CREATE OUTSTANDING ORGANIZATIONS

Winning with employee ideas

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innolytics
EXPLORING FUTURE MARKETS

1 Gain competitive advantage through employee ideas

Think about how often you need new ideas in your team, department or company. And how often you miss opportunities because the right idea is missing at the right time.

What do you do if you cannot convince customers of the value of your offer? If you give up, you lose your customers.
Ideas for new sales propositions are essential.

What if you notice that your business processes are too complicated? If you accept it, you remain inefficient.
Ideas for simplification are needed.

Your goals in production are ambitious: Significantly lower costs along with considerably higher quality.
No problem if you develop and pick the right ideas.

You want more than just to satisfy your customers.
You want to amaze them.
What you need: Ideas for exceptional customer experiences

The impact of your marketing decreases. You can increase the advertising pressure with a lot of money. Or save the money.
What you need: ideas.

Ideas are the main driver for innovative companies!

Ideas are the keys to competitive advantage. The basis for your success.

In this e-book we share with you the experiences of more than 300 customer projects, supported by scientific research results.

We show you how organizations become outstanding by using performance-driven idea software.

2 What do outstanding organizations do differently?

At 9 a.m. in the morning at the Average Inc.

Like every morning Susan Sorrow starts her computer. Her mailbox is overflowing. She received 25 internal mails. Susan thinks: “Where are the topics that are relevant to me?“

At 9:15 a. m. the phone rings: A customer has a question about the 3P machine, the company‘s new product. Susan Sorrow is trying to help. She patiently explains to the customer how to read the instructions correctly.

She notices that there are misunderstandings in several parts. The instructions tend to confuse customers rather than help them.

Susan remembers: “Last week there were five similar calls, which took a long time to process.”

It is 9:30 a. m., when a colleague sends her a mail: an Excel document in which she has to enter the numbers from last month.

„What‘s the point?“ Susan thinks,“ I‘ve typed these numbers into this document at least four times in the last three days.“

10 o‘ clock. Team meeting. Susan Sorrow proposes three ideas:

“Let‘s develop an internal e-mail format in which the most important to-dos are clearly displayed for everyone.

In addition, we should optimize the instructions for use. Customers do not get along with them.

And I would suggest that we set up a central repository for key data so that they don‘t have to be laboriously entered by hand.“

„Susan, you‘re too negative,“ says her superior. „Everything is great! We have other things to worry about.”

Is the Average Inc. open for Ideas? Not a bit.

At 9 a.m. in the morning at the Outstanding Corp.

Peter Power also receives many e-mails. 30 this morning. It takes him five minutes to work on it.

„Since we‘ve developed the new communication rules, I make twice as many mails as before,“ he thinks.

It‘s been four months since he submitted his proposal to the in-house idea platform. He was overwhelmed by the feedback.

From all areas colleagues have given his proposal five stars. Since then, all emails start with three lines summary and a mention of tasks for the recipients.

Peter Power takes a look at the customer community of his company. There were two inquiries about new products this morning.

One has already been answered by customer service. The colleague was just on the train and wrote her comment from the smartphone. „Our service in the past was really bad,“ says Peter.

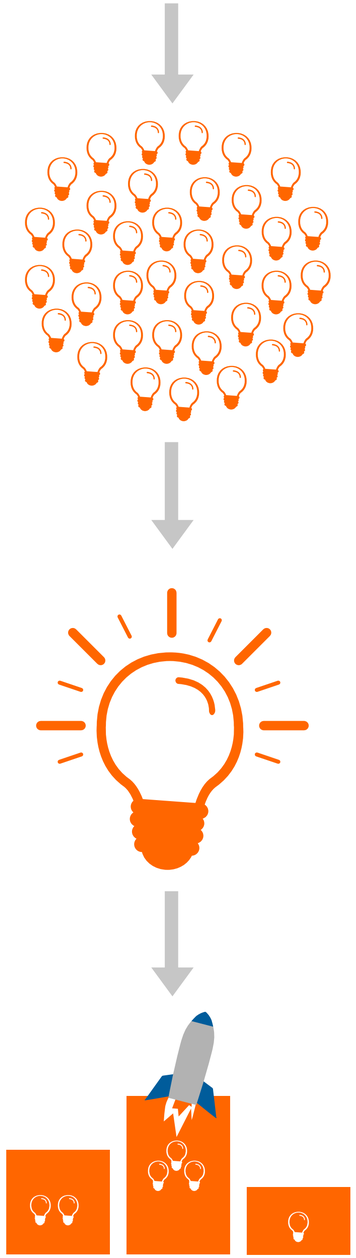
„Today it just takes us minutes to answer. And the number of inquiries has dropped by more than half, since customers find all the answers online.

„When the concept of the customer community was first expressed on the Idea Platform a year ago, there were many questions. Today it is a huge success.

