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Title	Four steps towards 'selling' the value of any innovation initiative
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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	2026-10-10 18:02:51
Item downloaded from	https://hdl.handle.net/10468/9925

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Infant
Irish Centre for Fetal and Neonatal Translational Research

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

SFI Science Foundation Ireland · Infant Irish Centre for Fetal and Neonatal Translational Research · BioScreen HEALTH · laya healthcare · IBM

To cite: O'Raghallaigh, P. (2016, May). "Four steps towards 'selling' the value of any innovation initiative". Presented at Tech Connect Conference, RDS, Dublin, Ireland

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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…

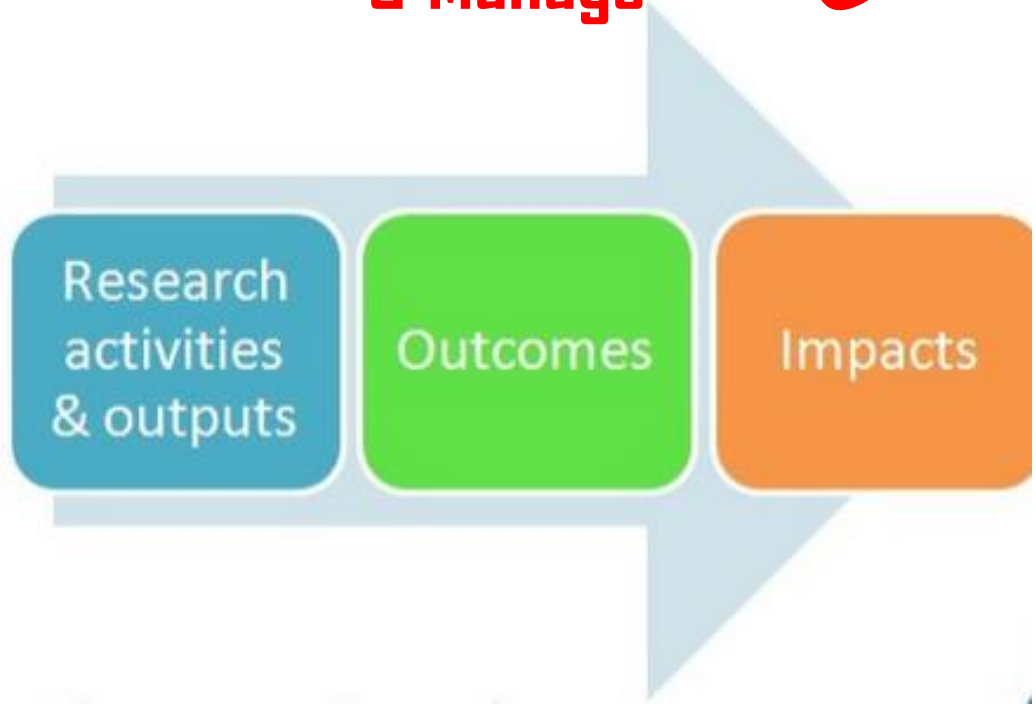
Content:

- 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 should be … 'Designed for Impact'

