

IT'S TIME TO START A  
COLLABORATIVE  
INNOVATION  
PROGRAM

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TELL YOUR BOSS!

Innovation is the driving force behind growth and progress in any industry, and the core of any long-term business strategy.

While companies do many different things to stimulate innovation, crowdsourcing has the highest leverage among small teams. Crowdsourcing and Collaborative Innovation lets leaders harness the creative capacity of employees, get quick wins, scale impact and have measurable outcomes. With market competition at an all-time high, maximizing impact from your Collaborative Innovation program is mission critical.

Why is it so important to always be innovating? If you don't do it, someone else will, and you'll find yourself in an unenviable position - like Kodak.

Kodak used to kill it – till it died. Kodak dominated the photographic film industry from its inception in 1888 all the way through the 1980's. As digital photographic technologies emerged in the 1990's, many of which were developed by Kodak itself, the company was painstakingly slow to incorporate these new developments in its products and get them to market. It soon found itself eclipsed by other digital camera and imaging companies, many of which were even using Kodak patents. By 2007, Kodak was no longer turning a profit. It struggled until 2012, when it filed for Chapter 11 bankruptcy protection.

Don't let this happen to your company.

Even the most established businesses are at risk of disruption. Dedicated Collaborative Innovation programs save the day.

# How to convince your boss it's time to jump start your own Collaborative Innovation Program:

- 1 Collaborative Innovation is Proven, Predictable and Repeatable
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# Collaborative Innovation is Proven, Predictable and Repeatable

Not all strategies work in all situations, but Collaborative Innovation works in any field, on any project, to produce outcomes that make sense. This same strategy can be successful over and over again, because of one simple credo: two brains are better than one...and a crowd of brains are even better.

The more people you involve, the more likely you are to solve that business critical innovation challenge.

Tracking your innovation as it occurs in an online community setting, offers visible outcomes and immediate evidence that your Collaborative Innovation program drives engagement and success. Quantifiable metrics are irresistible to stakeholders, encouraging them to take risks and invest in new initiatives, with confidence they will yield a higher return.

# Innovation is Scalable

Collaborative Innovation programs are scalable to meet the needs of every organization. Whether you are a small business or an enterprise with tens of thousands of people, these programs matter. Innovation programs allow small innovation teams to leverage the collective resources and knowledge of the entire organization and achieve measurable outcomes. And as organizations and innovation efforts grow, inviting more resources and business units to engage is easily managed because the program grows and scales with you.



# Ad Hoc Efforts Aren't Successful

One-off efforts to innovate often miss the mark because they are disconnected from the ongoing goals and challenges within the organization. Ad hoc initiatives are also not sustainable for driving continuous innovation. Collaborative Innovation broadens the scope of the programs, seeking new ideas across the organization, calling many great minds to converge on shared business goals.

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At the same time, companies using more primitive solutions like spreadsheets and homegrown tools are often missing the opportunity to crowdsource ideas from all of the people at their disposal. Many of these rudimentary solutions are focused only on collecting ideas, not the critical end-to-end process of evaluating and selecting the best ideas to implement. The result is a backlog of random ideas that have no way to move forward. Collaborative Innovation program software has evolved and matured over the past decade to help facilitate the discovery of new products and the technologies of tomorrow.

# Your Competition is Doing It

Collaborative innovation is a competitive advantage. Is it yours or theirs? Collaborative Innovation program techniques are used in every industry to stimulate progress, from building a better product to uncovering a more efficient process. It is responsible for startling transformations, and that pace is only increasing.

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With this constant state of trans-industry disruption, it's only a matter of time before your industry is the next to be flipped upside-down. Will YOU be the one leading that change or left chasing the leaders?



# Enhanced Employee Productivity & Resource Management

Maximizing employee potential is one of the greatest benefits of a Collaborative Innovation program. Unlock those hidden ideas and reduce missed market opportunities. With a Collaborative Innovation program, you can develop the potential of each individual and create a successful, connected community. Employee productivity naturally leads to better resource management, so you can concentrate efforts on areas that will be most impactful and eliminate rogue projects consuming resources and offering little innovation. Disrupt the status quo and see what opportunities arise when your employees truly collaborate and share ideas.

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# Employees are Inspired

Happy employees are productive employees – and they're more likely to stick around and contribute value to your organization. Employees want their contributions to matter to the organization, and they want to be heard. Seeking insights from every employee, regardless of position, is smart business. Cultivate their ideas and make let them know they're indispensable – and they will be. Let them know they are each integral to the success of the organization – and they will be. Collaborative Innovation programs make all of that possible and leverage people to create outcomes your competitors will envy.

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## Disrupts the Status Quo

It's necessary to look at challenges from a new perspective if you want to gain new insights. What better way to solve challenges than by engaging the collective knowledge within your organization? Collaborative Innovation fosters big picture thinking and encourages innovators to tackle business-critical problems within new contexts.



# Continuous Improvement IS Innovation

Collaborative Innovation programs foster continuous improvement within an organization.

An organization should always be moving toward something “better” - whether it’s better products, better processes, or better returns. Continuous improvement is really continuous innovation. Even very small improvements that leverage a new way of doing something, or identifying a new method, or shifting the paradigm, can have tangible results for organizations.

# Implementation is Easy & Success Will Happen

Implementing a Collaborative Innovation program requires virtually no infrastructure investment. If you have a network in your company or a mobile device, you have the physical infrastructure necessary to deploy a world-class innovation program. There is no need for an extensive IT commitment. With a moderate expenditure for software, it's easy to get started and begin driving outcomes immediately.



# GET STARTED NOW WITH COLLABORATIVE INNOVATION

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Channel those innovation program resources to options that will be most effective, like our proven best-in-class Collaborative Innovation program software.

Brightidea enables organizations to achieve their highest potential by fully harnessing the creative capacity of their people through crowdsourcing, crowdfunding and unique, specialized innovation management software and services. Brightidea has worked with over 300 leading global brands including **Accenture, BT, Cisco, GE, IBM, MasterCard,** and **Roche** to achieve tens of millions of dollars of financial innovation impact.

Contact us at [sales@brightidea.com](mailto:sales@brightidea.com) to learn more or visit [www.brightidea.com](http://www.brightidea.com) to see how our solutions can help you transform your innovation program and put you on the path to success!