INNOVATION PIPELINES AND THE NEED FOR LEAN STARTUP IN LARGE ORGANIZATIONS
WHERE DO GOOD IDEAS GO TO DIE?

5-MINUTE DISCUSSION

SHARE YOUR BEST WITH THE AUDIENCE!

@ChristophLucian      www.ChrisLucian.com
INNOVATION IS A COMPETITIVE ADVANTAGE
DISRUPTIVE & INCREMENTAL INNOVATION; THE BALANCE
DRAWING CREATES UNDERSTANDING

10-MINUTE DISCUSSION

DRAW A LIFECYCLE DIAGRAM OF INNOVATIVE IDEAS AT YOUR ORG!

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Reacting to feedback is the name of the game.

OODA
Innovation Accounting
Agility
Inspect and Adapt

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PSYCHOLOGICAL SAFETY AND INNOVATION
INDIVIDUALS & INTERACTIONS

- The Four Agreements
- Expedition Behavior
ON YOUR DIAGRAM HIGHLIGHT INTEREST POINTS

- Where is safety low (Draw a bridge with rocks underneath)
- Where is safety high (Draw helmets on people)
- Where is there a solid feedback loop (Draw a cycle)
- Where is there no feedback (Draw a blindfold on people)
- 10 minutes share with table
INNOVATION PIPELINES

Everyone in the company can submit ideas.

Every idea is evaluated on some level.

Utilize Lean Startup to prove out ideas that make sense. Or be as lean as possible given the organizational context.

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MAKE IT SAFE TO SUGGEST ANY IDEA!

• Allow the person to explain
• Review based on resources for exploring ideas
• If accepted, Invite them to collaborate on the idea even if it is outside their expertise
• If rejected, acknowledge and tell them why

• Avoid making ideation anti climactic.
• Encourage more ideas even with regular rejections
THEORETICAL WORST CASE

- Comfortable complacency long enough to be completely displaced
- No innovation or only incremental innovation
- Are you in this same place?
WHAT COULD YOU DO TO MAKE SURE IDEAS CONTINUE TO FLOW IN?

- Add to your diagram a system for preventing a loss of interest in innovation!
- How do you reward continued ideation?
- How do you make the system transparent?
- 5 Minutes
VALIDATED LEARNING IS THE VALUE ADDED

Let’s create a lean value stream map!

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GROWTH ENGINES

Sticky
Acquisition
Churn

Viral Engine
Viral Coefficient

Paid engine
CPA
LTV

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PIVOT OR PERSEVERE

- Custom Segment Pivot
- Value capture pivot
- Engine of Growth Pivot
INNOVATION ACCOUNTING

- ESTABLISH THE BASELINE
- TUNE THE ENGINE
- PIVOT OR PERSEVERE

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HOW DO YOU MAKE SURE YOU MAKE MVPS INSTEAD OF ASSUMPTIONS?

Finally add a system for getting the most “value” out of your experiments.

Can the organization learn valuable information quantitatively?

5 Minutes
Q&A

• Insights from the Audience