



**BRIGHTIDEA®**

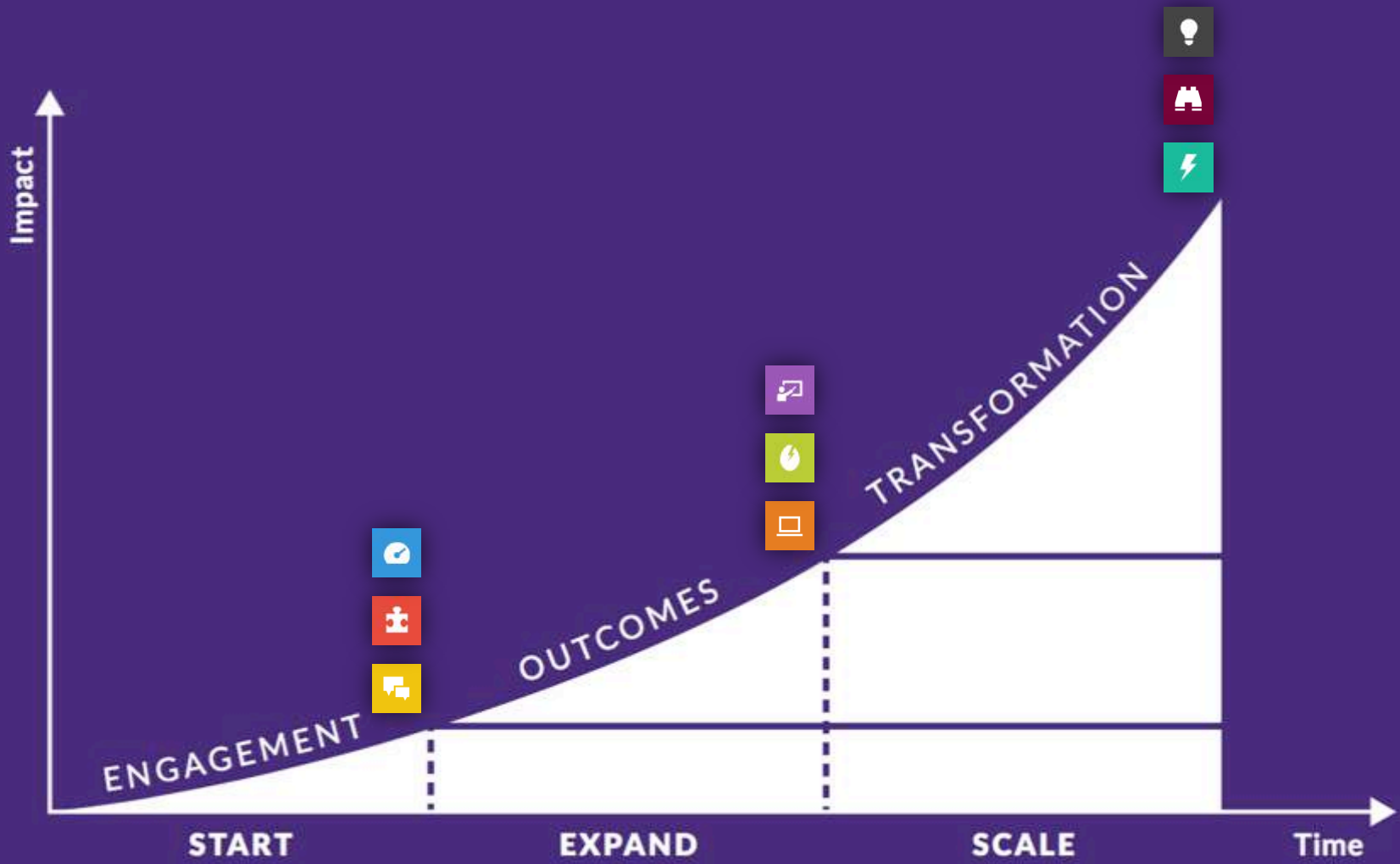
# The Right Start

