



Innovation in 1...2...3...4



What we will cover

Defining Innovation

- 1 Timeline for Innovation
- 2 Categories of Innovators
- 3 Innovator Personas
- 4 Types of Innovation

Charting Innovation



A Simple Definition



“Fresh thinking
that creates value.”

Richard Lyons



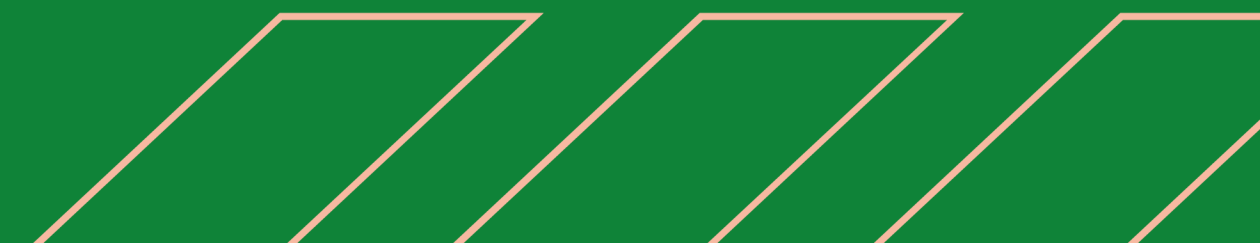
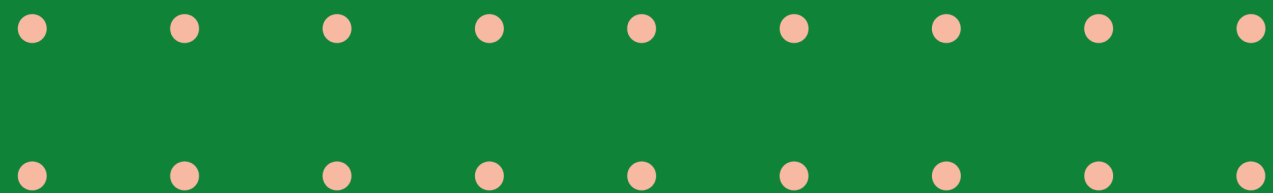


1

Innovation Timeline

- Horizon 1 (H1) - Change for today
- Horizon 2 (H2) - Change for tomorrow
- Horizon 3 (H3) - Change for the future

Based on the 3 Horizons Model from McKinsey and Company





2

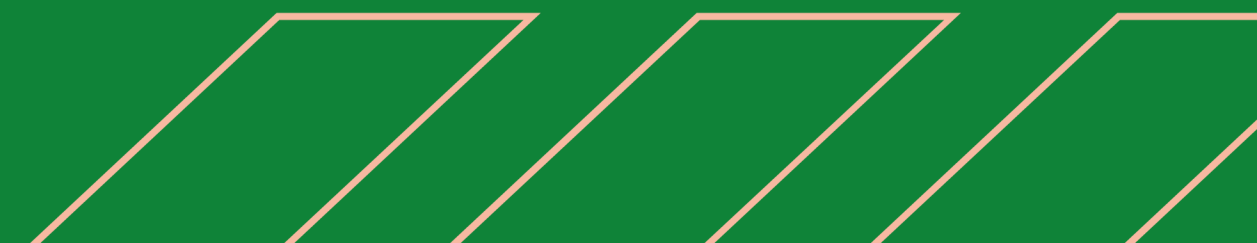
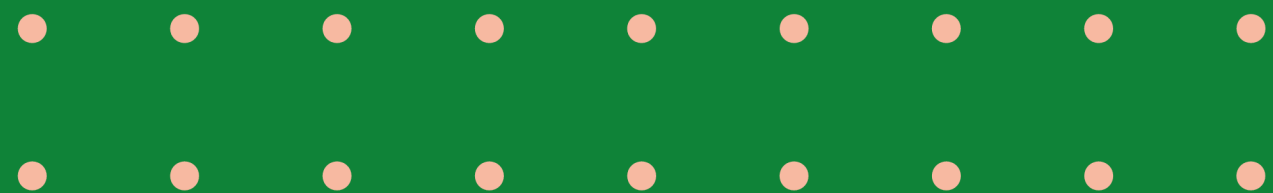
Categories of Innovation

Capability Innovation:

Developing new ideas that generate value through internal know-how, processes and systems.

