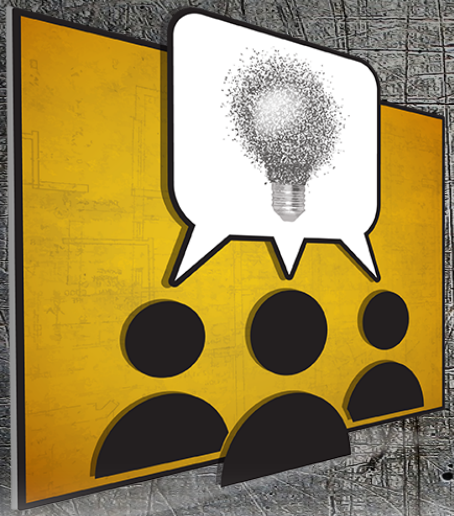
StanleyBlack&Decker

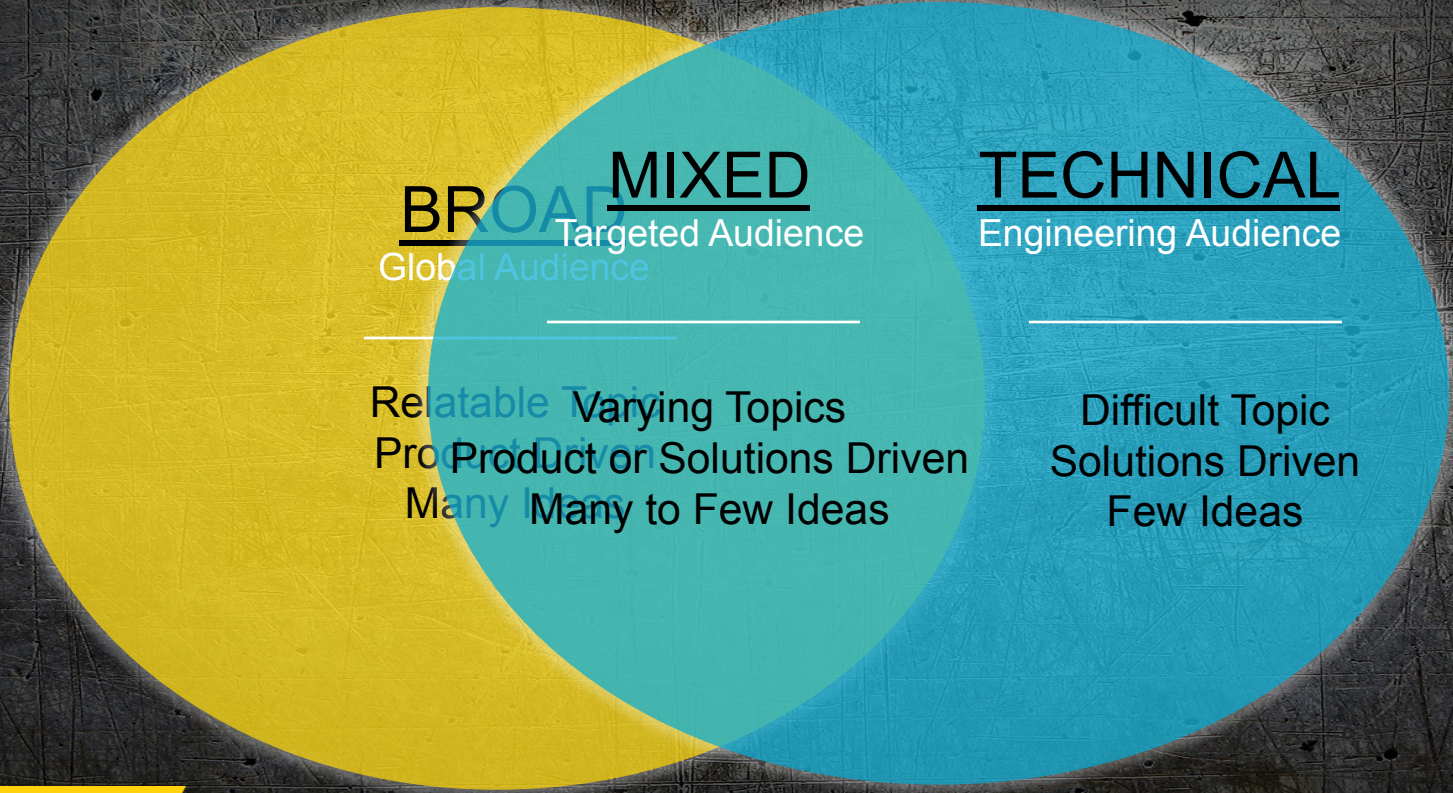


Stanley Black & Decker SFS 2.0

DRAWING BOARD

Innovation Program

Types Of Challenges



Types Of Challenges

Broad Challenges

Global Audience

BLACK+DECKER

DIYZ

STANLEY

Vidmar

LISTA

Mixed Challenges

Targeted Audience

STANLEY Security

CRIBMASTER

