



Tactics for Accelerating Systemic Innovation

Intervention / Action

Goal / Intention

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Scan, scout, steer	<ul style="list-style-type: none"> ▪ Bring in other industry experience and domain knowledge ▪ Represent information in patterns and trends ▪ Develop key shifts (3 to 4) 	<ul style="list-style-type: none"> ▪ Expand big picture view and not reinvent wheel ▪ Look at the obvious in different ways to find path through ▪ Hyper focus on organizational capacity building
Engage cultures	<ul style="list-style-type: none"> ▪ People work in each other's physical work environment ▪ Hold meetings at convenient times for different cultures ▪ Share important info, e.g. technology, financials, customers 	<ul style="list-style-type: none"> ▪ Appreciate other ways of knowing and doing ▪ Not be U.S. or "me" centric, develop respect ▪ Increase speed of information sharing
Innovate Radically	<ul style="list-style-type: none"> ▪ Find the right customer to drive innovation Process map, prototype, experiment – listen and learn ▪ Look at the customer's life and context for innovations 	<ul style="list-style-type: none"> ▪ Leverage external voice ▪ Find different ways of doing what you are doing ▪ Find things that are hiding in plain sight
Learn Rapidly	<ul style="list-style-type: none"> ▪ Pick right project to move first ▪ Do key experiments ▪ Design processes to facilitate information sharing 	<ul style="list-style-type: none"> ▪ Learn more by moving than we do sitting still ▪ Learn what works ▪ Learning is iterative and fast
Seek Collisions	<ul style="list-style-type: none"> ▪ Get focused on the customer go out and talk to customers ▪ Set up mixed salons or forums ▪ Bridge cross functional groups 	<ul style="list-style-type: none"> ▪ Get out of internal or self focus ▪ Generate different ideas, energy ▪ Breakdown walls and create knowledge sharing
Act with integrity	<ul style="list-style-type: none"> ▪ Name it and demystify it ▪ Loose and tight for coherence ▪ Communicate purpose, metaphors 	<ul style="list-style-type: none"> ▪ Be realistic, everyone gets it ▪ Apply right rules for control + creative processes in system ▪ People moving in same direction
Make Decisions Fast	<ul style="list-style-type: none"> ▪ What else do you need to know? ▪ Why can't you make this decision today? ▪ 80/20 – you know enough to move forward 	<ul style="list-style-type: none"> ▪ Dislodge from analysis paralysis ▪ Flush out "real" issue ▪ Based on what we know, what can we do today?
Execute with Discipline	<ul style="list-style-type: none"> ▪ Focus on 1 or 2 top priorities and keep driving them ▪ Create forum for cross discipline and dept. conversation at levels ▪ Metrics/processes to keep people and resources focused 	<ul style="list-style-type: none"> ▪ Create hyper focus and accountability ▪ This is day-to-day trench work so hyper vigilant on communications ▪ Tight resource alignment