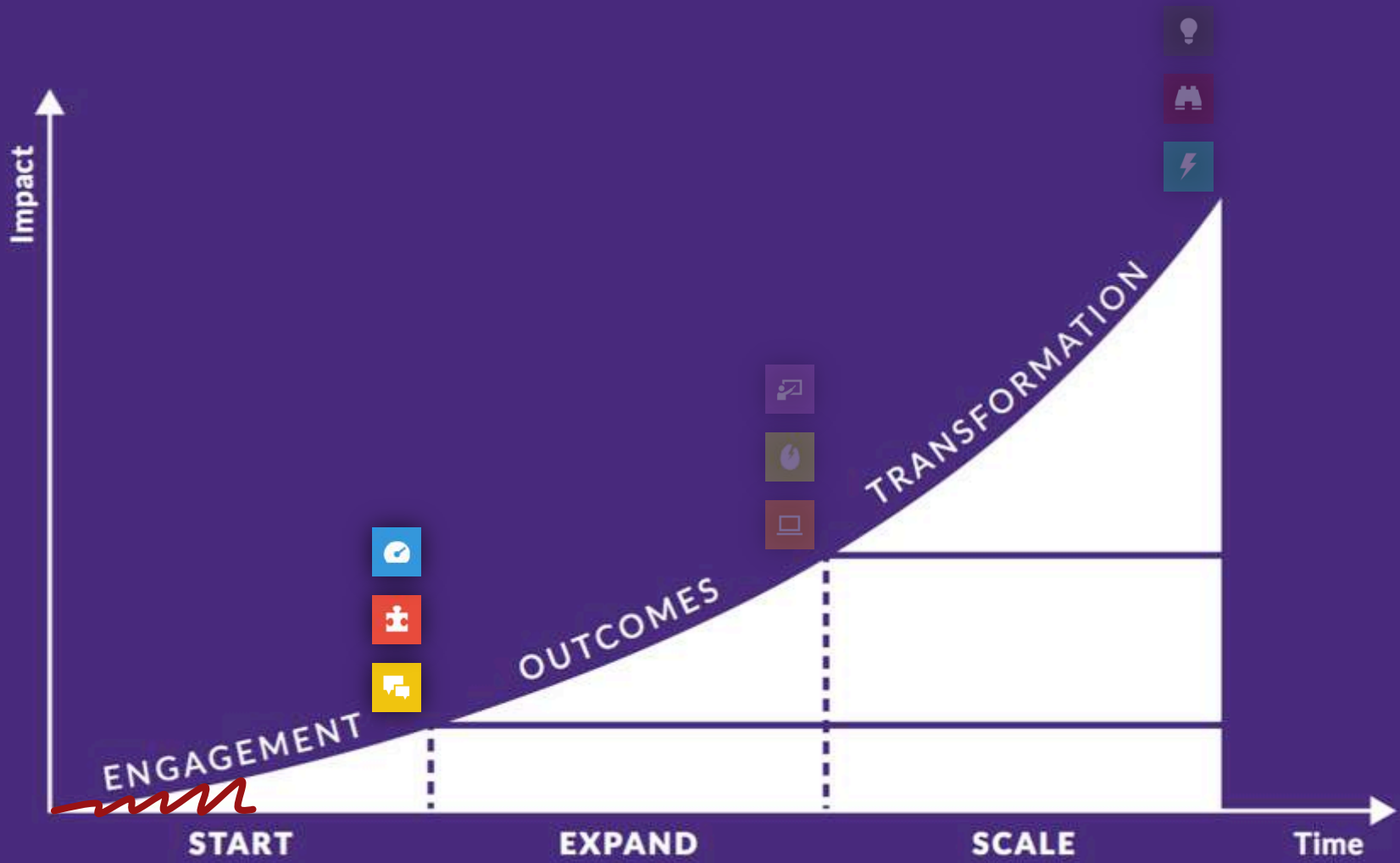
Brightidea User Conference Workshop  
Oct 14, 2016