STANLEY Engineered Fastening

Technical Challenges

Engineering Audience

PROTO®

DEWALT

Challenge Promotion

THE NEXT BIG THING IS HAPPENING HERE

BE A PART OF IT

DRAWING BOARD

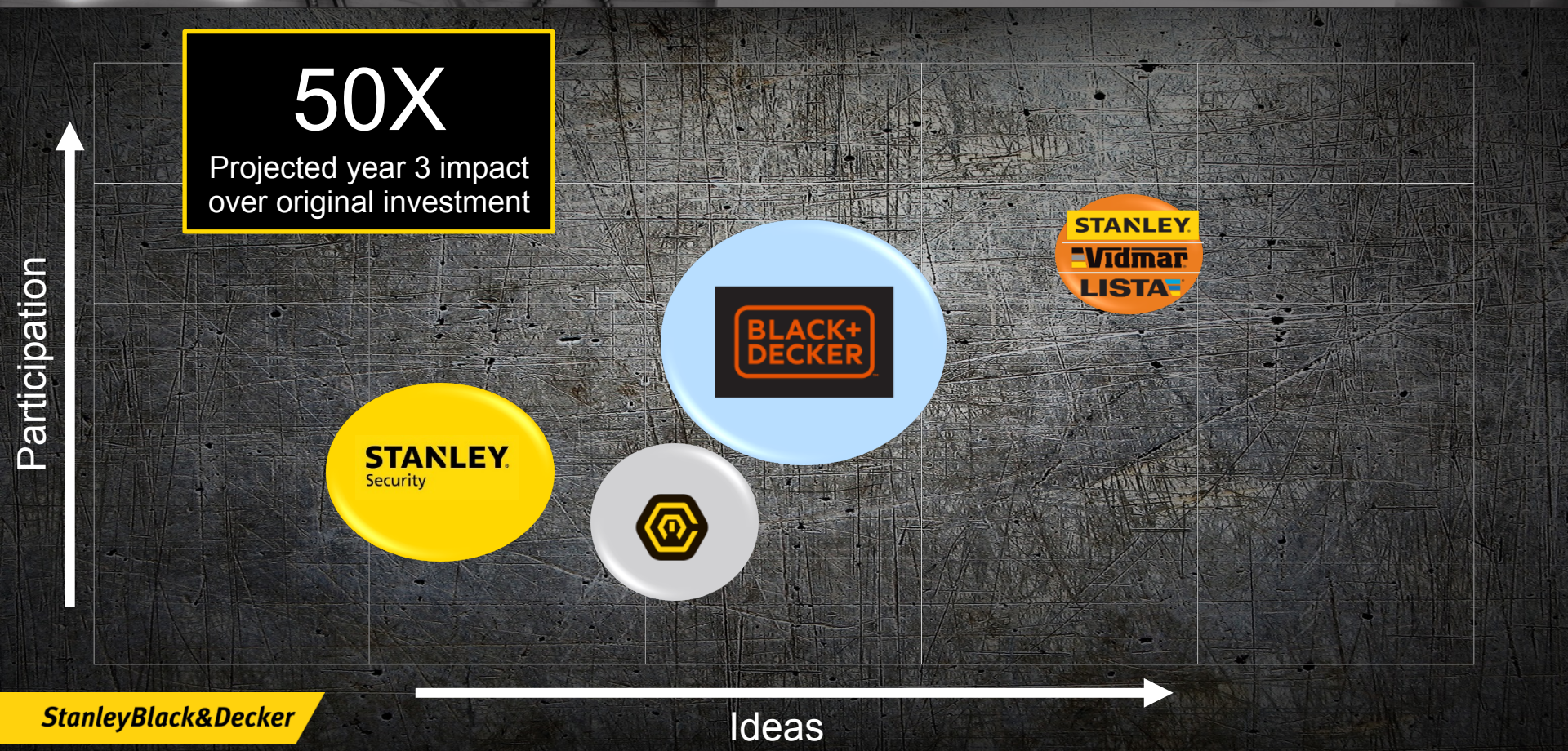
Learn how to get Involved! Share your ideas, collaborate with other employees and bring innovation to life! For More info visit:

StanleyBlack&Decker

Program Results To Date

50X

Projected year 3 impact over original investment



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Key To Success

Power Of The Problem Statement

A *clearly defined* objective sets expectations and drives better outcomes

Executive Support

Buy in from leadership *throughout the company* helps break down walls

A Team With Diverse Skills

Someone who is able and willing to *wear many hats* in order to accomplish the teams goals

Key To Success

Problem Statement Input

- Problem Details
- Market Segment
- Target Users
- The Opportunity
- Why Is This Important
- Business Impact / Goal

Power Of The Problem Statement

A *clearly defined* objective sets expectations and drives better outcomes

Executive Support

Buy in from leadership *throughout the company* helps break down walls

A Team With Diverse Skills

Someone who is able and willing to *wear many hats* in order to accomplish the teams goals

Key To Success

Key Support

- VP Human Resources
  - Head of Global Tools & Storage Human Resources
- VP Corporate Communications
  - Head of Corporate Communications
- SVP & Group Executive
  - Head of Global Tools & Storage
- Part of Breakthrough Innovation Team
  - Move Fast And Break Things

Power Of The Problem Statement

A *clearly defined* objective sets expectations and drives better outcomes

Executive Support

Buy in from leadership *throughout the company* helps break down walls

A Team With Diverse Skills

Someone who is able and willing to *wear many hats* in order to accomplish the teams goals

Key To Success

Startup Culture

- Team Background
  - Financial Risk Analytics
  - Communications
  - Loss Forecasting
  - Mechanical Engineering
  - Product Management
  - Web & Graphic Design
  - Marketing
  - Software Development
  - Program Management
  - UI/UX

Power Of The Problem Statement

A *clearly defined* objective sets expectations and drives better outcomes

Executive Support

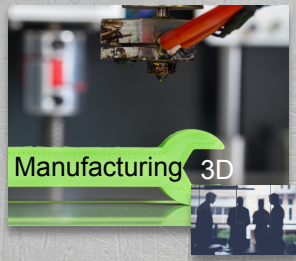
Buy in from leadership *throughout the company* helps break down walls

A Team With Diverse Skills

Someone who is able and willing to *wear many hats* in order to accomplish the teams goals

Challenge Pipeline

Q4 ‘16



DIYZ 2.0

TOTAL INNOVATION HACAKTHON
SLP Asia

External Partner

JOHNS HOPKINS UNIVERSITY
Hackathon

ideas for innovation
Open Ideas

1H ‘17

PPG PROFESSIONAL PRODUCTS GROUP

STANLEY
Oil & Gas

CPG CONSUMER PRODUCTS GROUP

STANLEY
Healthcare

INFRASTRUCTURE INNOVATION CENTER

STANLEY
Engineered Fastening

2H ‘17

External Partner Challenges

Public Challenge

STANLEY
Ventures

Universities

CCBC

JOHNS HOPKINS UNIVERSITY

UMBC

Program Expansion

Today: Internal Challenges

BLACK+DECKER
STANLEY Security
Vidmar
PROTO
CRIBMASTER
STANLEY Engineered Fastening
LISTA
DEWALT
DIYZ

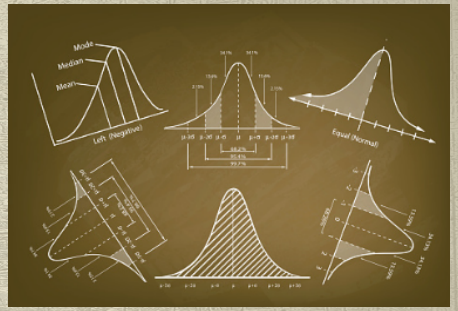
Self Sufficiency

External Expansion

Universities, Companies, Inventors

Enable Innovation

Product Analytics



Learn, Build, Innovate

MAKERSPACE

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