

Title	Four steps towards 'selling' the value of any innovation initiative
Authors	O'Raghallaigh, Paidi
Publication date	2016-05-25
Original Citation	O'Raghallaigh, P. (2016) 'Four steps towards 'selling' the value of any innovation initiative', Tech Connect Conference, RDS, Dublin, Ireland, 25 May.
Type of publication	Conference item
Download date	2025-04-17 09:59:11
Item downloaded from	<a href="https://hdl.handle.net/10468/9925">https://hdl.handle.net/10468/9925</a>

## 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**

25th May 2016  
RDS, Dublin

# Dr Paidi O'Reilly

## ***Innovation Advisor and Workshop Facilitator***

E: [p.oreilly@ucc.ie](mailto:p.oreilly@ucc.ie)

## ***Innovation Research Fellow***

INFANT SFI Centre  
Cork University Maternity Hospital  
Wilton, Cork, Ireland  
[www.infantcentre.ie](http://www.infantcentre.ie)



## ***Adjunct Innovation Lecturer***

Business Information Systems  
University College Cork  
Cork City, Ireland  
[www.ucc.ie](http://www.ucc.ie)

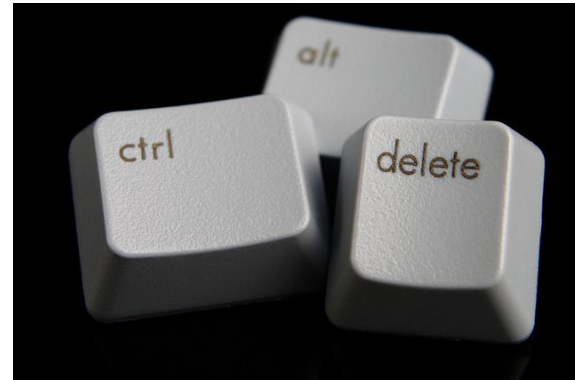


# Presentation

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...

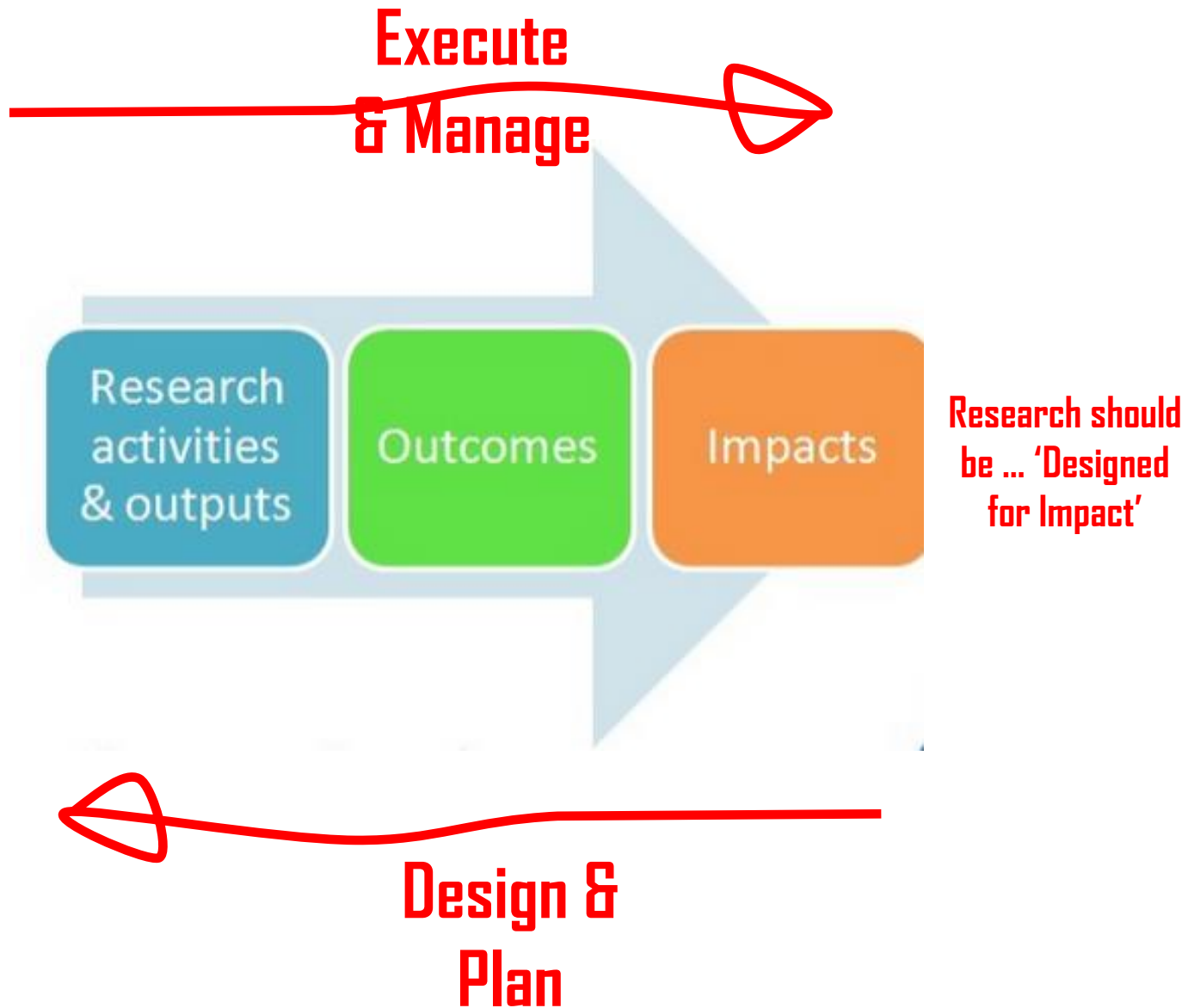
Content:

- 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 ...

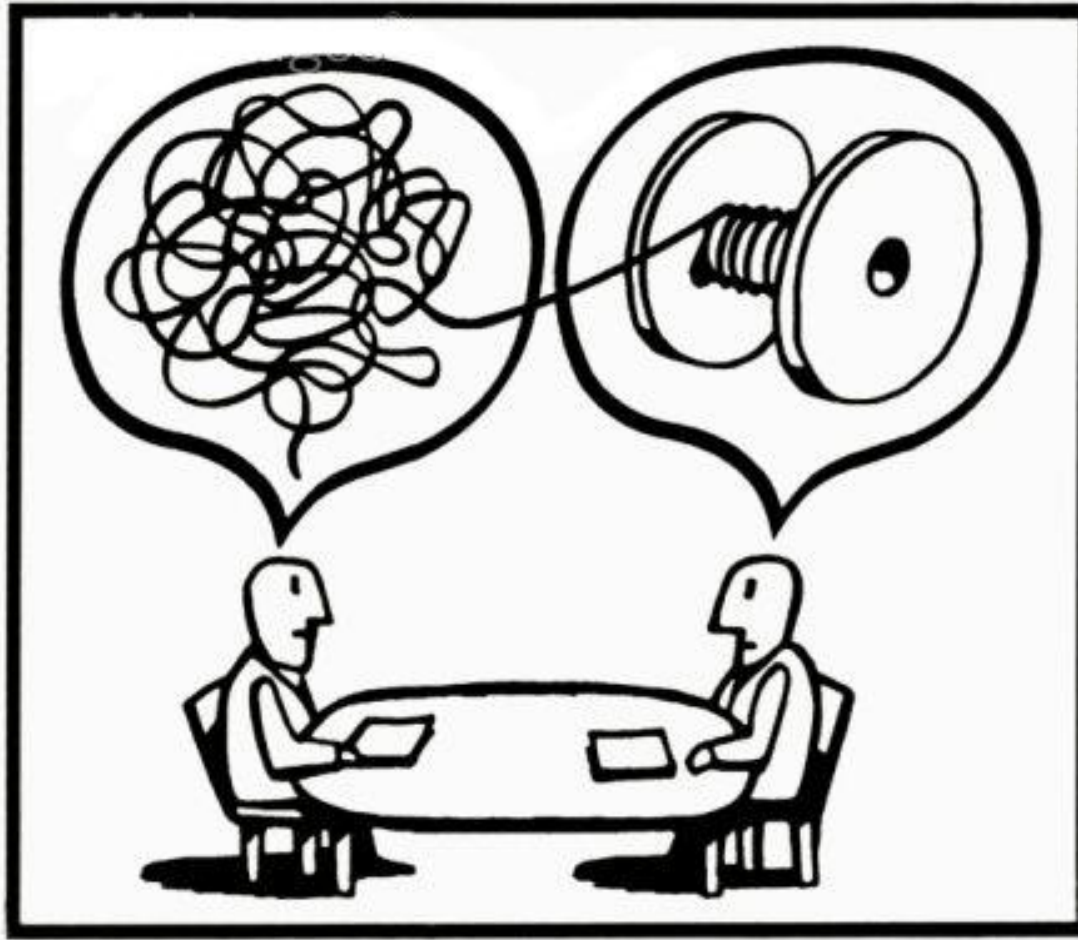


# Designing for Innovation Impact

Design Workshop



# Telling Your Story ...



# 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/0,1664,1,2013090,00.html>

So What?

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

STEP 1

## Research 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



So What?

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

Designing for Impact



# 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!**

# 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)

# 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

**PRESS RELEASE**

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

ORBITAL's follow-up to their new website and short single 'CHIME' is released on PAPER records by 10th September.

Their name derives as much from the fact that they live on (well, not actually 'on') the NET as from the orbital new wave.

Members Phil and Paul Harwood are ORBITAL and have been experimenting on their 4-track tape machines at home for only about 12 months. No experiments were made to their first single 'CHIME' which really just shows steady progress in what as it was simply a case of the time taken involved plus the cost of the tape itself.