George Kyriakopoulos  
Senior Innovation Consultant

I'm glad you're here



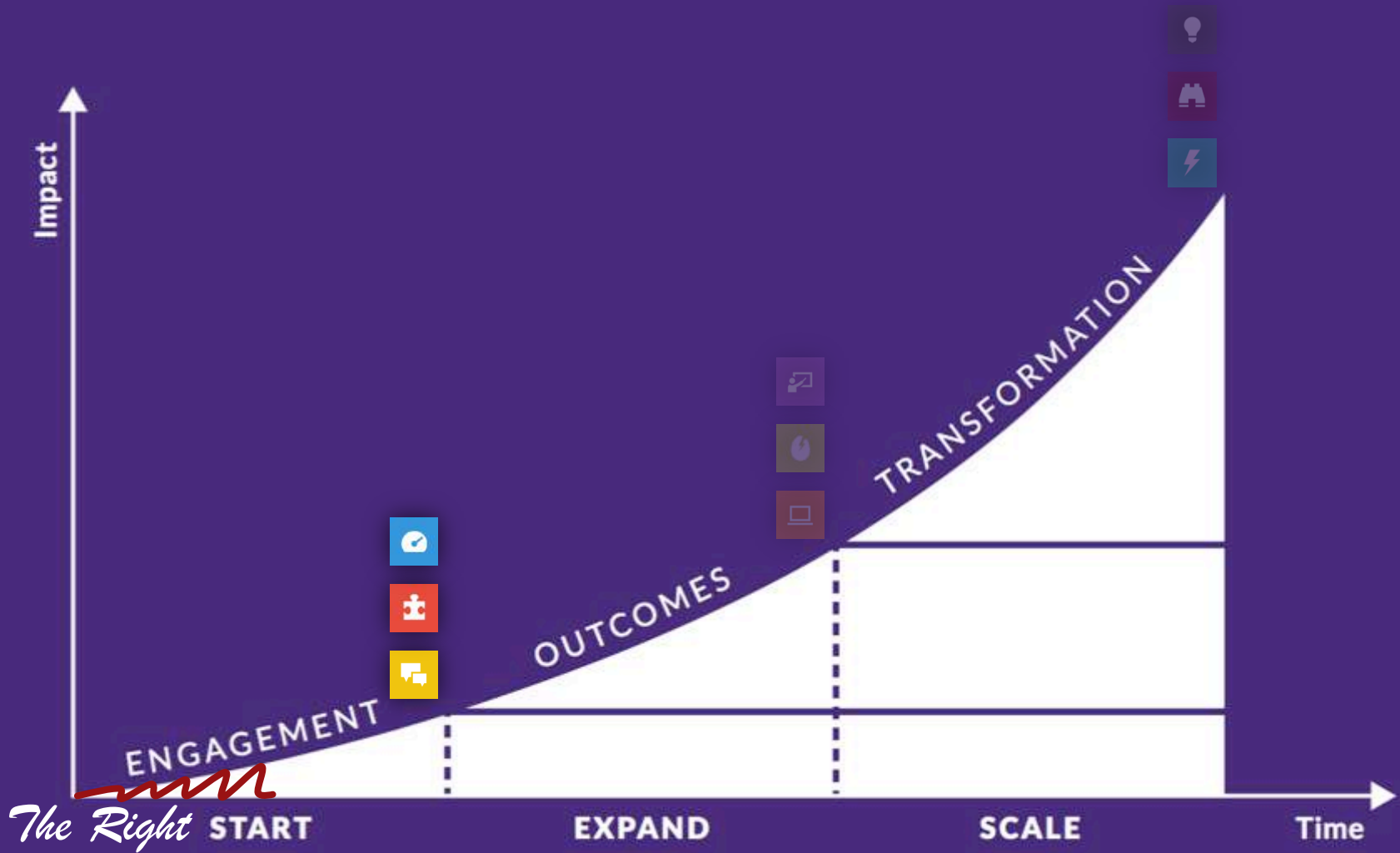




# Three Core Elements

metaphor

- #1 Positioning
- #2 Doing
- #3 Tracking



■ #1

Positioning



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MSN.com

