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Blue Skies Thinking for Blue Growth - Atlantic Area Seminar

Workshop Using the Job Grid to Explore for Opportunities

30th May 2018

Cork County Hall, Vertigo

13:30 – 15:00pm

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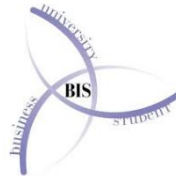
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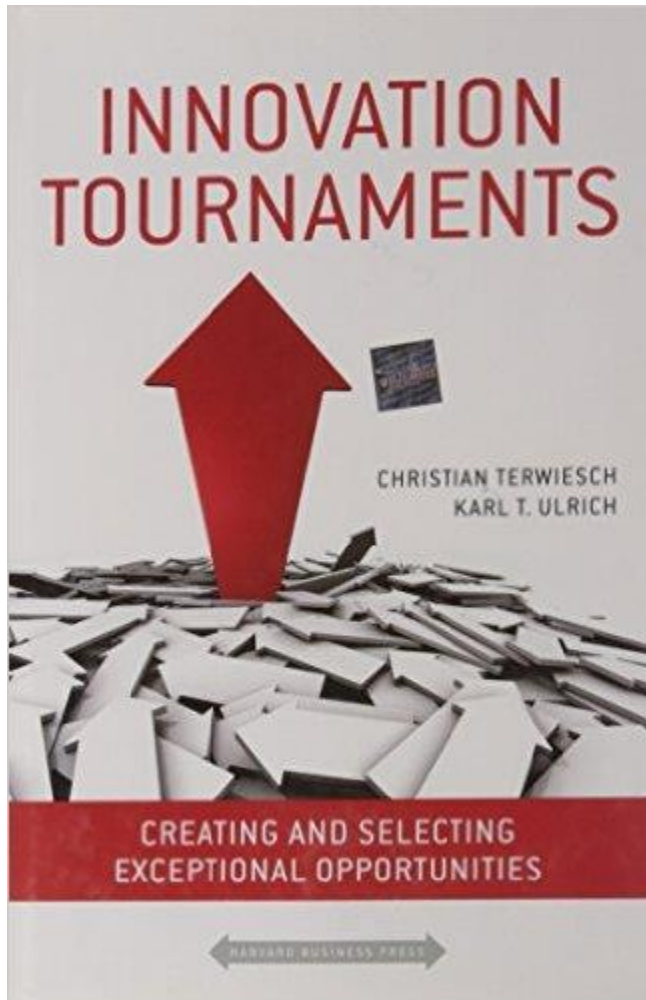


Innovation Lecturer

Irish Management Institute



What is Innovation?



According to Christian Terwiesch, co-author of 'Innovation Tournaments', **innovation is defined as “... a new match between a need and a solution so that value is created”.**

It's the innovator's job to come up with solutions capable of meeting those needs.

The novelty can be in *the solution*, in *the need*, or in *the match*¹.

Innovation is a Struggle

Most Attempts at Innovation Fail



But by integrating three types of insights - customer needs, competitive patterns, and a company's own capabilities - and combining them with solid protocols, innovation becomes a routine competence and companies can double or triple their success rates. And the really big hits are often the products that innovate in not one but two or three or more "innovation spaces."

