



# Intelligence for Innovation

Chris Pallaris | Polish-Swiss Innovation Day | 20 April 2016 | Warsaw, Poland

# Intelligence for Innovation



- Opening Proposition
  - Innovation is a process
  - All processes can be improved
  - Therefore, innovation can be improved

# Intelligence for Innovation



- Innovation as a Product
  - Innovation is the product of:
    - Research
    - Exploration
    - Ideation
    - Enquiry
    - Curiosity
    - Learning
  - The input to each of these activities is *information*

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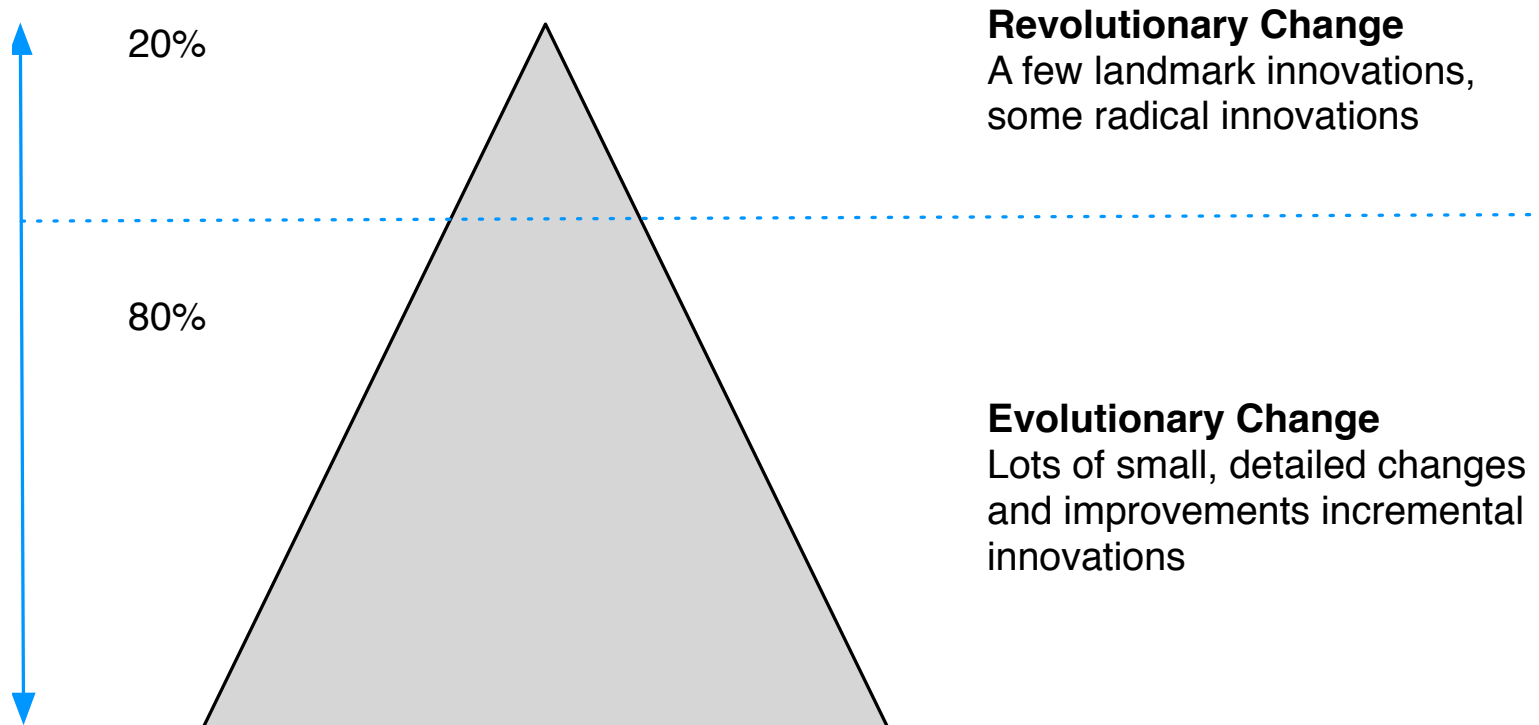
- Innovation as a Process
  - Innovation is a process informed by:
    - Ideation techniques
    - Problem solving methodologies
    - Traditional business analysis methodologies
    - Creativity and play
  - One output of each of these activities is *information*