Program Innovation:

Developing new ideas that generate value through a unique offering that addresses your audience's problem.



3

Innovation Personas



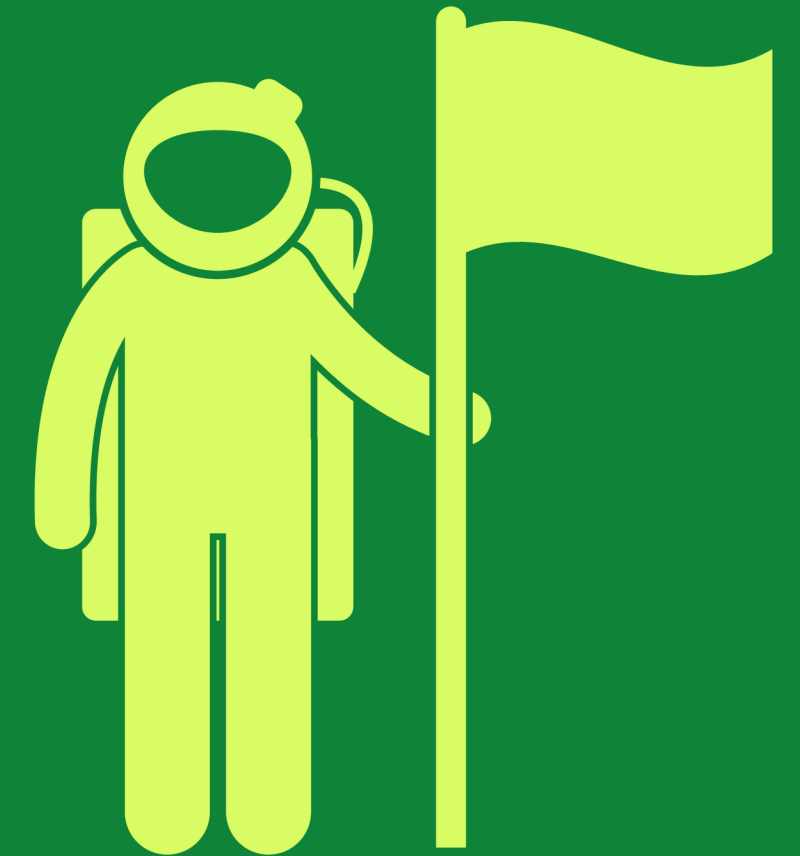
Walker

Daily improving the work



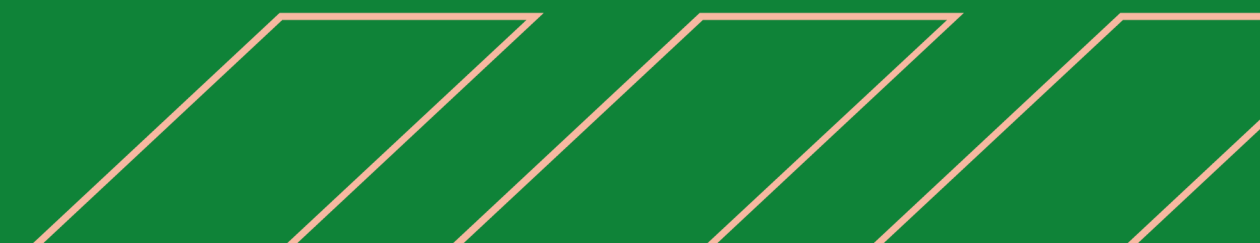
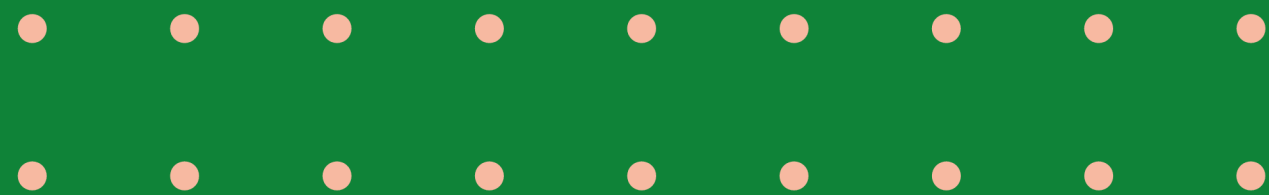
Hiker

