

Life on the Edge: What it takes to be a Rockstar IPM

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BRIGHTIDEA®

A Life on the Edge: What it takes to be a Rockstar IPM



A strong IPM is critical to the success of a corporate innovation program.

It takes lot of practice, a bit of improvisation, and learning to play the crowd.

Passion and drive is required to set-up, roll-out and scale a collaborative innovation function in a global organization.

Who is the IPM? What do they do?



- Primary Coordinator of Innovation efforts in the organization
- Help company/colleagues be more innovative
- Brightidea Platform Owner / System Administrator
- Ideally a Full Time Resource for Innovation
- Potentially reports to a CInnO / Innovation Executive

Director of Corporate Innovation

Open Innovation Director

Innovation Design

Growth Accelerator

Innovation Champions

Director of Product Development

INNOVATION PROGRAM MANAGER

Vice President of R&D

Innovation Leadership Team

Labs

Chief Innovation Officer

Head of New Ideas

Innovation Council

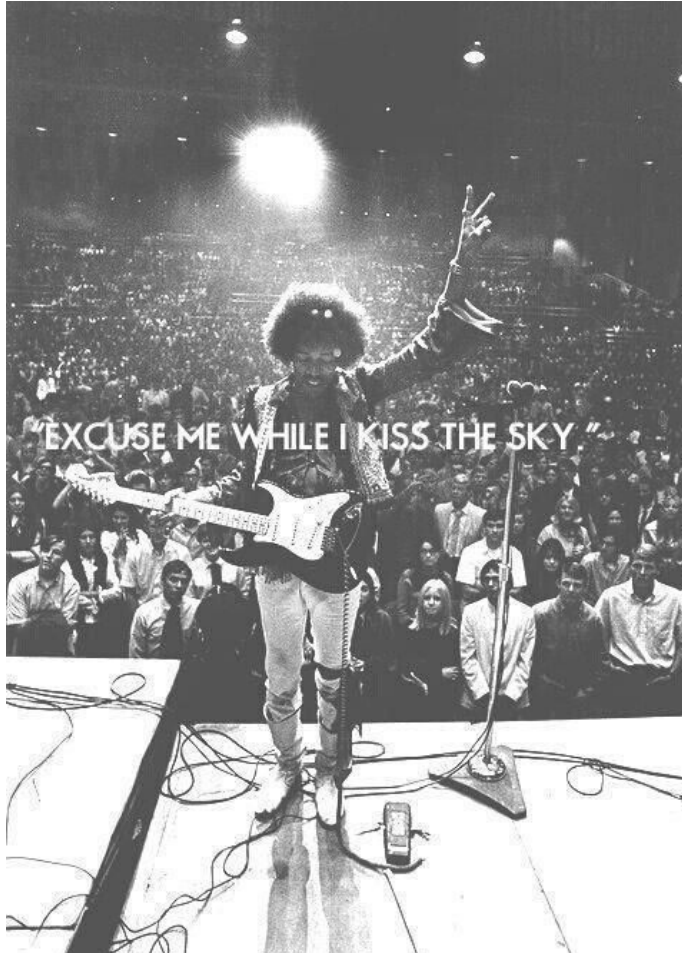
Director of Innovation

Rockstar

Distinguished Strategist

Global Technology Innovation

Job Description: Rockstar IPM



SKILLS

- Great communication and presentation skills
- Tech savvy, basic knowledge of HTML
- Process orientated and organized
- Track record of achieving goals
- Passionate about Innovation
- Customer Focused, Strategic

TRAITS

- Determined, Driven
- Charismatic, Outgoing
- Obsessed with Continuous Improvement
- Resourceful, Creative, Independent Thinker
- Tells truth to power, Nonconformist
- Connected but not Overly Political
- Not afraid of Failure, Fail Fast & Learn

Tips for Success



- Put the Customer and their Success at the Center
- Clearly Define the true Problem or Opportunity
- Develop the proper Tools and Techniques
- Gather ideas from Everyone and Everywhere
- Protect the Process, the Ideas and the Innovation Champions
- Encourage and Celebrate Failures
- Keep an Open Mind about Solutions