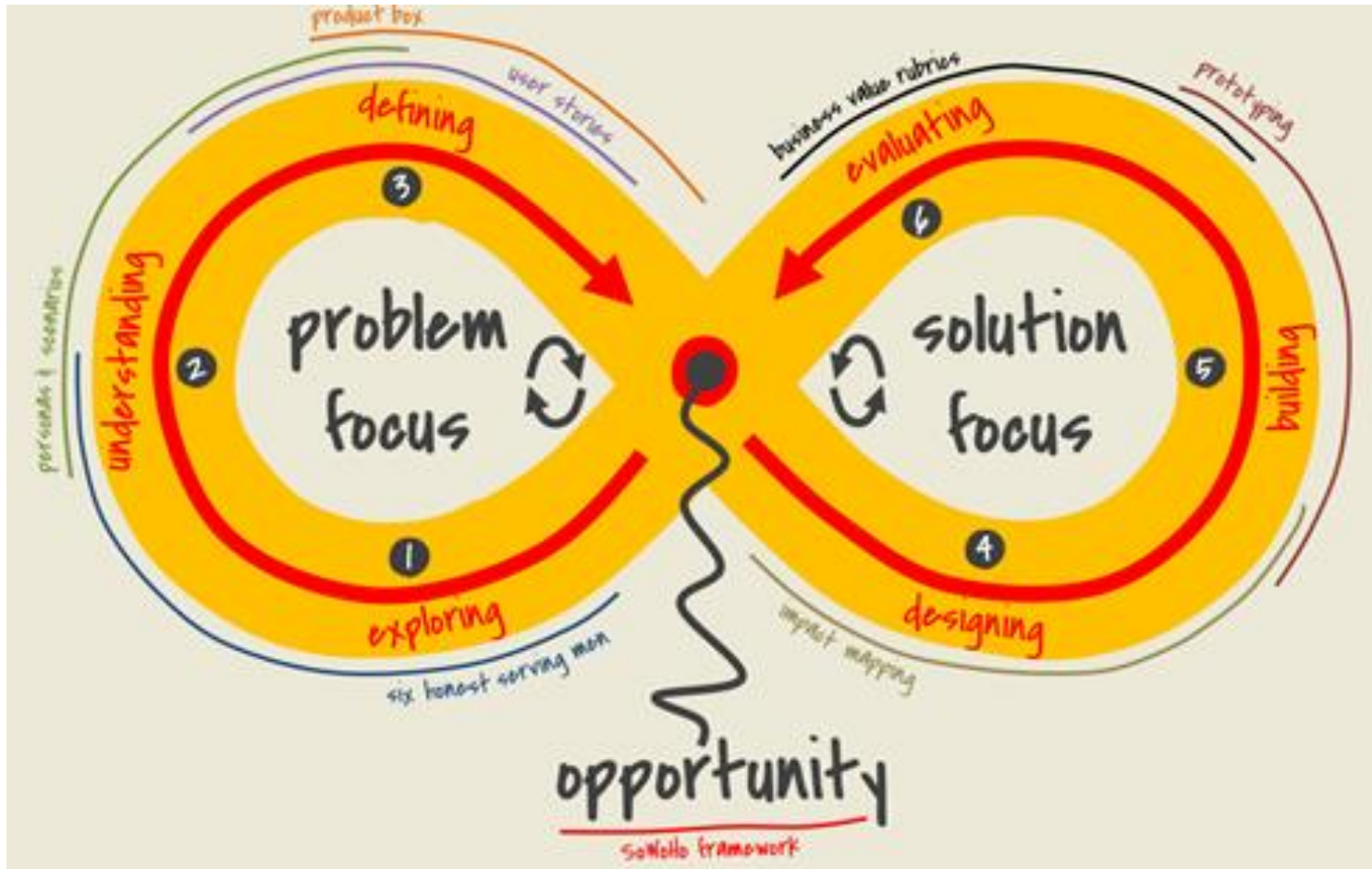
A quick case study ...



“Empathy at the beginning is the heartbeat of the project as you begin to move forward”

Source: <https://www.youtube.com/watch?v=jajduxPD6H4>

Reminder ...



Thinking Differently

Identifying Needs

Wants versus Needs

We need to concentrate more on the *needs* of the customers and less on their *wants* ...



It's
Faster
Cheaper
Easier
with less damage
for hanging pictures



Voice versus Mind



In other words we need to focus less on the *'voice of the customer'* and more on the *'mind of the customer'*.

How can we get access to the *'mind of the customer'*?



What job do we need doing?



Needs and Wants

Watch at... <http://www.youtube.com/watch?v=s9nbTB33hbg>

Marine Innovation

Marine Opportunities

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Robots Are Collecting Data, Killing Predators on the Great Barrier Reef

Scientists are deploying drones and other technologies to gather essential information on the world's largest coral reef system in a race to save a crucial ecosystem from the effects of climate change.

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WRITTEN BY Paul Tullis PUBLISHED ON Oct. 24, 2017 READ TIME Approx. 5 minutes

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16 MAY 2018 NEWS

Rolls-Royce and AXA partner to develop autonomous shipping solutions

Rolls-Royce has signed a letter of intent (LoI) with global insurance firm AXA Corporate Solutions to explore ways to jointly develop products for the autonomous shipping sector.

Under the LoI, Rolls-Royce will combine its ship intelligence systems and equipment with AXA's risk analytics capabilities to support current and future vessels.

Rolls-Royce Ship Intelligence products are capable of using various sensors on-board, streaming data to enable AXA to provide an innovative service to marine vessels.

In the longer term, Rolls-Royce and AXA will monitor the changing risk profiles of maritime operations supported by increasing levels of remote control and automation, as well as new maritime business models involving autonomous ships.