The team meeting will start this morning at 9:15. „I‘ll be able to quickly compile the figures for the reporting.“, Peter thinks.

One click and the relevant information has already been transferred to his Excel document. „Hard to imagine that my colleagues used to spend several hours transferring the numbers by hand ...“

Small ideas - big impact



The Outstanding Corp. has managed to effectively collect, discuss and implement a large number of ideas from employees. This focus - successfully utilizing the creative potential of employees - is the secret of outstanding organizations.

The iPhone was not a single idea - but a successful combination of hundreds, if not thousands, of small ideas: The development of the software, the combination of different technologies, the design, the marketing strategy and the production process - all made up of ingenious flashes of inspiration from the developers.

Why is Tesla so innovative? What makes Amazon successful? And what is the secret of the most successful innovation leaders?

Innolytics®-Founder Dr. Jens-Uwe Meyer has investigated it as part of his scientific work. In addition to the great visions of its founders, it is the ability to motivate employees to think along with them. And to use their ideas for the company.

3

The secret of exceptional ideas

Interview with Innolytics®-Founder Dr. Jens-Uwe Meyer

In six years of scientific work, Innolytics founder Dr. Jens-Uwe Meyer has been researching a key challenge for business success: How do ideas emerge in organizations? And how are they successfully implemented?

Dr. Meyer, can a company be creative at all?

Dr. Jens-Uwe Meyer: Of course. Over the past few years I have come across numerous companies in which ideas are constantly being developed. You can already feel this when you enter these companies. There is a different atmosphere. Ideas are readily accepted and discussed. It is evident that employees enjoy developing and driving new ideas forward.

Do you absolutely need software for this?

Dr. Jens-Uwe Meyer: A software is first and foremost a tool. It supports what the management wants to achieve and what it is committed to. From this point of view, it is important to emphasize: Without the company really wanting new ideas and without the management's commitment, little happens. But if a company wants to use the creative potential of its employees, good software is almost indispensable. Nobody would come up with the idea of not giving a craftsman a hammer or taking the computer away from a programmer. This is also the case with an idea management software: it is the tool that enables employees in the company to achieve maximum creative performance.

Dr. Jens-Uwe Meyer

Idea management software has been around for years, providing a clear process from the input of ideas to the award ceremony. What do you think of these approaches?

Dr. Jens-Uwe Meyer: These approaches come from another time. Traditional idea management processes were developed during industrialization at the end of the 19th century. At that time, employees filled out idea notes which they threw into a mailbox. Then these ideas were evaluated one after the other by different experts. And finally, a bonus was paid out. Idea management software of the first generation illustrated exactly this process, based on the technological possibilities at that time. But that has little to do with how ideas come into being. Today such approaches are outdated.

What is the problem with classical idea management?

Dr. Jens-Uwe Meyer: I took part in many congresses at which the classic instruments of the company suggestion system were presented and discussed. The idea managers were dissatisfied with the rigid processes: Creators of ideas sometimes wait several months before they receive a reaction. This is simply outdated in times of Facebook and the like.

> *„Creativity is particularly fostered when employees experience an environment with a high probability of encountering other positive ideas„.*
>
> Dr. Jens-Uwe Meyer,
> The ability of companies to innovate

You have developed Innolytics® Ideas on the basis of your scientific research and numerous practical projects. What makes you different?

Dr. Jens-Uwe Meyer: Innolytics® Ideas is a software-supported idea management concept that radically breaks with the slow bureaucratic systems of the past. We rely on scientifically founded principles of motivation psychology and creativity research. Ideas do not arise when you force employees to fill in an input form. Ideas are slowly forming. It is a process that begins with questions, goes back and forth and plays a very important role in the exchange of information.

> *„Systems must support the specific nature of creative thinking processes and organize workflows accordingly.“*
>
> Dr. Jens-Uwe Meyer,
> The ability of companies to innovate

Many companies reward ideas that have been accepted and implemented. Is that a mistake?

Dr. Jens-Uwe Meyer: Of course, successes should be celebrated. No question about it. The problem is that companies often focus only on success. This contradicts all scientific research into how ideas are created. The normal process is as follows: I ask you a question that is new to you. You then have an idea, but it doesn't hit the target yet. Someone else picks up on this idea and implements it successfully. Who is now the father or mother of the idea? Idea generation is team sport - just like football: If a coach rewards only the goalscorer, but forgets that without the team he would not have any chance to score, a team will never succeed.

To what extent does Innolytics Ideas® support the development of an innovation culture in companies?

Dr. Jens-Uwe Meyer: In developing Innolytics® Ideas, we have taken into account all the results of my scientific research. The possibility of communicating across departmental and even national borders and meeting like-minded people on a platform - i. e. creating an informal network - is enormously important. Other important points: Companies need at some point the opportunity to bring inspiration into the company and discuss it. If an employee sees a groundbreaking idea at a trade fair today and wants to share it, where does it happen? If someone gets a tip from a customer, where can you discuss this beyond department boundaries? Companies that do not have a platform for ideas discard opportunities every day.