Interview w/ a Rockstar IPM



Greg Thompson

Director of Corporate Engineering
at Autoliv, world's largest automotive safety supplier

Brightidea Customer since Jan 2011

- 5 years as IPM
- Oct 2015 hired a new IPM under him
- Now focused on Strategic Innovation in Silicon Valley



IPM Journey



- Starting Out
- Growing Up / Obstacles
- Professionalization / Path to Enlightenment



Challenge Leader

**Mark Caron**

Project Manager Advanced
and Global Satellite, ALE

Countdown for Ideas

19 days

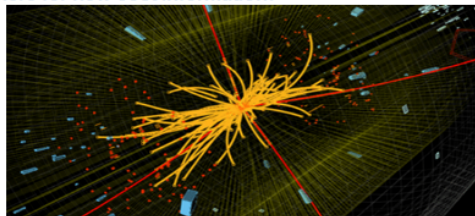
7 hours : 31 mins : 5 sec

smarter solutions for measuring impact

Whilst we are striving to avoid severe impacts, many will be a fact of life for some time to come. We will still therefore, need effective and cost efficient technologies to sense these impacts. In this challenge, we are looking at our current state-of-the-art impact sensing products and seeking smarter, more creative and cost efficient ways to provide this function.

[Click here for detailed challenge information:](#)

[New cost information added as described in the most recent Blog](#)

[Click here for new cost information:](#)

Updates Feed

**Chris Karwaczynski**

"Hi Raimund, Thank there is a possibility substrate. We surely technical specifications send it (which can be)

Design - 6 hours ago

**Christina Lindblom**
checked in for the first time.

10 hours ago

**Jacek.Wozniczka@**
checked in for the first time.

11 hours ago

Community Statistics

25 ideas
61 comments
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331 users

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User Community



Mini Tag Cloud

a and bicycle bushing
cost crashsensor
deformation dependable
different easytouse
electromagnetic electronic
fiber fibre flexibletubes
forces housing impact

Mini Idea List

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Title

Author

Date & Time

Views

Comments

Votes

Innovation saves lives.

Amazing things happen all the time.

Your ideas and inspiration are the fuel that drives innovation at safetyNET. If you are new to the platform, take a moment to review the ideation process and find out why your participation matters.

[How it works ›](#)





