I’m glad you’re here
Three Core Elements

#1 Positioning
#2 Doing
#3 Tracking
#1

Positioning
"By 2005 or so, it will become clear that the Internet's impact on the economy has been no greater than the fax machine's."

- Paul Krugman, 1998

Brightidea got its start in 1999.
Average company lifespan on S&P 500 Index in years (rolling 7-year average)

Data: Innosight analysis based on public S&P 500 data sources. See endnote on methodology.
#1 Positioning
The Right Start
Positioning

- The Expeditor
- The Pastries
- The Saúcié
- The Grill Station
- The Salad Station
- The Dish Station
The Right Start
Positioning

- The Dish Station
  - the humble dishwasher
    - Hand Faucet
    - Steel Scrubber
    - The Dishwashing Machine

Initiatives
(using the tools)

Your Activities
(running the stations)

Your Program
(running the kitchen)

Your Company
(the restaurant)
#2
Doing
The Right Start
INITIATIVES Deep-Dive

DISCUSS

Host a Company-wide Conversation on a Key Theme

Does leadership want everyone thinking about an important topic?
For example, let’s DISCUSS:

What does think bigger mean to you, and how can we all best exemplify it every day?

https://youtu.be/xpIP9OTSBNw
The Right Start
INITIATIVES Deep-Dive

Improve a Key Business Area

Brightidea Optimize

Want to solicit ideas for improvement?
With our Optimize app, you can collect ideas from employees to make incremental progress towards improving a business area.
The Right Start
INITIATIVES Deep-Dive

OPTIMIZE

Streamline Business Processes

Improve Products or Services

Implement Incremental Changes
The Right Start
INITIATIVES Deep-Dive

For example, let’s OPTIMIZE:

How can we improve the flight experience for our customers? Give us your best ideas for improvements to one or more of the experiences our customers have on every flight.
The Right Start INITIATIVES Deep-Dive

For example, let’s OPTIMIZE:
How can we improve the *flight experience* for our customers? Give us your best ideas for improvements to one or more of the experiences our customers have on every flight.

**Purchase**

**Check-In & Boarding**

**Pre-Flight & In-Flight**

**Arrival**

- Boarding
- Seating
- Overhead Luggage
- Safety
- Hygiene
- Food & Entertainment

https://youtu.be/DtyfiPIHsIg
Red
an interactive environment  |  beta  |
The Right Start
INITIATIVES Deep-Dive

Crowdsource Fresh Approaches to Critical Problems

Brightidea Solve

Got a key project that’s stuck on a problem?

With our Solve app, you can clear old bottlenecks by getting solutions to the previously unsolvable.
The Right Start
INITIATIVES Deep-Dive

SOLVE

Clear Technical Roadblocks

Resolve Business Problems

Surmount Design Obstacles
Let’s SOLVE:

You have to get a fox, a chicken, and a sack of corn across a river. You have a rowboat, and it can only carry yourself and one other thing. If the fox and the chicken are left together, the fox will eat the chicken. If the chicken and the corn are left together, the chicken will eat the corn. How do you do it?

...to be continued!
“If I had 1hr to save the world, I would spend 55 minutes defining the problem, and 5 minutes on a solution.”

- Albert Einstein
The Right Start
INITIATIVES Deep-Dive
SOLVE
Ask yourself three sequential questions:

1. Is the organization engaged?
2. Are our leaders facing major barriers?
3. Which business area needs a major upgrade?
#3 Tracking
“For every $1 invested in our innovation program we have returned over $75 to the business.”

Steve Healey
HEAD OF BT NEW IDEAS
#3

Track EVERYTHING
The Right Start
Positioning

- The Expeditor
- The Pastries
- The Saucié
- The Grill Station
- The Salad Station
- The Dish Station
Three Core Elements

- #1 Positioning
- #2 Doing
- #3 Tracking
Ask Me Anything