After the success of 'CHIME' the boys were able to buy better equipment, becoming more professional. 'ORBITAL' is of a higher technical quality, but the single was still made in their living room and then mastered at Sun Theatre Studios in London.

Unlike many other bands ORBITAL are quite active on the live scene, enjoying playing live so much that they often lose money through playing venues that are off the beaten track.

Phil and Paul are obsessive in their love of the difference between a professional band and a DIY - it isn't particularly interesting to watch but because they play their music so positive and happy (rather than using words with a lot of emotion) it requires a real amount of time to produce with song structure, timing techniques and sound manipulation.

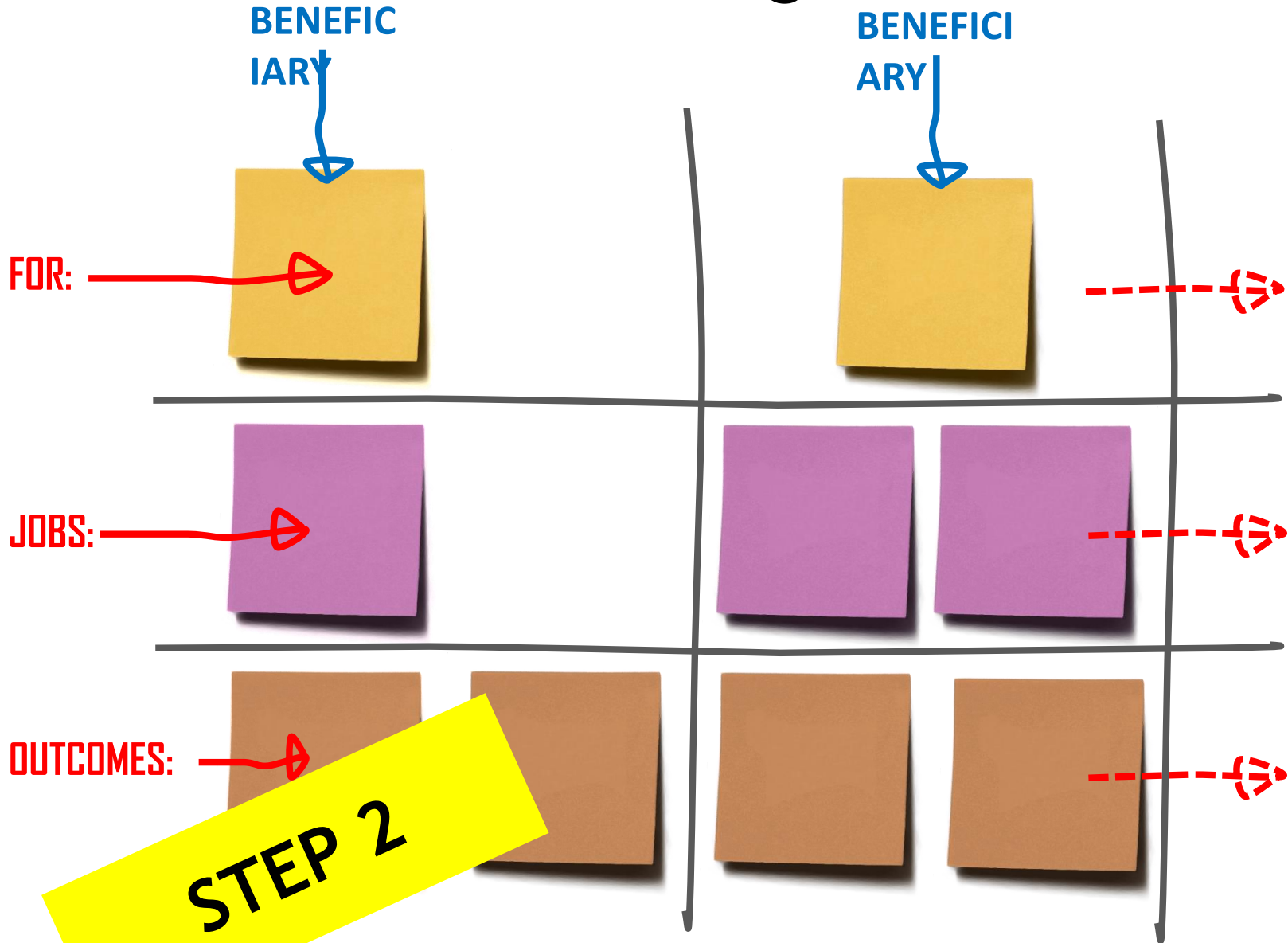
"We would prefer to be in the background playing their unknown from the DJ (unannounced as people just love our music rather than expect an something else)" explained Phil, who with his brother Paul is currently experimenting with other visual mediums such as film and light that are complementary to their music.