# Intelligence for Innovation



- Evolutionary vs Revolutionary Innovation
  - There are many forms of innovation. That said, all innovations tend to fall into one of two categories:
    - Revolutionary innovation is a product of *insight*
    - Evolutionary innovation is a product of *learning*
  - The constant here too is *information*, as both input *and* output

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- **The Takeaway**

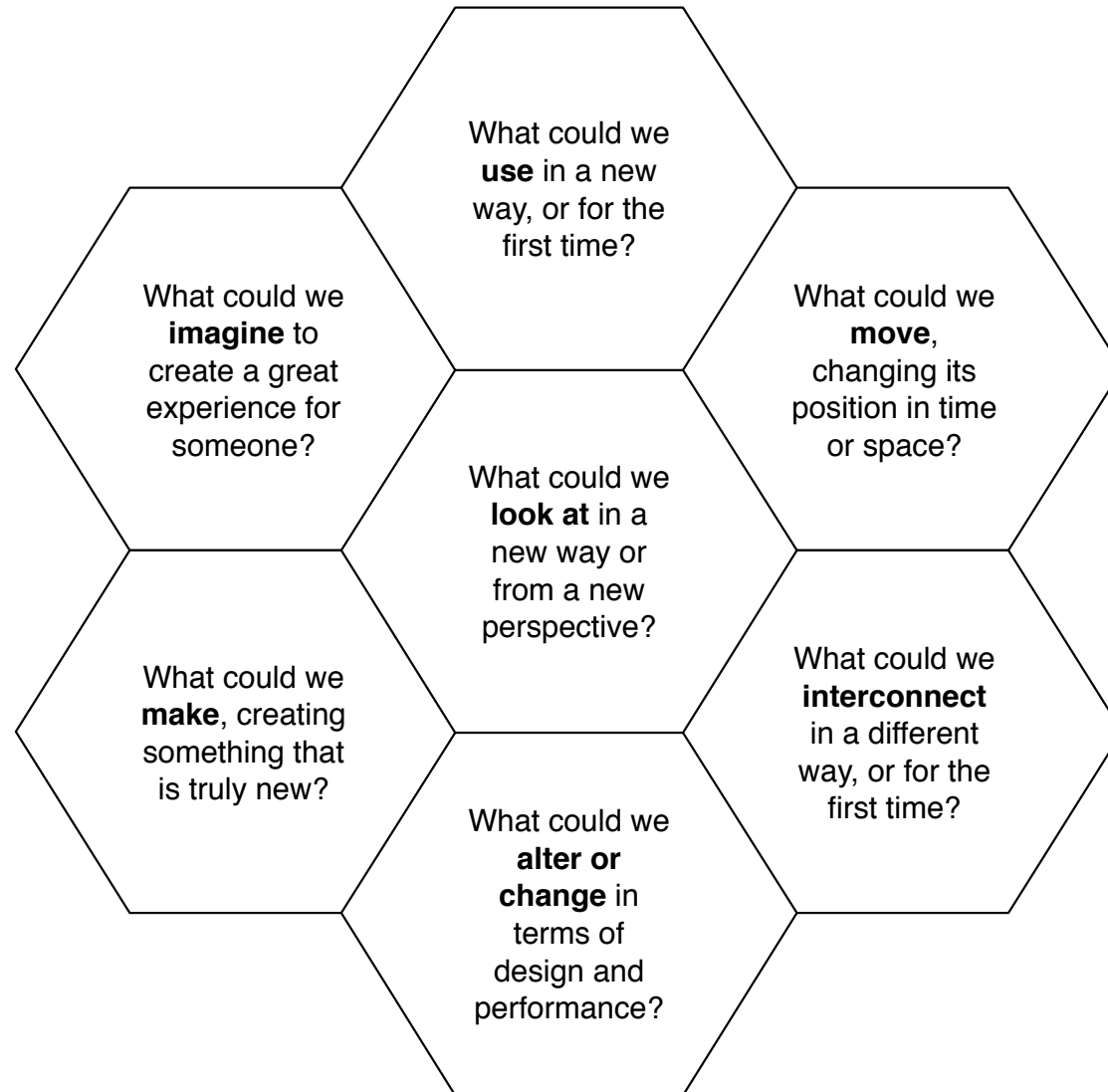
- The management of information is key to the management of innovation
- The ability to generate, analyse, manage, and communicate information effectively is what sets the most innovative firms apart
- The skills needed to do so are a useful corollary to the many creativity and ideation techniques that can be used to inspire innovative thinking
- Many of these skills borrow from the intelligence toolkit



