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Authors	O'Raghallaigh, Paidi
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LEANBH Project

Learning to Evaluate Blood Pressure at Home

SEMINAR 4: Disruption/Research and Innovation

Four steps towards 'selling' the value of any innovation initiative

Tech Connect Live
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RDS, Dublin

Dr Paidi O'Reilly

Innovation Advisor and
Workshop Facilitator
E: p.oreilly @ucc.ie

Innovation Research Fellow

INFANT SFI Centre
Cork University Maternity Hospital
Wilton, Cork, Ireland
www.infantcentre.ie

Adjunct Innovation Lecturer

Business Information Systems
University College Cork
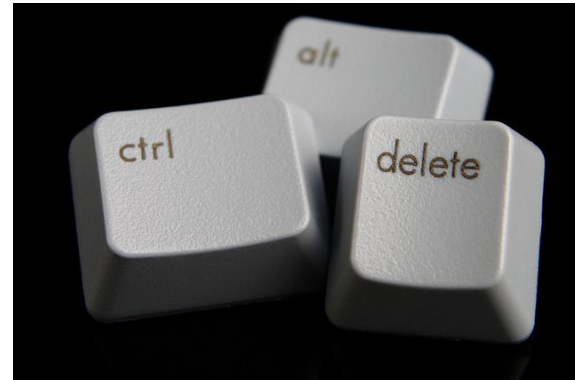*Cork City, Ireland*
www.ucc.ie

Presentation

Goal: To challenge participants to think not just in terms of how they innovate but how they communicate the *impact* that they seek to make through innovation…

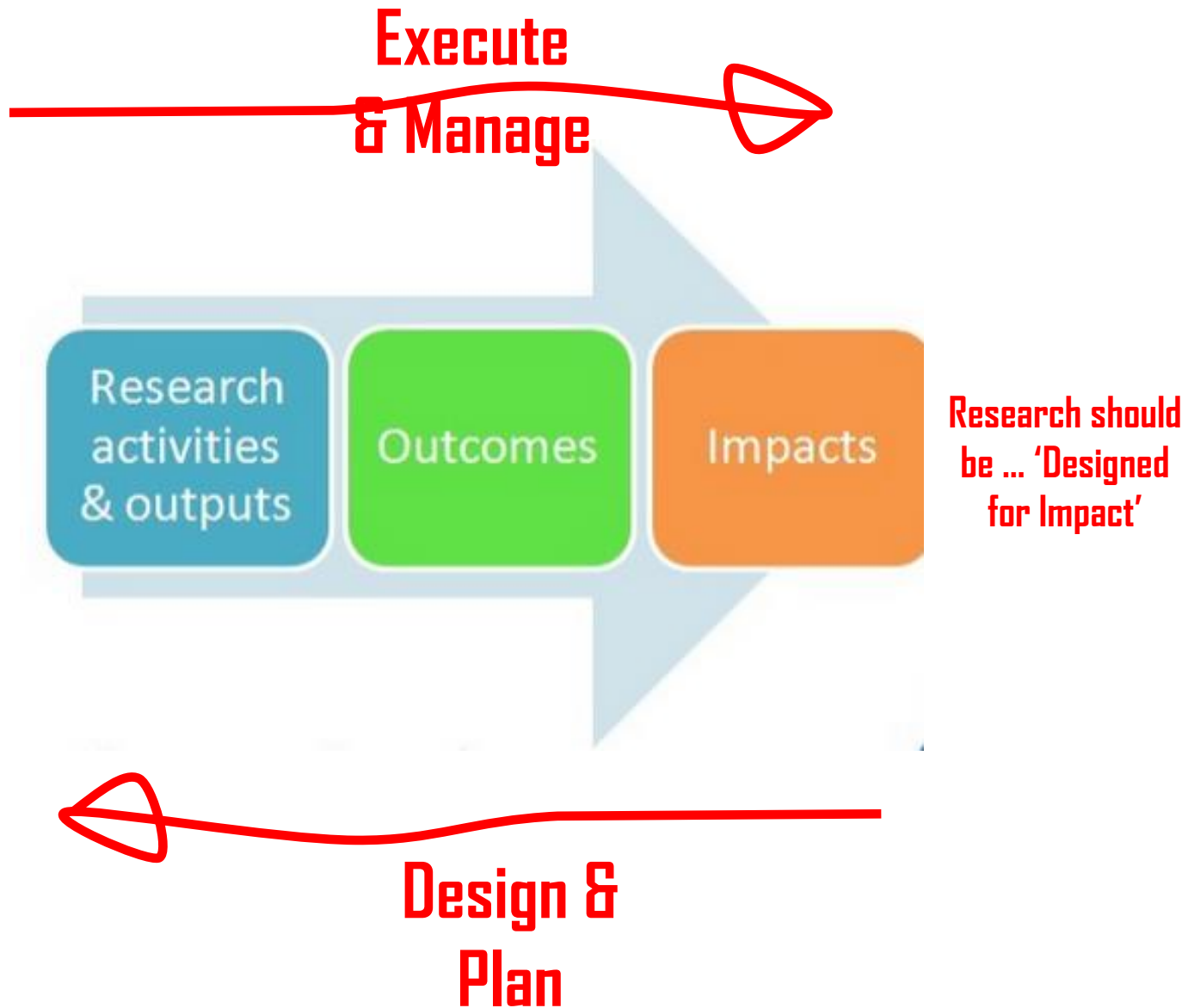Content:

- Innovation for Impact
- Designing for Impact
  - Step 1 - The *''Why'* Question
  - Step 2 - The *'What'* Question
  - Step 3 - The *'Wow'* Question
  - Step 4 - The *'How'* Question

Stretching our innovation thinking …
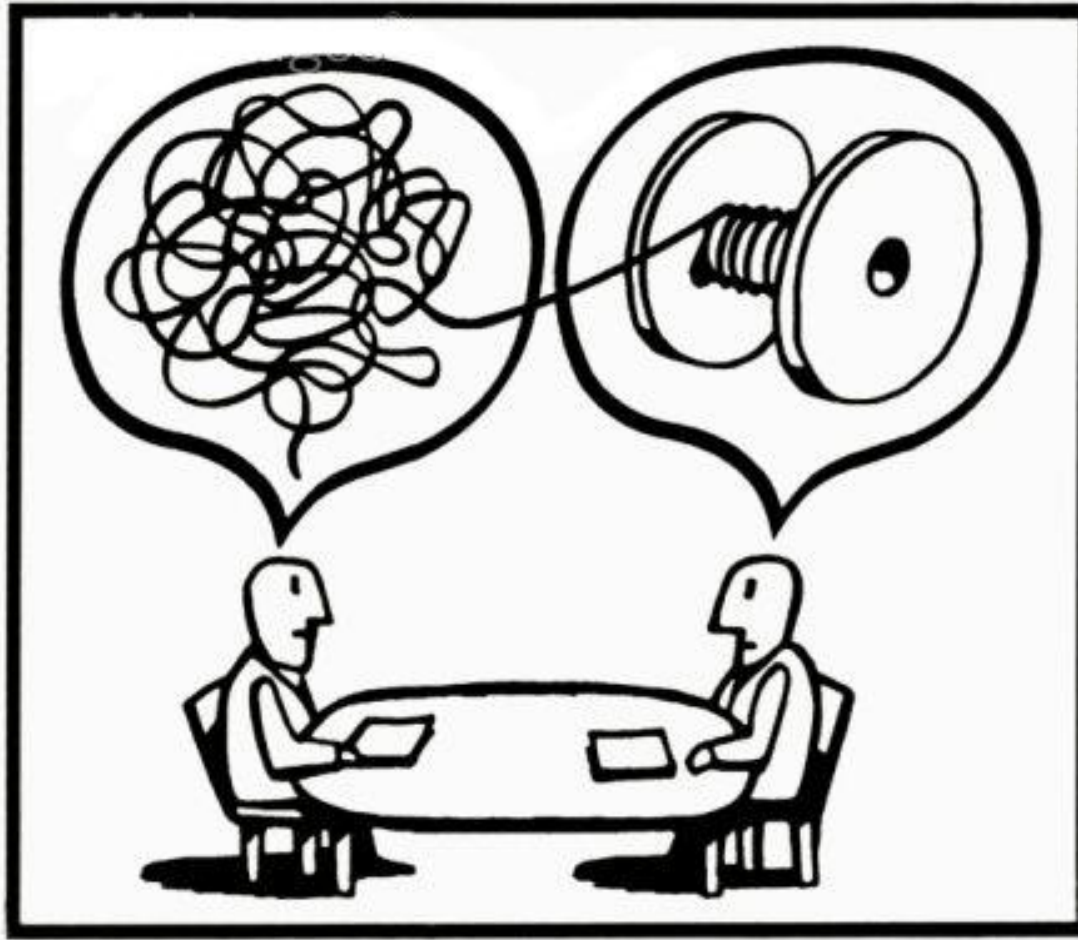
The Research Value Chain …

Execute & Manage

Research activities & outputs → Outcomes → Impacts

Research should be … 'Designed for Impact'

Design & Plan

Research for Impact

Designing for Innovation Impact

Design Workshop

Telling Your Story ...

http://irvrothman.com/images/uploads/Chaos_to_structure.jpg

Starting with the 'Why?'