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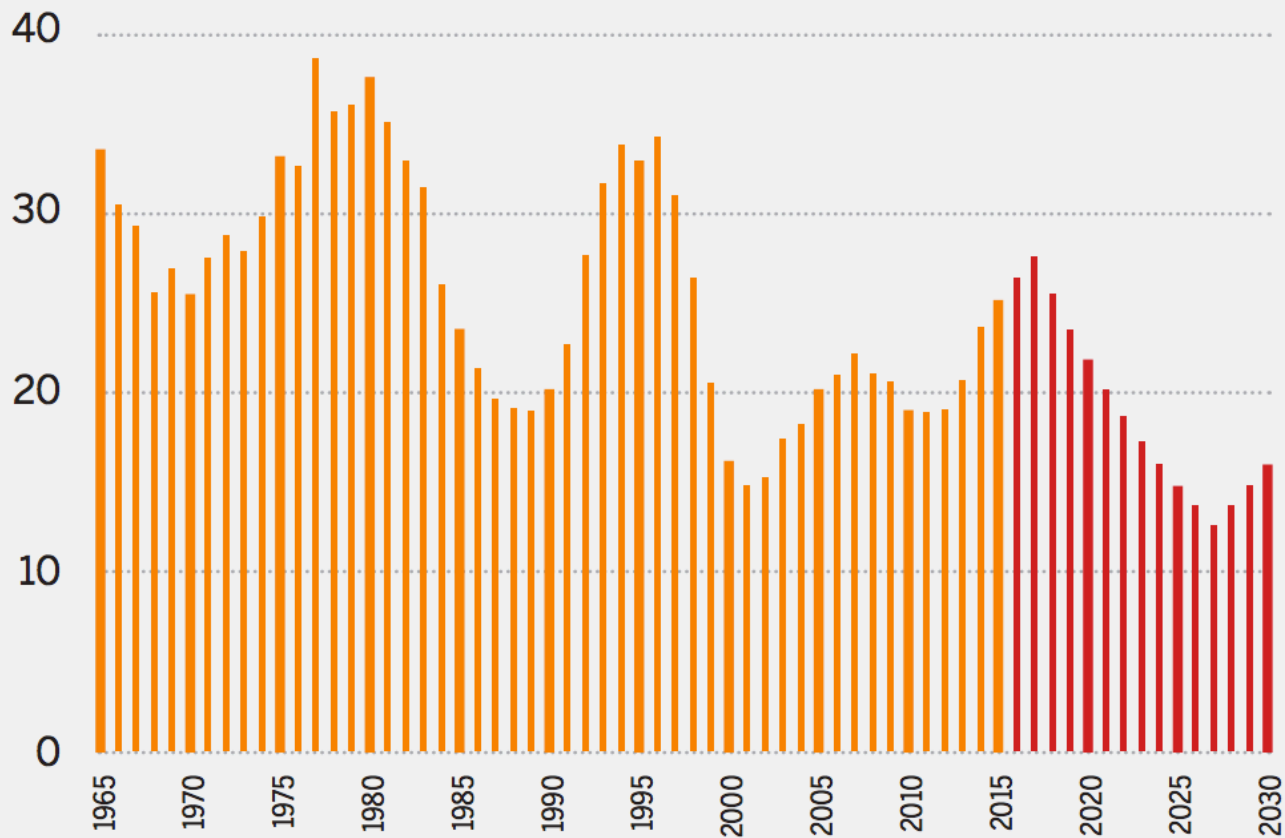
“By 2005 or so, it will become clear that the **Internet's** impact on the economy has been no greater than the fax machine's.”

