE THE BOX**

**TIME OFF  
INCREASES  
PRODUCTIVITY  
AND CREATIVITY**







**TO REMAIN STATIC  
IS TO LOSE GROUND**

**— DAVID PACKARD**