Research Game: Design the Cover Story

Object? The object of the game is to suspend disbelief and to envision a future state that is so stellar that it landed your research on the cover of a well-known media outlet. The players pretend as though this future has already taken place and has been reported by the mainstream media.

Why? It is a game about imagination, whose purpose is to think expansively around an ideal future state for the organization; it's an exercise in visioning the future impact of an opportunity. This game is worth playing because it not only encourages people to "think big," but also actually plants the seeds for a future that perhaps wasn't possible before the game was played.

Source: http://content.time.com/time/covers/0,16641,20130930,00.html

So What?

The Iran Opportunity / E-Cigarettes / $20K Homes

TIME

CAN Google SOLVE DEATH?

The search giant is launching a venture to extend the human life span. That would be crazy—if it weren't Google
By Harry McCracken and Lev Grossman

Consider the 'So What' **before** you commence your innovation journey!

STEP 1

Research Game: Design the Press Release

20 min.

PRESS RELEASE

Date/Timing
Release Date

Title

Location

Paragraph 1/Intro

5 W's: Who, What, Where, Why, When

About/Bio

Contact Details

6th January, 2009
FOR IMMEDIATE RELEASE
33 TOP WEBSITE TIPS
Sydney, Australia

So What?

Source: http://buildawebsitetonight.com/press-release-template.html

Amazon and Press Releases

Amazon's Approach

Create a press release outlining the value of the product to its potential customers **before** the product is built

Press Release

They outline what problem they are solving, the existing solution and their solution that will hopefully persuade potential customers to buy the hypothetical product.

Press Release

Is not Geeky or technical but simple and straightforward. If Amazon employees find it difficult to explain then it **doesn't get built!**

Designing for Impact

Tips for Creating Press Releases

Attention Grabbing Headline

Intrigue the reader into reading the next line

Who is it for and what problem does your product solve

Also you can add the 5 why's - Who, What, When, Where, Why

What is your amazing solution to the problem?

Add your new idea of a product & also add the key solution features and why its different than the competing product. Make sure your product is desirable by creating a case study

A quote from you and a hypothetical customer

What benefit did the customer get from this? Did it save them time, money, make them more popular, etc?

Have a call to action

What should the reader do next?

I suggest 4 to 5 sentences for most of the paragraphs

If you need more info then I suggest creating a FAQ(frequently asked questions)

Designing for Impact

Innovation Game: Design the Press Release

Date/Timing
Release Date

Title
Location

Paragraph 1/Intro

5 W's: Who, What,
Where, Why, When

About/Bio

Contact Details

Translating to the 'What?'

BENEFIC IARY

BENEFICI ARY

FOR:

JOBS:

OUTCOMES:

STEP 2

Designing for Impact
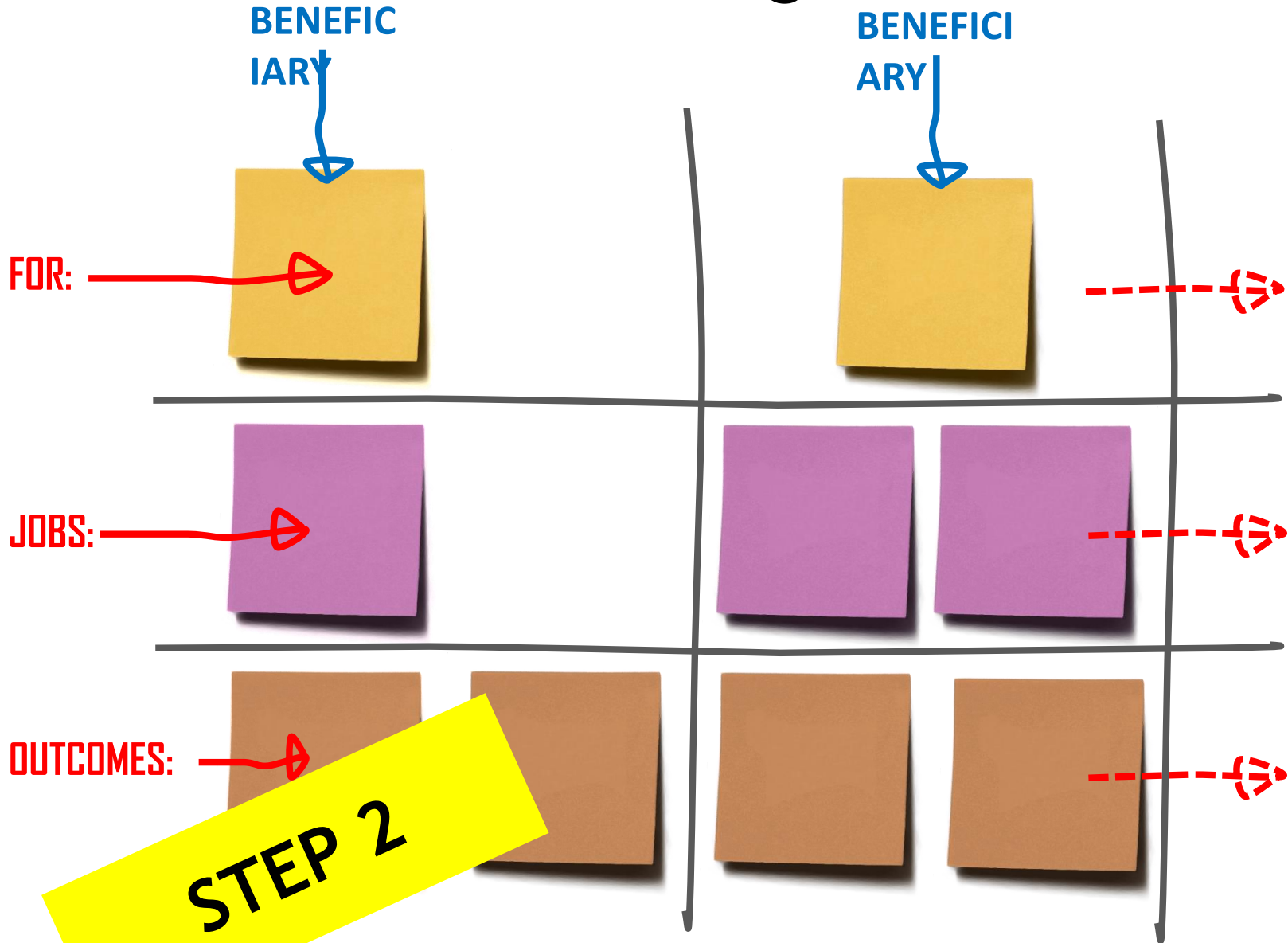
Example – Microbiota Research