– Paul Krugman, 1998

**BRIGHTIDEA<sup>®</sup>**  
was founded in 1999

**#foresight**

## Average company lifespan on S&P 500 Index in years (rolling 7-year average)



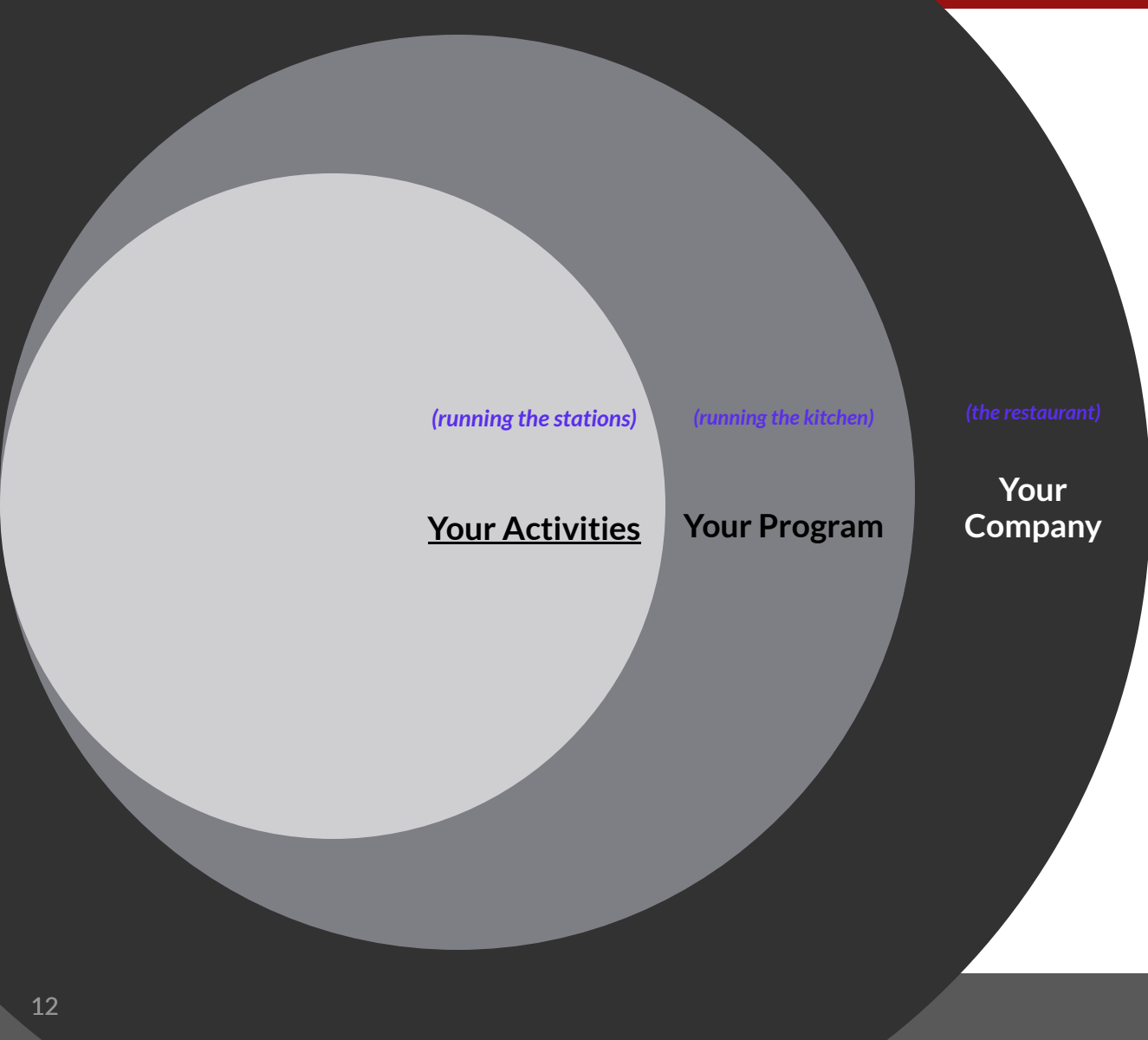
Data: Innosight analysis based on public S&P 500 data sources. See endnote on methodology.

■ #1

Positioning

# The Right Start

## Positioning



- The Expeditor
- The Pastries
- The Saucié
- 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