Global Marine Technology Trends 2030 Ocean Space

Marine Biotechnology

Potential benefits that algae offshore stations will bring to society:

- New drug development
- Fuel security
- Goods and services from the ocean
- Resources
- Food and fresh water

Key enablers:

- Adaptability of facility to produce different products
- Technologies proven at pilot scale
- Existing market chain

Inputs: Fresh, clean water; Food; Biogas; Fertiliser. Outputs: Wind energy; Wave energy; Chlorine; Onshore agriculture; Offshore algae station; Fish farm.

Logos: Lloyd's Register, QinetiQ, University of Southampton

Global Marine Technology Trends 2030 Ocean Space

Sustainable Energy Generation

The offshore floating platform housing energy-generation plants, processing plants and storage plants, as well as living accommodation and docks for ships.

Provide cleaner power

- Utilise solar, wind, wave and tidal energy

Enabled by

- Abundance of raw material
- Existence of floating marine devices

Positive outcomes include

- Potential to create new supply chain industry and distribution industry
- Contribution to reduction of the fossil fuel consumption

Inputs: Wind energy; Solar energy; Tidal energy; Wave energy. Outputs: Hydrogen Production (electrolysis powered by clean marine renewable energy and photovoltaic using solar technology); Large offshore transmission (to transport hydrogen H₂).

Logos: Lloyd's Register, QinetiQ, University of Southampton

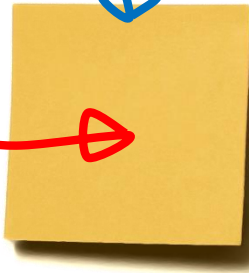
Using the Job Grid

The Job Grid Template

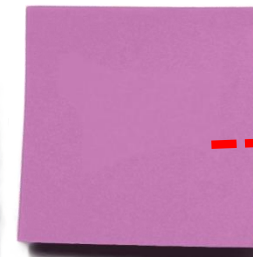
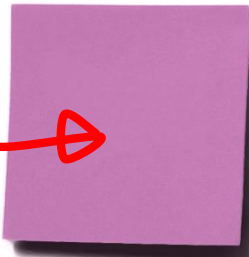
STAKEHOLDER 1

STAKEHOLDER 2

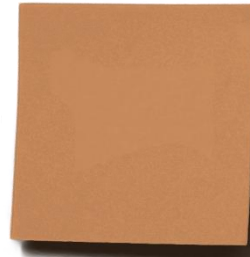
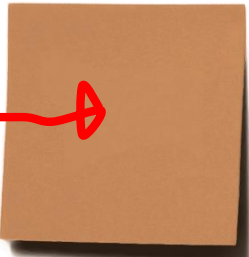
FOR:



JOB:

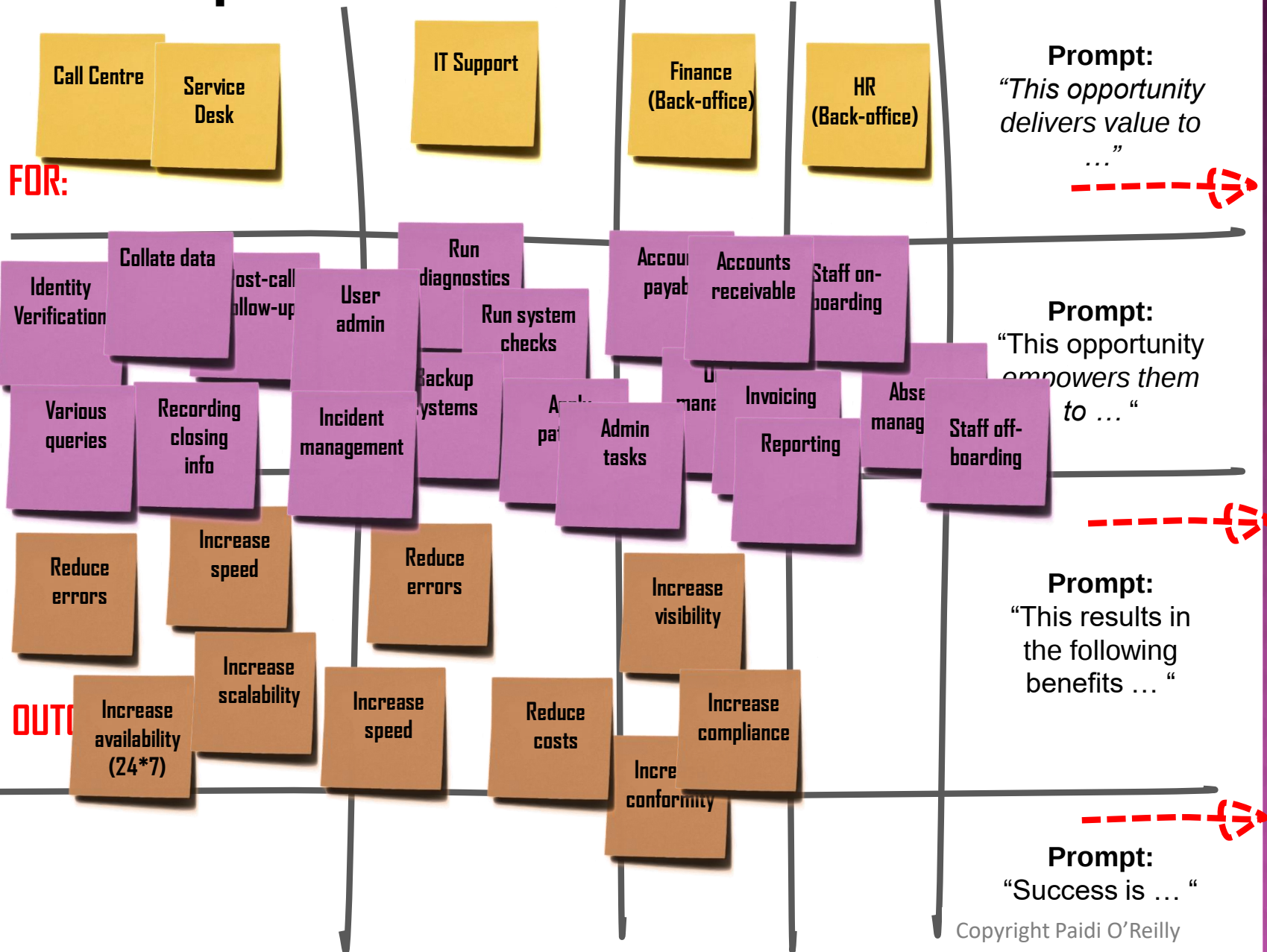


OUTCOMES:



The Job Grid

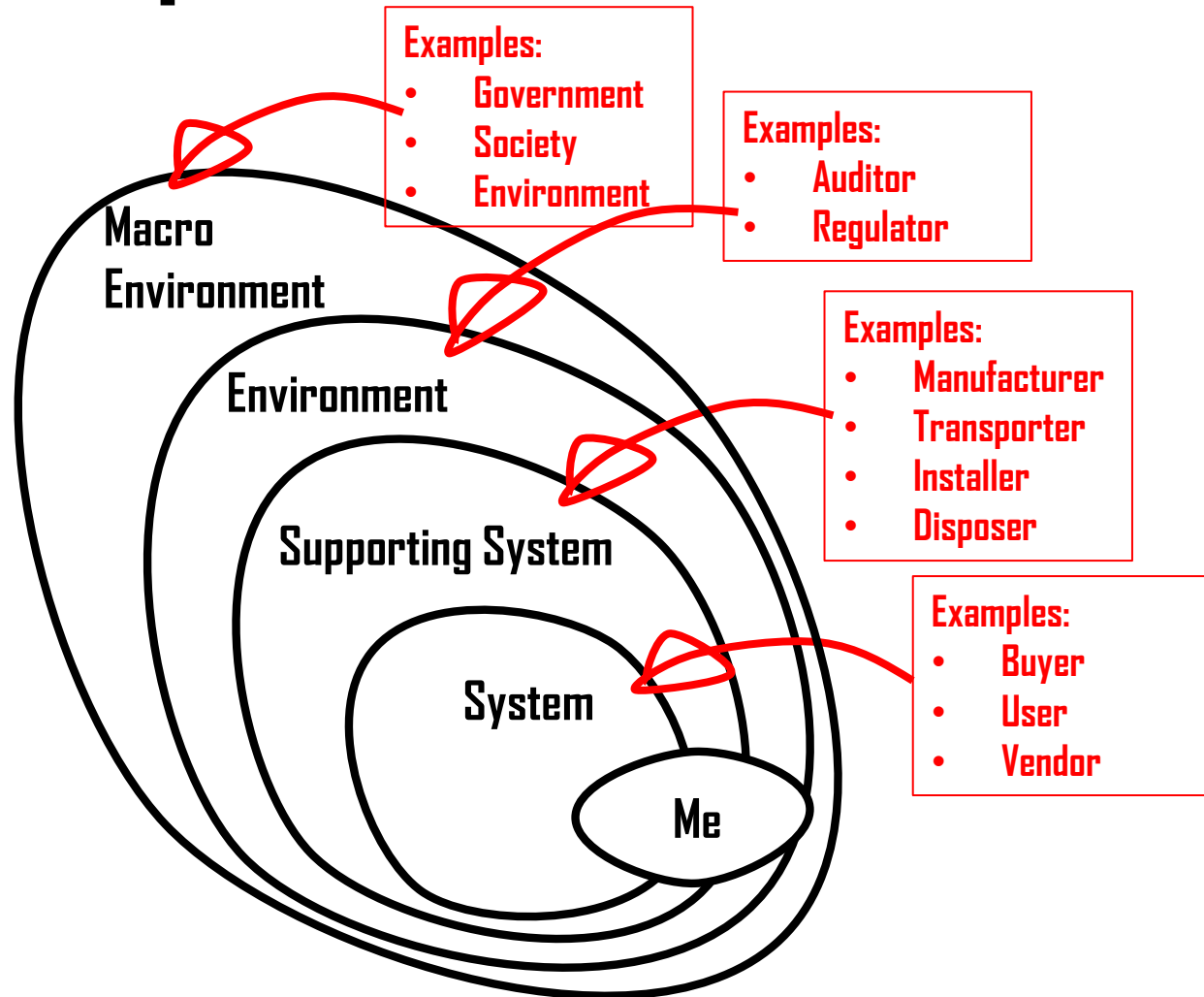
Example - Robotic Process Automation



Getting the ball rolling



Step 1 ... The Stakeholders



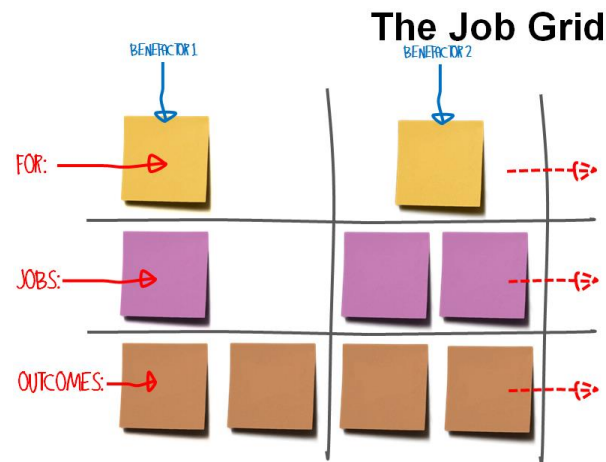
Step 1 ... Stakeholders



1. Identify the stakeholders related to your opportunity ...
2. Explain what you have written to your neighbours to make sure that it makes sense.



Prompt:
*"This opportunity
can deliver value
to ..."*



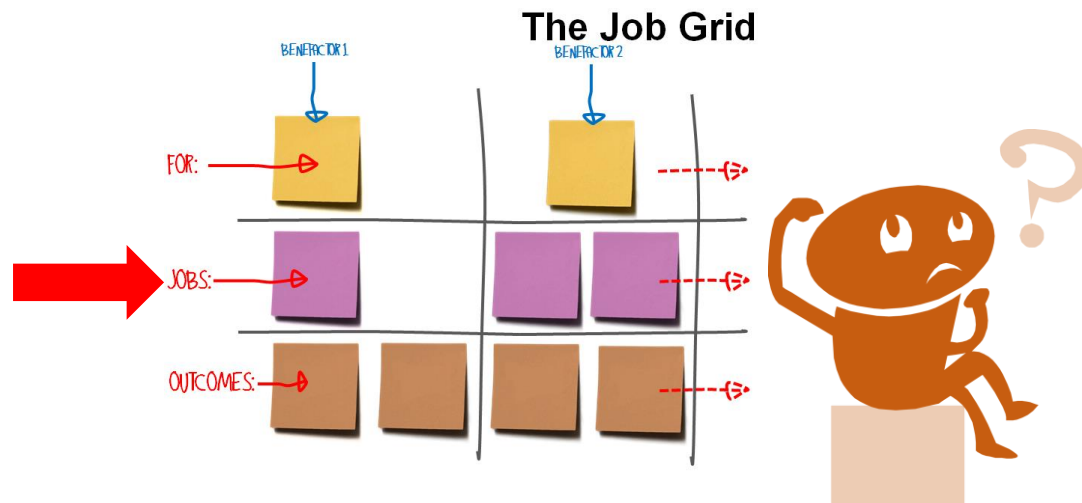
Step 2 ... Jobs ...



