IT'S TIME TO START AN
INNOVATION
PROGRAM

TELL YOUR BOSS!

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

While companies strive to stimulate innovation in many different ways, crowdsourcing has the greatest power for small teams. Crowdsourcing and collaborative innovation positions leaders to harness the creative capacity of their employees, get quick wins, scale impact, and produce measurable outcomes. With market competition at a fever pitch, maximizing impact from your collaborative innovation program is mission-critical.

Why is it so important to always be innovating?

If you don't innovate, someone else will, and you'll find yourself in an unenviable position—like Kodak.

Kodak used to kill it—until it died. Kodak dominated the photographic film industry from its inception in 1888 through the 1980s. As digital photographic technologies emerged in the 1990s, many of which were developed by Kodak itself, the company was painstakingly slow to incorporate the new developments into its products. 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 and in 2012 it filed for Chapter 11 bankruptcy protection. Don't let this happen to your company by leaving innovation to chance.

Even the most established businesses are at risk of disruption.

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Need to convince your boss it's time to jump-start a collaborative innovation program? Use these key talking points

We should start a collaborative innovation program because:

1. Collaborative innovation is proven, predictable, and repeatable

2. Innovation is scalable

3. Ad hoc efforts aren't successful

4. Our competition is doing it

5. It supports employee productivity and resource management

6. Innovation disrupts the status quo

7. It inspires employees

8. Continuous improvement is innovation

9. Implementation is easy and success will happen

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1 Collaborative Innovation is Proven, Predictable, and Repeatable

Not all strategies fit every situation, but collaborative innovation works in any field, on any project, to produce outcomes that make sense, Moreover, this strategy can succeed repeatedly because two brains are better than one... and harnessing a crowd of brains is even better.

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—solid data points encourage them to take risks and invest in new initiatives with the confidence they will yield a higher return.

The more people you involve, the more likely you are to solve your business-critical innovation challenges.

2 Innovation is Scalable

Collaborative innovation programs can scale 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 use 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 easy because the program scales with you.

3 Ad Hoc Efforts Aren't Successful

One-off efforts to innovate often miss the mark because they aren't connected to the ongoing goals and challenges of the organization. Ad hoc initiatives are also not sustainable for driving continuous innovation. Collaborative innovation broadens the scope of these programs to seek out the best ideas from across the organization and converges many great minds on shared business goals.

Companies that use more primitive solutions like spreadsheets and homegrown tools risk missing the opportunity to crowdsource ideas from the deepest pool of people. Many of these rudimentary solutions focus 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.

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4 Your Competition is Doing it

Collaborative innovation is a competitive advantage, but is it yours or theirs? Every industry uses the techniques of collaborative innovation programs to stimulate progress, from building better products to discovering more efficient processes. It is responsible for startling transformations, and that pace is only increasing.

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

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5 Enhanced Employee Productivity and Resource Management

Maximizing employee potential is one of the greatest benefits of a collaborative innovation program—unlock those hidden ideas and you're more likely to seize 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 where they will have the most impact and eliminate rogue projects that consume resources and offer little innovation. Disrupt the status quo and see what opportunities arise when your employees truly collaborate and share ideas.

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6 Innovation Inspires Employees

Happy employees are productive employees—they're more likely to stick around and contribute value to your organization. Employees want their contributions to matter and they want to be heard. Seeking insights from every employee, regardless of position, is smart business. Cultivate their ideas, make sure they know that 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 it all possible and empower people to create outcomes your competitors will envy.

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7 Innovation Disrupts the Status Quo

It's necessary to look at challenges from a fresh 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.

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8 Continuous Improvement is Innovation

An organization should always be moving toward something "better." Regardless of whether that means better products, better processes, or better returns, it's all about improvement—continuous improvement is synonymous with continuous innovation. From very small changes that influence a new way of doing something to identifying new methodologies to significant paradigm shifts, collaborative innovation programs foster continuous improvement within an organization.

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9 Implementation is Easy and 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.

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GET STARTED NOW WITH COLLABORATIVE INNOVATION

Channel your organization's innovation program resources to options that will be most effective, like our proven best-in-class collaborative innovation program software.

At Brightidea, we're passionate about innovation. We believe it's the lifeblood of progress, advancing the human condition and improving the world around us. To that end, we've set out to accelerate the success of innovation by empowering those behind it with advanced software to facilitate and streamline the ideation process—and the collaboration it thrives on.

Our software is the #1 customer-rated platform for managing employee Ideas. It's designed for any size idea or innovation management initiative, has more than 2.5 million users worldwide, and has delivered more than $15 billion in net benefits to date. Engage your employees at scale, collaborate on novel solutions, and foster a culture of innovation within your company. Wherever you are in your innovation journey, our platform and people will help you get to the next level.

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