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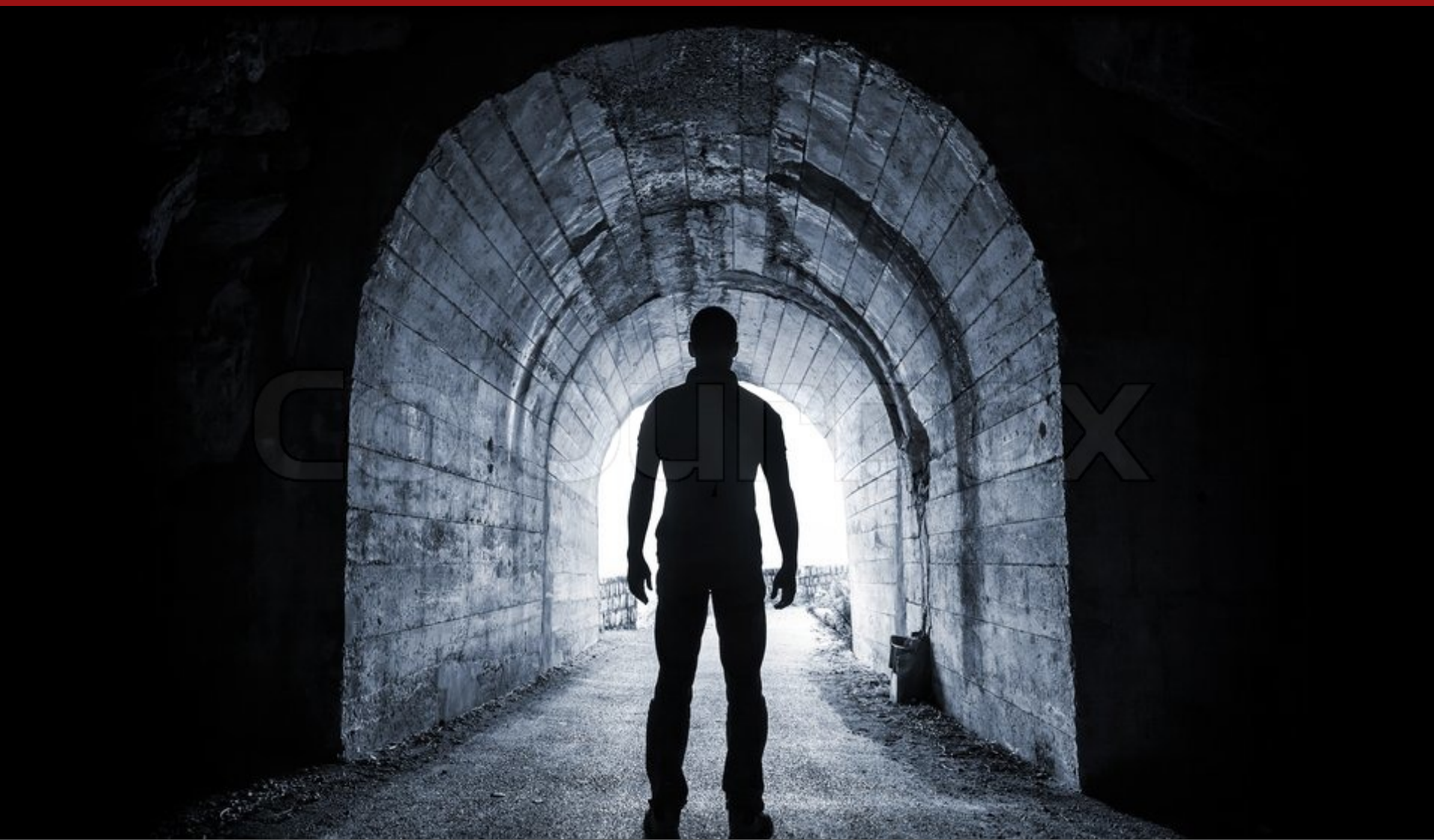
PEOPLE POWERED INNOVATION