Seeking new solutions to today's challenges



Explorer

Imagining new solutions for tomorrow's reality



4

Types of Innovation



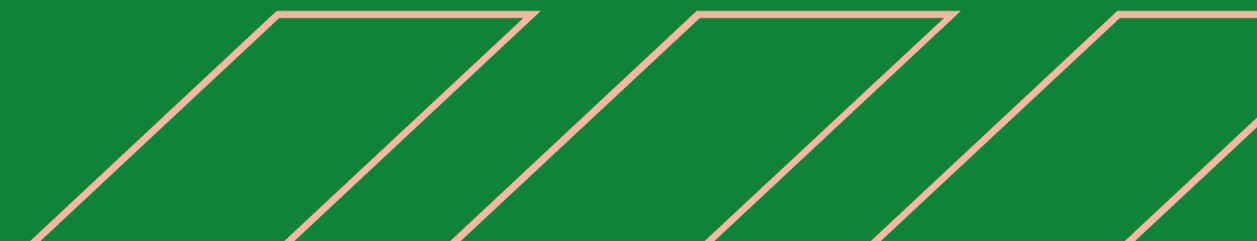
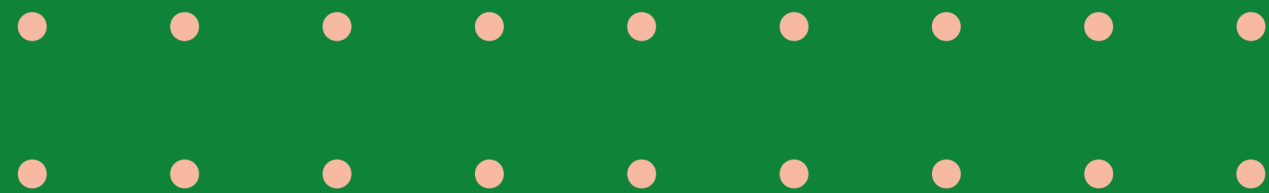
Continuous Improvement
Walker



Disruptive / Breakthrough
Hiker



Transformational
Eplorer



4

Types of Innovation

Continuous Innovation:

New ideas to improve what works today

Disruptive Innovation:

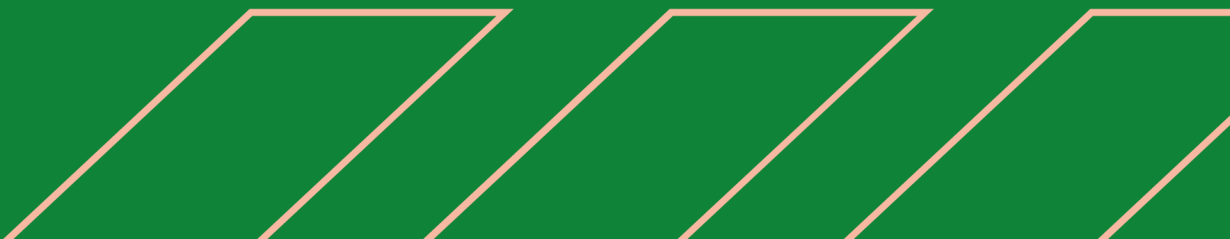
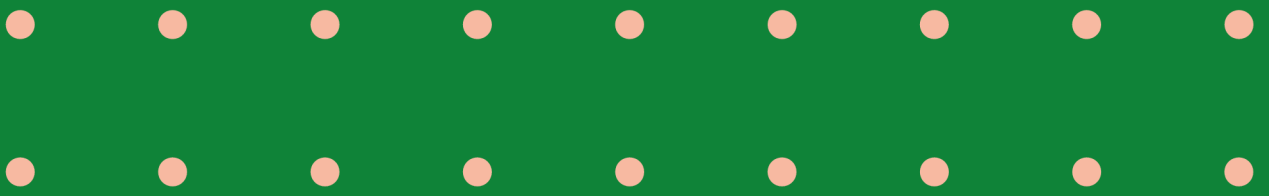
New programs for new audiences