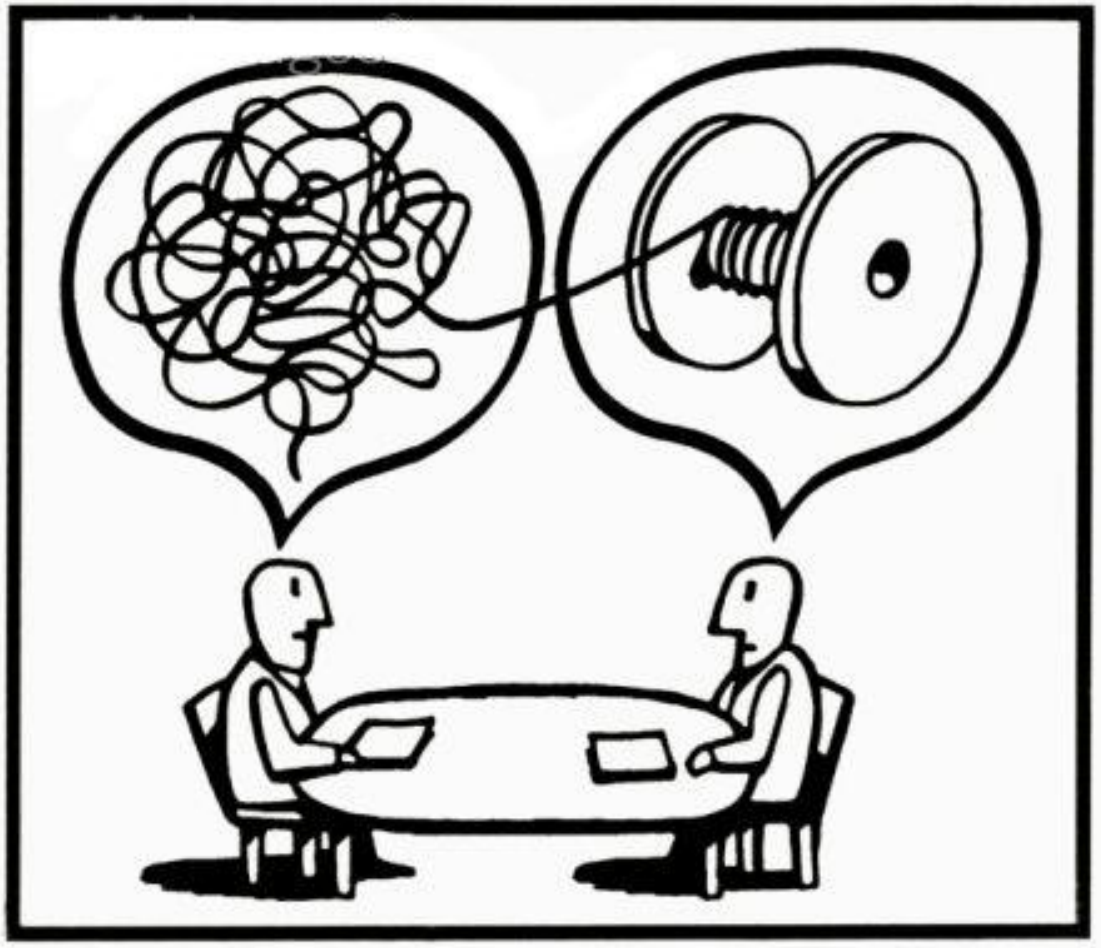
Design & Plan

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?

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

Research Game: Design the Press Release

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

So What?

STEP 1

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!**

Source: http://www.slideshare.net/neilpatel123/working-backwards-the-amazon-way

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)