Designing for Impact

FOR

- Consumers
- Food Safety Authorities
- Industry
- Economy
- Society

JOBS

- Manage Family Health
- Advise on Healthy Eating
- [...]tor [...]afety
- [...]me healthy products
- [...]ntrol Diet-related Diseases
- New/Improved Processes
- New/Improved Products
- Future Economic Value
- Share Knowledge
- Promote Healthier Population
- Prom[...] Healthier Workforce
- Promote Animal Welfare
- Build Environment Awareness

OUTCOMES

- Increase Family Wellbeing
- Reduce Diet-related Diseases
- Reduce Food Safety Cases
- Increase shelf life
- Increase Sales
- Redu[...] Wastage
- Modernise Economy
- Increase Networking
- Increase Employment
- Reduce Chronic Disease
- [...]e Health Sa[...]
- Reduce out of work days
- Reduce waste
- Improve Animal Welfare

Benefits of pro-biotic products ...

10,000 reduction in food safety cases and saving the economy 15m euro pa ...

Adding shelf life to chilled products contributes 24m euro pa ...

Each 1 euro in research delivers 8 euro in ROI to the economy ...

Save the national health system 5m euro. Save 4m euro in *lost work days* from bowel disease alone ...

Identifying 'The Wow?'

Innovation Game: Extracting the Value Proposition

My innovation provides:

> *Outputs*

To:

> *Stakeholder(s)*

In order to:

> *Purpose of outputs*

That is different in that:

> *Differentiators*

Designing for Impact

Finally moving to 'The How?'

Inputs	Activities	Outputs	Outcomes	Benefits
• Research income	• Research Work and Training	• Publications including E-Publications	• Commercial Products, Licences and Revenue	• Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services
• S...	• Workshop/Conference Organising	• Additions to National Collections	• New Companies – Spin offs, Start Ups or Joint Ventures	
• Background IP	• Facility Use	• New IP: Patents and Inventions	• Job Creation	• Higher Quality Workforce
• Infrastructure	• Membership of Learned Societies and Academies	• Policy Briefings	• Implementation of Programs and Policy	• Job Creation
• Collections	• Community and Stakeholder E...	• Media	• Citations	• Risk Reduction in Decision Making
			Integration into Policy	

Resources

Results

Research Impact Pathway

Research Execution

Research Planning

Designing for Impact

STEP 4

Innovation Game: Plan your Pathway to Value …

Prompt:
Start at the right (with the benefits) and work left …

Designing for Impact

"Plans are worthless, but planning is everything."

– A great many people
(incl. Dwight D. Eisenhower)

Finally …

Source: http://funnyshit.com.au/img/not-my-job-redux.jpg

Doing things right versus doing the right things?

Many Thanks

@ *p.oreilly @ucc.ie*

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