1. Identify the key 'jobs' related to each stakeholders ...
2. Explain what you have written to your neighbours to make sure that it makes sense.



Prompt:
"This opportunity
can empower the
stakeholder to ...
"



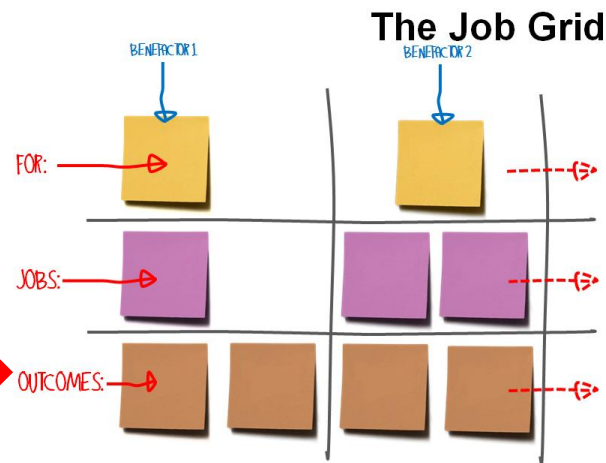
Step 3 ... Outcomes ...



1. Identify the desired outcomes from each job ...
2. Explain what you have written to your neighbours to make sure that it makes sense.



Prompt:
"This can result
in the following
benefits ..."



Personalising the Story

This is Design Thinking ...



Which Persona and Scenario?



Defining the Opportunity

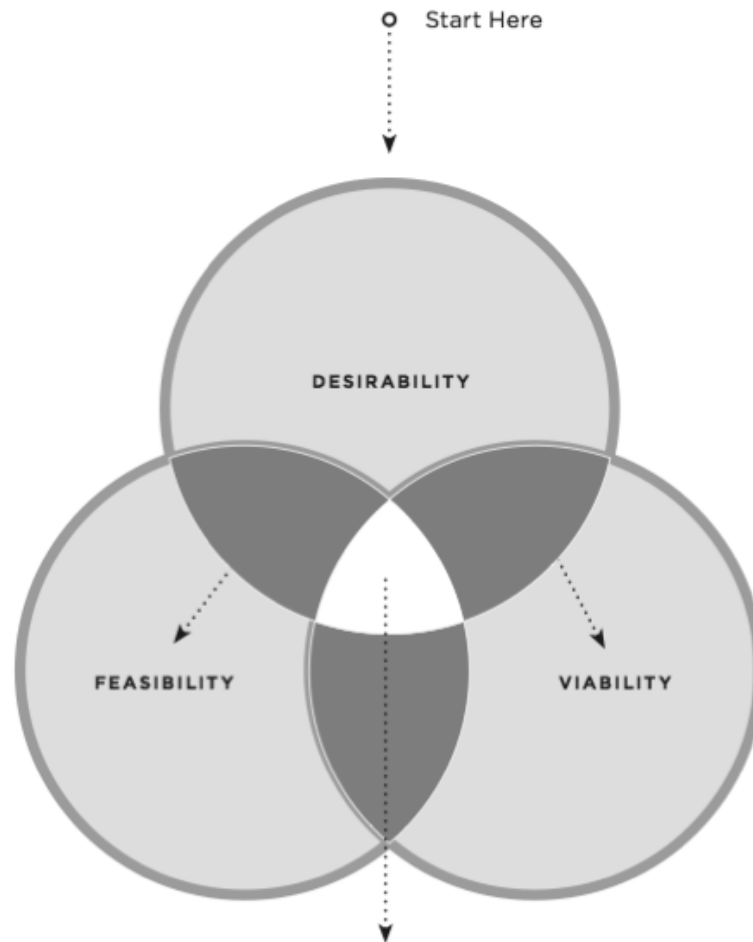
Create a two-three minute verbal description of an opportunity you chose as follows:

The Persona (Who) Duration: 30 secs	The Problem (What) Duration: 30 secs	The Needs (Why) Duration: 30 secs
The Scenario (Where/When) Duration: 1 min		

Present what you have written to make sure that it makes sense.

[Note: There should be no mention of a solution/technology/etc.]

Recall the innovation sweet spot



The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

Source : www.ideo.com



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

Doing things right versus doing the right things?

Many Thanks

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