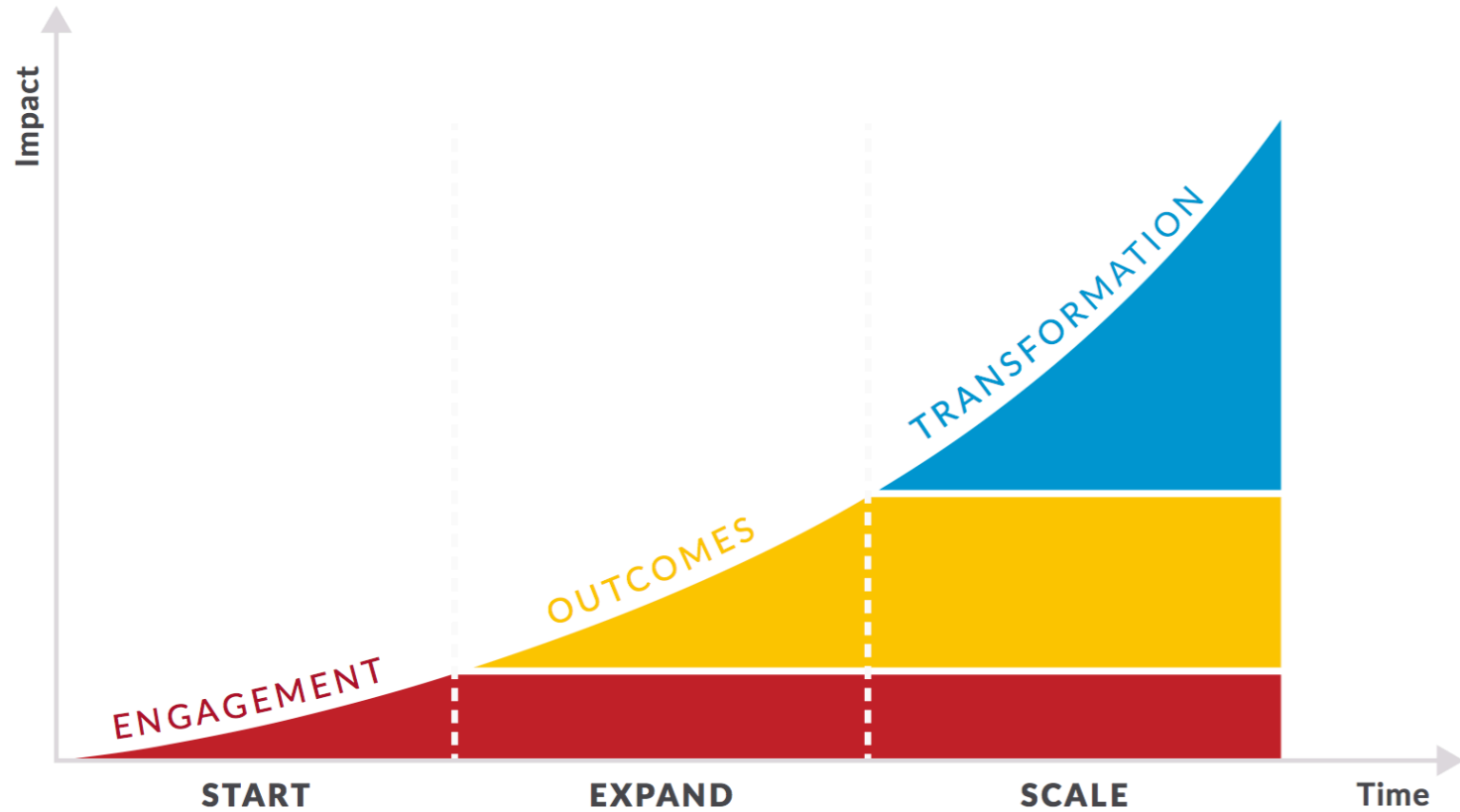
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- 🎲 Innovation is **too important** to be left to chance.
- 🕒 Stagnation is a **clear** and **present danger**.
- 📱 Silicon Valley is **not enough**.
- ⚙️ Innovation teams are **ready to roll**.
- 🎯 **Rigorous tracking** is what makes **change possible**.



MATURITY MODEL



Role Responsibilities...

- Platform Owner (though not usually the funder)
- System Administrator
- Innovation Advocate (Teacher, Cheerleader,
- Initiative Sponsor Recruiter
- Innovation Guru (Center of Excellence)
- Focused on the task
- Clarity of purpose
- Priorities
 - Innovation Strategy Alignment
 - Building an Innovation Program
 - Define process and workflow
 - Culture Change Management
 - Resource Management
- Goals
 - Maximize profits and growth
 - Make sure best ideas win
 - Communicate value of group
 - Foster Culture of Innovation
 - Drive Strategic Priorities
- Caretaker of an Innovation Program
- Owner of idea management system and tools
- Owner of innovation management process
- Understand idea management system and idea portfolio
- Ensure alignment of idea/innovation portfolio with organizational strategy
- Establish, track and report on innovation metrics
- Idea Champion / Idea Protector
- Culture Change Agent
- Remove fear from the organization
- Break down silos and provide 'big picture' view
- Provide cover and support for risk takers
- Cross-pollinator of ideas

Apps



START PHASE // These Apps require low resource investment and deliver impact in a relatively short timeframe and are thus an ideal choice for programs starting out.

**Discuss**

Initiate Engagement

**Solve**

Solve a Problem

**Optimize**

Improve a Business Area

EXPAND PHASE // These Apps yield further developed results and also have higher initial requirements. They continue to expand the influence of the innovation program.

**Hack**

Build Prototypes

**Incubate**

Develop Opportunities

**Pitch**

Fund Business Plans

SCALE PHASE // These Apps use collaborative innovation techniques to support a variety of activities throughout the organization, driving towards a full innovation ecosystem.

**Understand**

Collect Insights

**Monitor**

Track Evolving Trends

**Suggest**

Consider Any Idea

CUSTOM / DUPLICATE INITIATIVE**Custom**

Design Your Own

**Duplicate**

Duplicate an Initiative