Breakthrough Innovation:

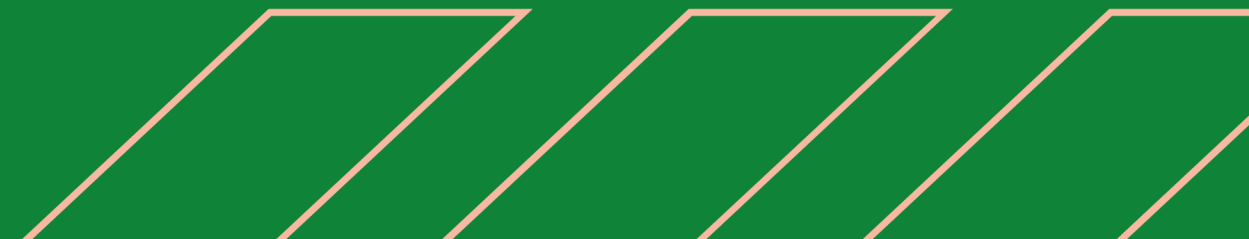
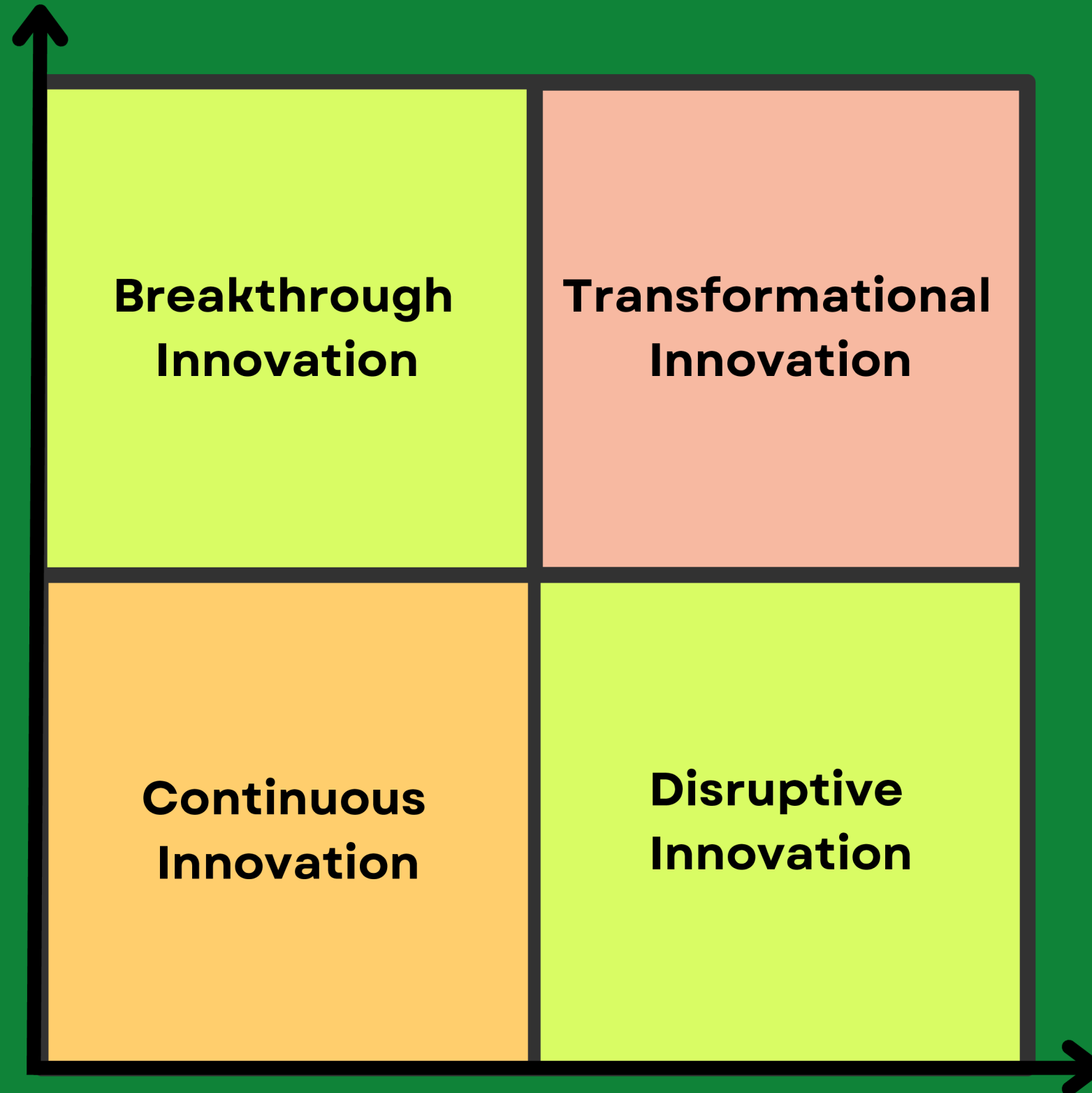
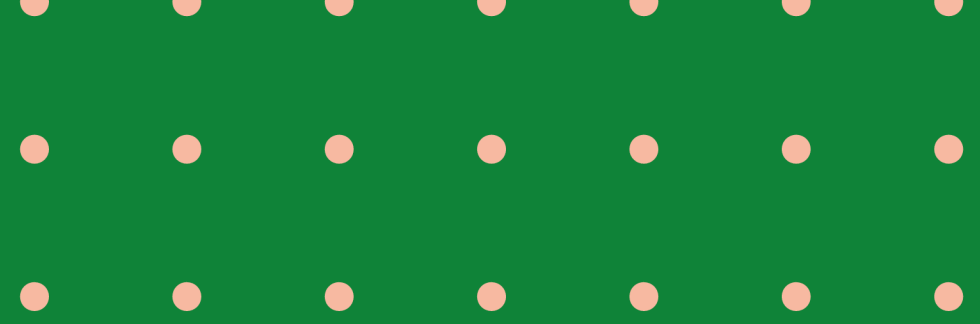
New capabilities that expand your work