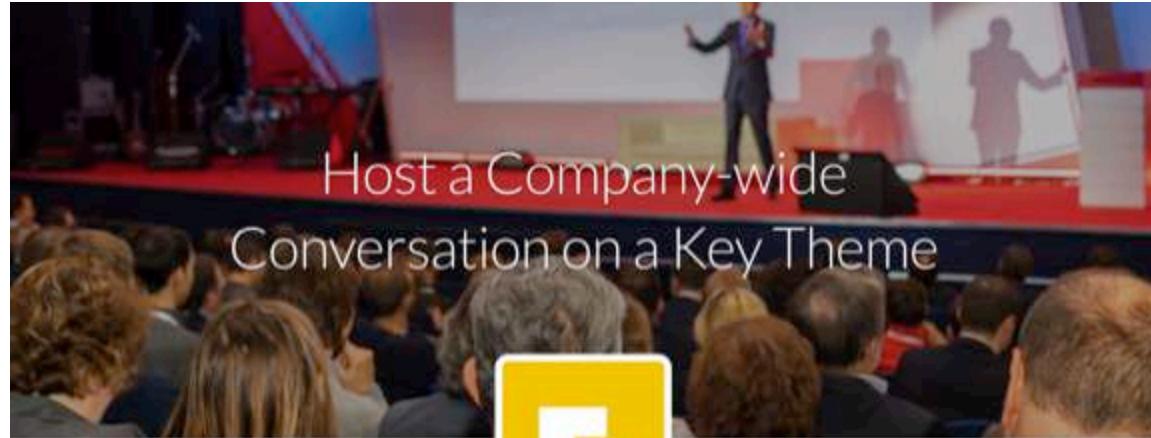


# ■ #2 Doing

# The Right Start

## INITIATIVES Deep-Dive

### DISCUSS



**Brightidea Discuss**

Does leadership want everyone thinking about an important topic?

# The Right Start

## INITIATIVES Deep-Dive

### DISCUSS



*Spark*  
**Large-Scale**  
*Discussion*



*Facilitate*  
**Cross-Silo**  
*Collaboration*



*Measure*  
*Participation &*  
**Engagement**



# The Right Start INITIATIVES Deep-Dive

DISCUSS

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



### Brightidea Optimize

Want to solicit ideas for improvement?

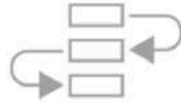
With our Optimize app, you can collect ideas from employees to make incremental progress towards improving a business area.

OPTIMIZE



# The Right Start

## INITIATIVES Deep-Dive



**Streamline**  
Business  
Processes



**Improve**  
Products or  
Services



Implement  
**Incremental**  
Changes

OPTIMIZE

# 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.

OPTIMIZE

# 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

OPTIMIZE

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



<https://youtu.be/DtyfiPIHslg>



# Red

an interactive environment | beta |

											
	watch	listen	play	talk	learn	eat	shop	kids play	quicknav	info / help	media player