ORBITAL are keeping a low profile just now so as to give their time to work on the band and on their forthcoming debut album.

ORBITAL - Aural & Visual experiments



# Translating to the 'What?'





# Example - Microbiota Research

FOR

Consumers

Food  
Safety  
Authorities

Industry

Economy

Society

JOBS

Manage  
Family  
Health

Advise on  
Healthy  
Eating

for  
safety

New/Improved  
Processes

Future  
Economic  
Value

Share  
Knowledge

Promote  
Healthier  
Population

Promote  
Animal  
Welfare

Time  
healthy  
products

Control  
Diet-  
related  
Diseases

New/Improved  
Products

Promote  
Healthier  
Workforce

Build  
Environment  
Awareness

OUTCOMES

Increase  
Family  
Wellbeing

Reduce  
Diet-related  
Diseases

Increase  
shelf life

Increase  
Sales

Modernise  
Economy

Increase  
Networking

Reduce  
Chronic  
Disease

Reduce  
waste

Reduce  
Food Safety  
Cases

Reduce  
Wastage

Increase  
Employment

Health  
Sa

Reduce out  
of work  
days

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 ...

Designing for Impact

# Identifying ‘The Wow?’

**Research Game: Creating a Research Value Proposition**

 20 min.

My research provides:

To:

In order to:


That is different in that:

*Outputs*

*Stakeholder(s)*

*Purpose of outputs*

*Differentiators*



Copyright Paidi O'Reilly

**Wow?**

**Research Purpose**

The title of my research is:

My research addresses the question of:

*Research Title*

*Research Question*

**RXF Worksheet**

**Impact**

If successful the impact of the research will be to:

Even if unsuccessful the impact of the research will still be to:

The limitations of my research are:

*Impact factors*

*Future Directions*

**RXF Worksheet**

**Lessons Learnt**

What I learnt most from my research was:

What others can learnt most from my research is:

*Personal Lessons*

*External Lessons*

**RXF Worksheet**

**STEP 3**



# 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*



Copyright Paidi O'Reilly

# Finally moving to ‘The How?’

Resources		Research Impact Pathway		Results
Inputs	Activities	Outputs	Outcomes	Benefits
<ul style="list-style-type: none"> <li>Research income</li> <li>Staff</li> <li>Background IP</li> <li>Infrastructure</li> <li>Collections</li> </ul>	<ul style="list-style-type: none"> <li>Research Work and Training</li> <li>Workshop/Conference Organising</li> <li>Facility Use</li> <li>Membership of Learned Societies and Academies</li> <li>Community and Stakeholder Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Publications including E- Publications</li> <li>Additions to National Collections</li> <li>New IP: Patents and Inventions</li> <li>Policy Briefings</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Products, Licences and Revenue</li> <li>New Companies – Spin offs, Start Ups or Joint Ventures</li> <li>Job Creation</li> <li>Implementation of Programs and Policy</li> <li>Citations</li> <li>Integration into Policy</li> </ul>	<ul style="list-style-type: none"> <li>Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services</li> <li>Higher Quality Workforce</li> <li>Job Creation</li> <li>Risk Reduction in Decision Making</li> </ul>

Research Execution

STEP 4

Research Planning

Designing for Impact

# Innovation Game: Plan your Pathway to Value ...



Resources		Research Impact Pathway		Results
Inputs	Activities	Outputs	Outcomes	Benefits
<ul style="list-style-type: none"> <li>Research income</li> <li><b>Research Execution</b></li> <li>Background IP</li> <li>Infrastructure</li> <li>Collections</li> </ul>	<ul style="list-style-type: none"> <li>Research Work and Training</li> <li>Workshop/Conference Organising</li> <li>Facility Use</li> <li>Membership of Learned Societies and Academies</li> <li>Community and Stakeholder Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Publications including E-Publications</li> <li>Additions to National Collections</li> <li>New IP: Patents and Inventions</li> <li>Policy Briefings</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Products, Licences and Revenue</li> <li>New Companies – Spin offs, Start Ups or Joint Ventures</li> <li>Job Creation</li> <li>Implementation of Programs and Policy</li> <li>Citations</li> </ul>	<ul style="list-style-type: none"> <li>Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services</li> <li>Higher Quality Workforce</li> <li>Job Creation</li> <li>Risk Reduction in Decision Making</li> </ul>
		Integrating Policy		<b>Research Planning</b>



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



“Plans are worthless, but  
planning is everything.”

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



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

# Many Thanks



*p.oreilly@ucc.ie*

*Doing things right versus  
doing the right things?*

## Bibliography

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) 'Open innovation and the quest for a theoretical core'. *Journal of Decision Systems*, 21 (1):1-19.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) 'The design of effective theory'. *Systems, Signs & Actions (An International Journal on Communication, Information Technology and Work)*, 5 (1):117-132.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) 'A Re-Conceptualisation of Innovation Models to Support Decision Design'. *Journal of Decision Systems*, 20 (4):361-382.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Bringing some Order to the 'Black Art' of Innovation Measurement . In: Tadhg Nagle eds. *The 6th European Conference on Information Management and Evaluation University College Cork*, pp.243-250

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Using Focus Groups to Evaluate Artefacts in Design Research . In: Tadhg Nagle eds. *The 6th European Conference on Information Management and Evaluation University College Cork*, pp.251-257

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) Building towards a Software Based Innovation Modelling Tool . In: Springer series of Lecture Notes in Business Information Processing eds. *The 7th International Workshop on Enterprise & Organizational Modeling and Simulation (EOMAS 2011) London, UK*, p192-213

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) Towards an Ontology of Innovation Models: a Conceptual Framework *The 19th European Conference on Information Systems (ECIS2011) Aalto University School of Economics, Helsinki, Finland*, pp. 1-13

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) The Design of Effective Theory *The International and Interdisciplinary Workshop on Practice Research Aalto University School of Economics, Helsinki, Finland*, pp. 1-14

O'Raghallaigh, P.; Sammon, D; and Murphy, C. (2010) Theory-building using Typologies: A Worked Example of Building a Typology of Knowledge Activities for Innovation, *IFIP 8.3, International Conference on Collaborative Decision Making (DSS2010) Lisbon, Portugal*, pp. 371-382

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2010) Map-Making and Theory-Building: Principles for Achieving Presentational and Content Effectiveness *International Conference on Information Systems (ICIS 2010) St Louis, Missouri, USA*, pp. 1-17