Source: http://www.slideshare.net/neilpatel123/working-backwards-the-amazon-way

Innovation Game: Design the Press Release

Date/Timing
Release Date

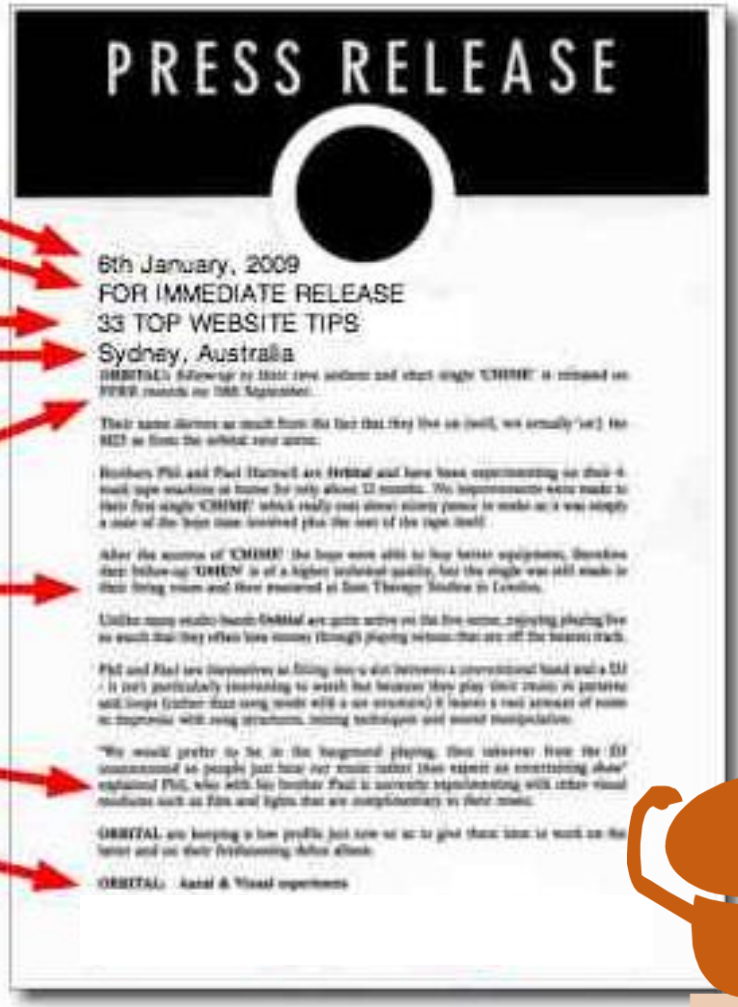
Title
Location

Paragraph 1/Intro

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

About/Bio

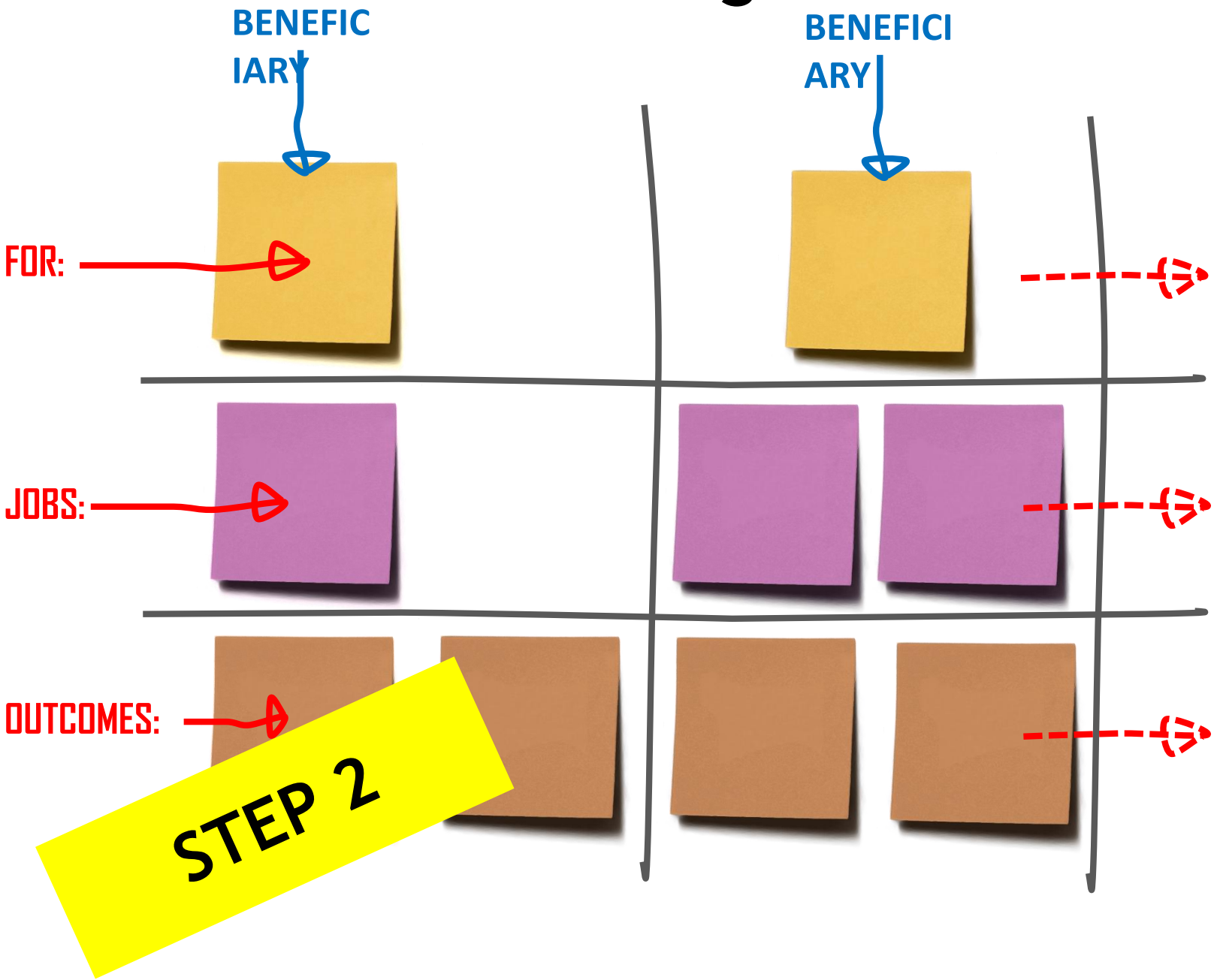
Contact Details



Designing for Impact

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

Translating to the 'What?'



Example - Microbiota Research

Designing for Impact

Identifying ‘The Wow?’

Research Game: Creating a Research Value Proposition

My research provides: *Outputs*

To: *Stakeholder(s)*

In order to: *Purpose of outputs*

That is different in that: *Differentiators*

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Wow?

Research Purpose

The title of my research is *Research Title*

My research addresses the question of: *Research Question*

RXF Worksheet

Impact

If successful the impact of the research will be to: *Impact factors*

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

The limitations of my research are:

re Directions

RXF Worksheet

Lessons Learnt

What I learnt most from my research was: *Personal Lessons*

What others can learnt most from my research is: *External Lessons*

RXF Worksheet

STEP 3

Designing for Impact

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*

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Finally moving to 'The How?'

Resources

Results

arch Impact Pathway

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

Research Execution

Research Planning

STEP 4

Sour… …arc.gov.au/general/Research_Impact_Pathway_Table.pdf

Designing for Impact

Innovation Game: Plan your Pathway to Value …

Resources

arch Impact Pathway

Results

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

Research Execution

Research Planning

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

Designing for Impact

Finally …

"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

Doing things right versus doing the right things?

Many Thanks

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