seat to seat

chat room

help



watch

listen

play

talk

learn

eat

shop

kids play

quicknav

info /  
help

media  
player

drinks

snacks

meals

pairings

order history



watch



listen



play



talk



learn



eat



shop



kids play



quicknav



info /  
help



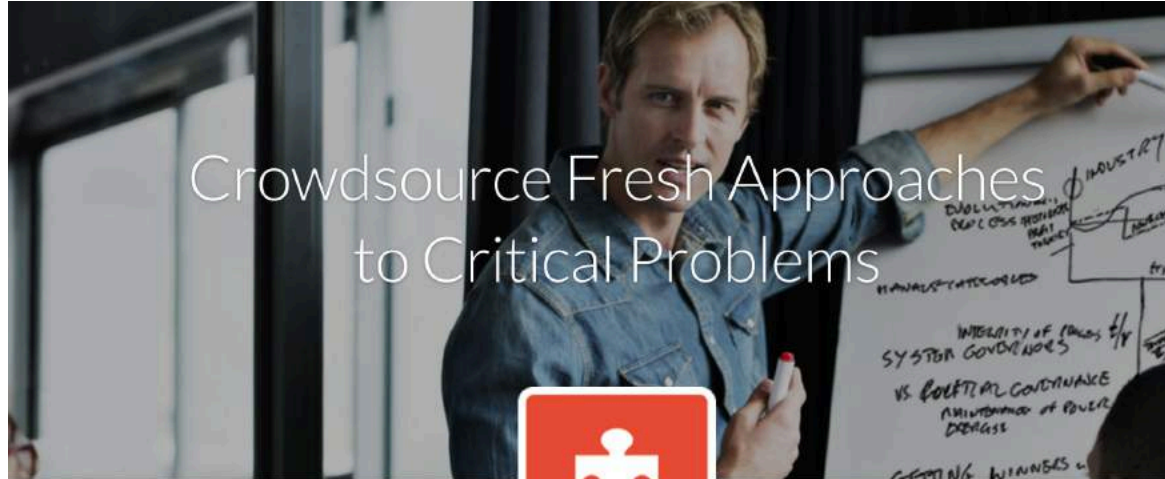
media  
player



# The Right Start

## INITIATIVES Deep-Dive

SOLVE



**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

# The Right Start

## INITIATIVES Deep-Dive



**SOLVE**

**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!*



# The Right Start

## INITIATIVES Deep-Dive



SOLVE

“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



# The Right Start INITIATIVES Selection

- 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

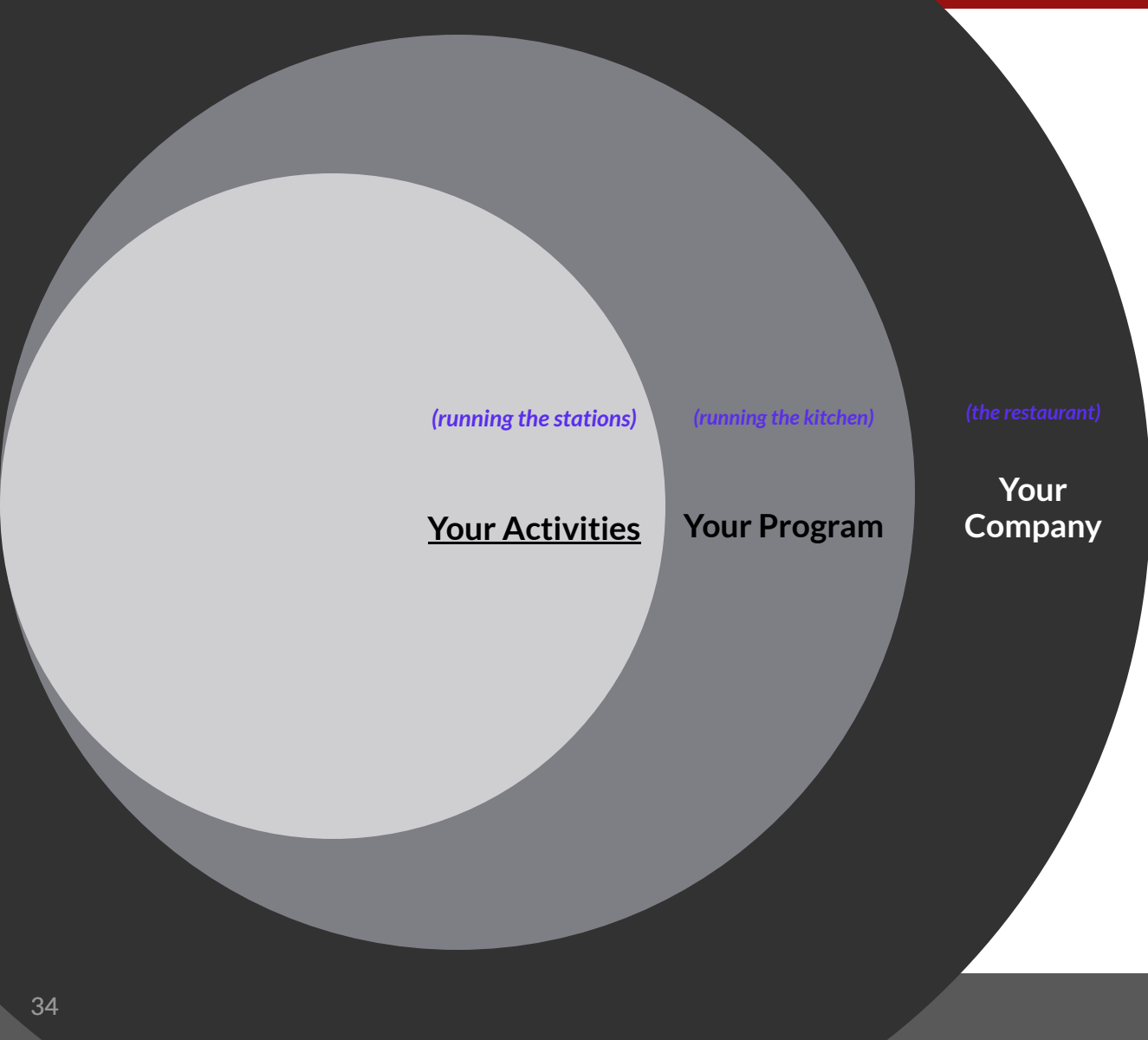




■ #3

Track

EVERYTHING



# The Right Start

## Positioning

- **The Expeditor**
- The Pastries
- The Saucié
- The Grill Station
- The Salad Station
- The Dish Station

# Three Core Elements

metaphor

- #1 Positioning
- #2 Doing
- #3 Tracking

# Ask Me Anything

