

# PINNACLE VISTA TECHNOLOGY LLC

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## Innovation:

The best ideas come not only from  
Management, but from Every Employee!

LOWER COSTS  
HIGHER PRODUCTIVITY

IT Management Consulting

**SCUG** 

JD Edwards Southern California User Group

# Innovation - Defined

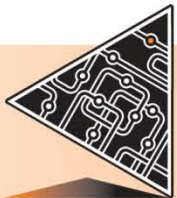
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## **Webster's Dictionary:**

- Introduction of something new; a new idea, method, or device

## **BusinessDictionary.com:**

- The process of translating an idea or invention into a good or service that creates value or for which customers will pay.

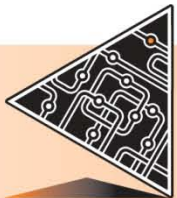


# Innovation Defined

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## **BusinessDictionary.com (cont):**

- Innovation involves deliberate application of information, imagination and initiative in deriving greater or different value from resources, and includes all processes by which new ideas are generated and converted into useful products.

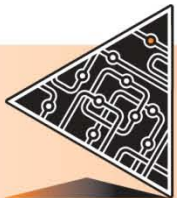


# Innovation – CEO Agenda

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“Innovation is this amazing intersection between someone’s imagination and the reality in which they live. The problem is, many companies don’t have great imagination, but their view of reality tells them that it’s impossible to do what they imagine” Ron Johnson, CEO, JCPenney; Pioneer of Apple’s retail operation

“Because its purpose is to create a customer, the business has two and only two functions: Marketing and Innovation. Marketing and Innovation produce results. All the rest are costs.” – Peter Drucker, Author and Teacher

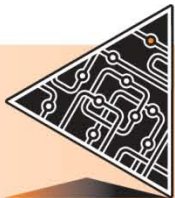


# Innovation – CEO Agenda

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- PwC's 2012 Global CEO Survey:  
“Seventy percent of US CEOs are anticipating changes to their innovation capabilities”

Innovation is critical to growing market share and staying competitive – the CEO's agenda is the agenda for all employees

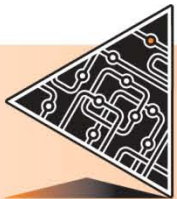


# The Culture of Innovation

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The secret to driving effective innovation within an organization – make it part of what each employee does everyday.

- Information
- Imagination
- Initiative
- Value



# The Culture of Innovation

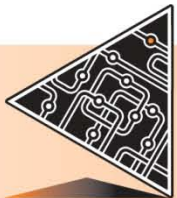
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## Barriers and Misconceptions

- I. I am not in marketing or R&D therefore innovation is not an important part of my job...

Innovative ideas are born from solving problems in your own area or enhancing customer experience - it is not all about the product.

All departments are important to the functioning of the company and small changes can have a big impact.



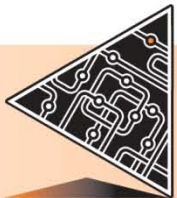
# The Culture of Innovation

## Barriers and Misconceptions (cont)

2. Management is not interested in new ideas or change outside of the preset departmental agenda

There is a natural resistance to change in any organization. The key to influencing change is selling the idea and making a compelling business case – highlight the value

Understanding how to best communicate with team members and management is critical for personal development and growth – it creates opportunity





# The Culture of Innovation

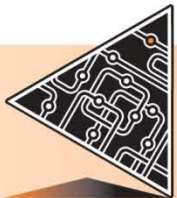
## Barriers and Misconceptions (cont)

### 3. Innovation is an accident

The most innovative companies understand that openness and a structured process that fosters creativity allows game changing ideas to come to the forefront

People – Process – Technology

Improvement to these tenants increase productivity, reduces costs, increases markets share, and overall corporate profitability

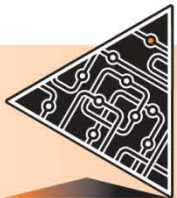


# The Culture of Innovation

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How does the cultural change start?

1. Executive Management Direction and Leadership is critical – the CEO and upper management must lead by example
2. Develop a regular process to review and evaluate ideas as a team – once a month staff meeting topic?
3. Encourage participation from all team members – make it fun and rewarding
4. As an individual – Promote your ideas and learn to sell them internally



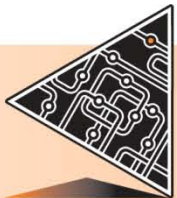
# The Culture of Innovation

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“If I had asked my customers what they wanted they would have said a faster horse.”

- Henry Ford

The power of innovation lies in the ideas for improvement that each and every one of you have – put them into action!



# Contact Information

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