Transformational Innovation:

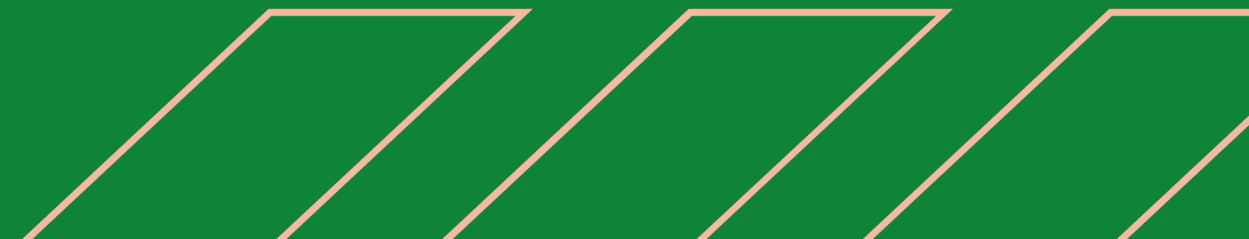
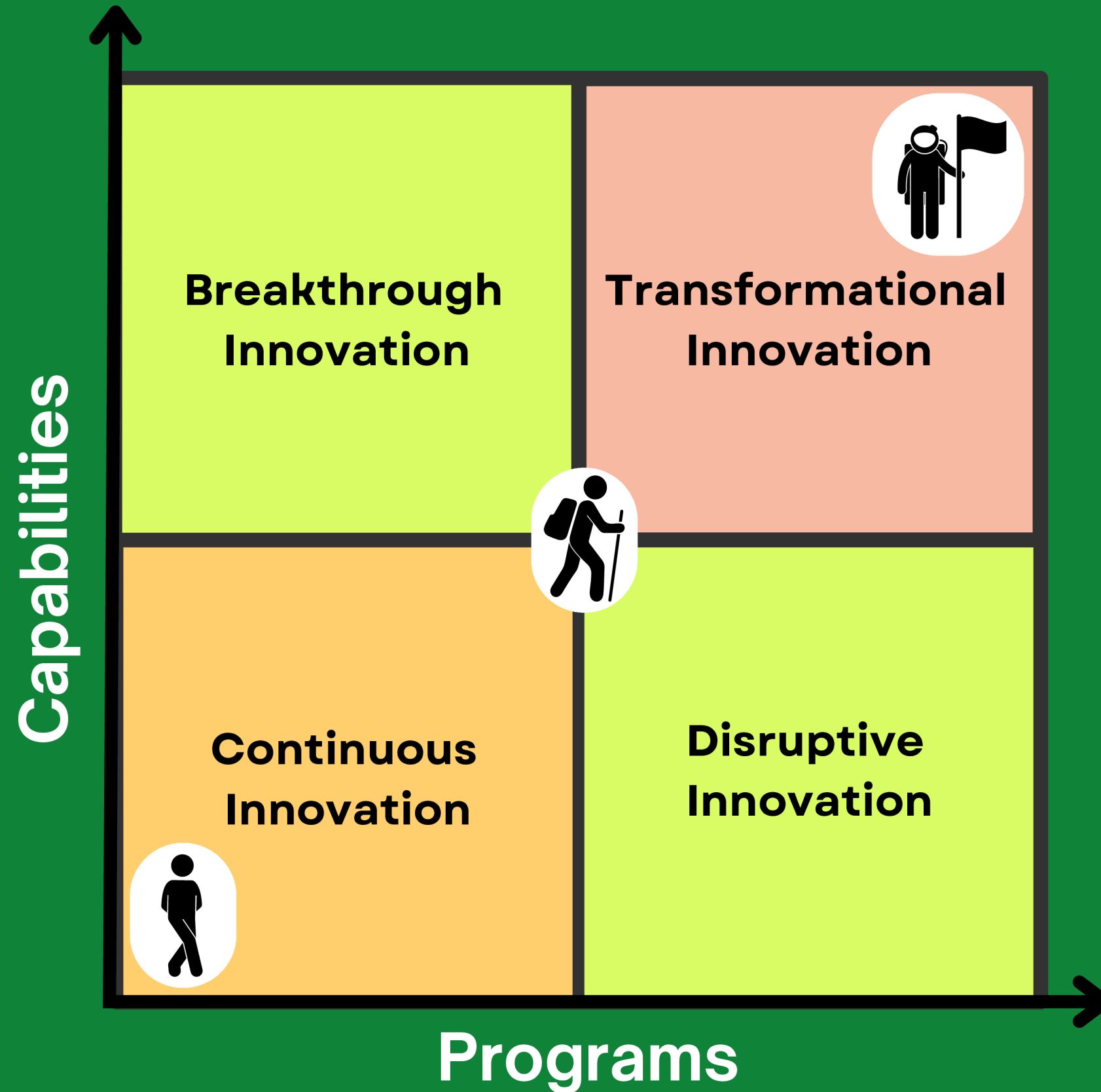
New capabilities applied to new programs that reimagine your work