- Identify the Questions or Problems You Wish to Explore
  - Innovation is prompted by a restless desire to make things easier, more efficient, or just *better*
  - This process of improvement obliges us to ask many questions – of ourselves, our mission, our operating environment, our customers, etc.
  - The process of identifying and managing these questions – and the inevitable tension they create – is itself a creative process
  - As a rule, the most innovative organisations are those that ask the most difficult questions



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- **Searching for Solutions**

- The process of innovation can be sudden and inspired. More often than not, it is the result of deliberate and sustained enquiry
- Answers to the questions set are sought using the Internet, the world's most abundant and disorganised source of information
- A structured and disciplined effort to harness this information enables the creativity, learning and reflection that is critical to innovation

# Intelligence for Innovation



- **Generate Your Keyword List**
  - Frugal innovation
  - Product innovation
  - Process innovation
  - Service innovation
  - Sustainable innovation
  - Business model innovation
  - Disruptive innovation
  - Breakthrough innovation

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- Prep Your Browser

- Install Google's Chrome browser and add the following extensions:

1. RSS Subscription Extension: <http://bit.ly/1DBiD1y>
2. Adblock: <http://bit.ly/1cCQhX0>
3. Google Translate: <http://bit.ly/1FNszSQ>



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- Establish Your Intelligence-Gathering Platform
  1. Open a Feedly account ([www.feedly.com](http://www.feedly.com))
  2. Add feeds from your preferred industry and innovation sources
  3. Manage these sources to enable efficient sharing and re-use

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### Are You an Innovator? Take the Quiz

Place a check mark beside the statement you agree with most.

1. A. Innovation occurs by adding features to a product.  
B. Innovation occurs by taking features out of a product.

2. A. Innovation is finding problems that are solved by hypothetical solutions.  
B. Innovation is finding solutions to difficult problems.

3. A. I am more likely to innovate when I work alone.  
B. I am more likely to innovate when I work in a group.

4. A. Innovation is more about creating novel ideas.  
B. Innovation is more about selecting the best ideas.


5. A. When I innovate, I "brainstorm" ideas out of my head.  
B. When I innovate, I apply patterns to find ideas.

6. A. Innovating is predictable and not risky.  
B. Innovating is unpredictable and risky.

7. A. The ability to innovate is a gift that you are born with.  
B. The ability to innovate is a skill that you can learn.

8. A. I prefer ambiguity when pondering new ideas.  
B. I prefer clarity when pondering new ideas.

**You?**



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- **Monitor Relevant Social Media Sources**
  - For the keywords and concepts of interest to you
  - For insights into the innovation process
  - For new innovation tools
  - To identify new thought leaders

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- Web and Social Media Monitoring Tools
  - Tweetdeck: <https://tweetdeck.twitter.com>
  - Wallflux: [www.wallflux.com](http://www.wallflux.com)
  - Queryfeed: <http://www.queryfeed.net>
  - Google Alerts: <https://www.google.com/alerts>



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## Queryfeed

Read Twitter, Google Plus and Facebook on RSS

### Try the new Twitter search

This new method grabs Twitter pages, so the results are quite relevant to what you see in Twitter.

Possible patterns:

@nasa — tweets from [NASA](#) official account

#nasa — tweets by the hashtag [#nasa](#)

nasa — tweets from the search result by the word ["nasa"](#)

Include sensitive data (Pro users only)

[#hashtag](#), [from:username](#), [to:username](#), [@username](#), [love OR hate](#), [more patterns...](#)

Use geocode to strict tweets location.

Radius units must be specified as either "mi" (miles) or "km" (kilometers).

Example: [37.781157,-122.398720,1km](#)

# Intelligence for Innovation



Google Alerts interface showing search criteria for "Innovation Tools".

Search query: "Innovation Tools"

How often	As-it-happens
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	RSS feed

Buttons: Update alert, Hide options

Alert preview



- **Embed the Innovation Tools Into Your Workflows**
  - Consider how the tools identified can be integrated into existing processes and workflows
  - Take time to evaluate whether these tools enhance the creativity of your staff, or their ability to implement the ideas of others
  - Use the 1:5 rule. For every hour spent cultivating new ideas, spend five hours discussing how they should be realised

# Intelligence for Innovation



- **Grow Your Innovation Toolkit**
  - Creativity and ideation tools
  - Analytical tools
  - Procedural tools
  - Communication tools
  - Administrative tools
  - Implementation tools
  - Technical tools

Thank You



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