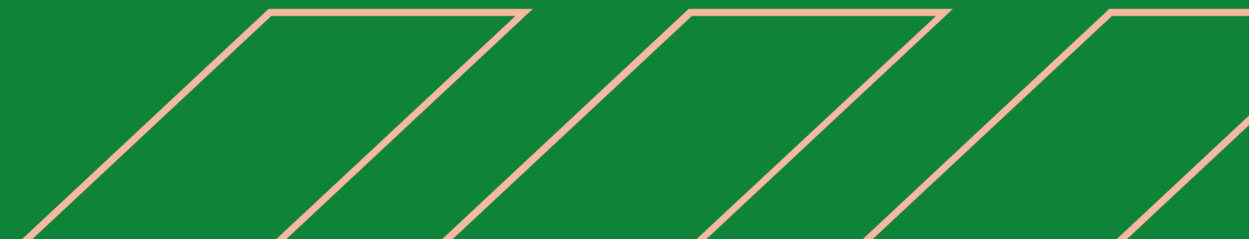
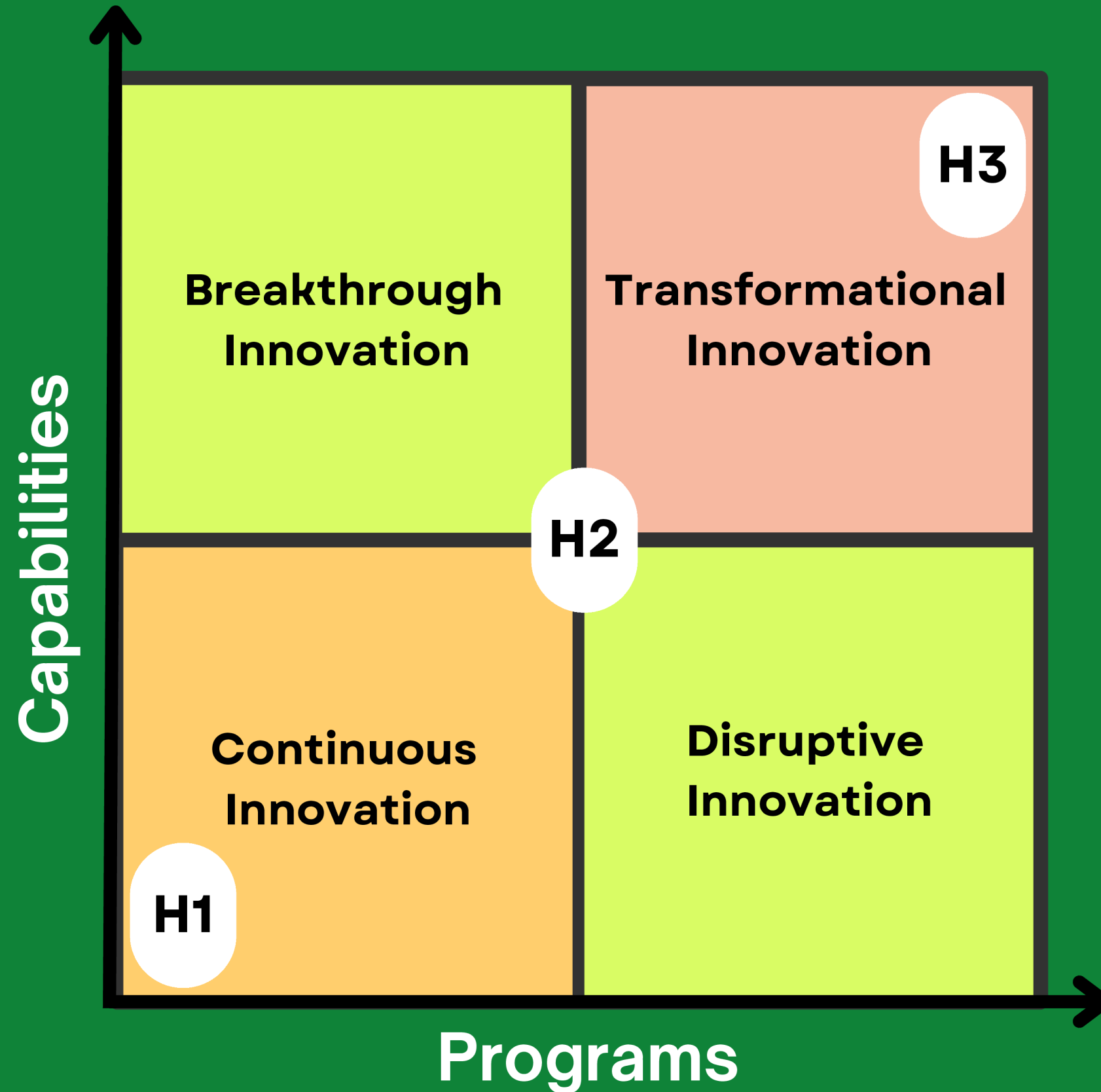
Charting Innovation



Charting the Personas



Charting the Timeline





Now what? Build your Innovation Function in 6 Steps