> *„An incentive system that aims to incentivize creative thinking and action obviously needs to be built differently than one that primarily targets the reward of operational success.„*
>
> Dr. Jens-Uwe Meyer,
> The ability of companies to innovate

THE BOOK ON THE TOPIC

Dr. Jens-Uwe Meyer – The ability of companies to innovate
Business Village 2015

The scientific basis of Innolytics® Ideas

4 Case study GlaxoSmithKline

Employees develop the next generation of Dr. Best toothbrushes

Dr. Best is one of the best-known brands in the consumer goods industry. The typical feature, the flexible shaft above the brush head, is an unmistakable product feature that consumers automatically associate with Dr. Best. Is it really possible to make such a toothbrush even better? You can. Dr. Best's employees proved it in an idea competition conducted within the company with Innolytics® Ideas.

Planning

The campaign's objectives and messages for internal communication were developed in collaboration with the company's managers and GlaxoSmithKline's communications agency. For the campaign, the company opted for a simple Innolytics® Ideas Template: a cover page that briefly describes the task - with a wizard that allows ideas to be entered directly. Several subject areas were defined for the idea campaign: Ideas for new functions, ideas for innovative design and ideas for accessories.

Implementation

The competition was communicated on the company's intranet, via e-mail and direct contact. Employees were able to participate on a voluntary basis. Due to the principle of volunteering, only those who had ideas and were enthusiastic about the project took part.

Due to the particularly simple registration process of Innolytics® Ideas, an important hurdle for participation was lowered: The registration of participants only took place after the submission of an idea. In the background, the software ensured that only employees of GlaxoSmithKline and the supporting agencies could register.

Result

More than 90 ideas and suggestions within a few weeks. The best concepts flowed directly into the process of product development.

"Innolytics® Ideas is a super easy tool. Our employees really enjoyed developing ideas. The results have overwhelmed us."

Wolf Dieter Müller, GlaxoSmithKline

5 Case study Strenger Gruppe

Stay on top of the industry with Innolytics® deas

Anyone who thinks that the construction industry is not innovative does not know the Strenger Group. The company, based in Ludwigsburg, has two main focuses: high-quality design houses of the brand Strenger Bauen und Wohnen, as well as terraced houses of the Baustolz brand, which are up to 20 percent below the market price - and that with the highest quality standards. To remain at the forefront of the industry, the company is constantly in need of ideas for process optimization, new design standards, and innovative approaches to customer care.

Innovation as core conpentence of Strenger

In a process lasting several months with Innolytics® GmbH, the conditions were created to collect employee ideas. And to develop them purposefully to new products and processes. Goals for Ideas and Innovation Management were defined during the process, and various ideas were developed that were important to the company. Important components of the process were the development of internal voting processes, criteria for the selection of ideas and the creation of the foundations of an incentive system.

Strenger Innovation Award

With an annual ideas and innovation competition, the company promotes ideas from employees. The management specifies the strategic goals that are communicated via the company's blog and mailings. Employees have several weeks to develop ideas on the topics that drive the business forward. The Strenger Innovation Award honors the best employee ideas and innovations with monetary and material prizes.

6 Case study LV 1871

Shaping digital transformation with ideas from employees.

The insurance industry is facing a major challenge: Digitisation requires the development of new processes, services and business models. LV 1871 is a specialist for innovative occupational disability, life and pension insurances. The company has more than 450 employees and almost 9,500 business partners. At the beginning of 2016, the company's management team decided to involve employees and managers in the change process of the industry. Since summer 2016, the company has been relying on the idea management platform of Innolytics® GmbH.

Setting up Innolytics® Ideas

In the summer of 2016, the interfaces between Innolytics® Ideas and the existing IT systems of LV 1871 were created. Every morning, a user data comparison takes place between the systems. In addition, a single sign-on was realized: Users who are logged on to the LV 1871 intranet are automatically logged on to Innolytics® Ideas. The automatic login ensures low barriers to participation in idea management. The idea and innovation management of LV 1871 was commissioned with the introduction of Innolytics® Ideas. The responsible employees were instructed in the functions by Innolytics® GmbH and have been in charge of the platform ever since.

Das Ergebnis

The platform was very well received by the employees of LV 1871. The top management regularly receives suggestions for new products, services and business models, process improvements and product optimization. Through the introduction of Innolytics® Ideas, employees from different areas were also networked with each other. Internal innovation networks were created - staff members, who deal with the topic of innovation across departments.

„We are thrilled with the number of ideas in our employees' minds. The proposals we receive are thoughtful, well-founded and forward-looking."

Thomas Krüer, LV 1871

7 Innolytics® Ideas

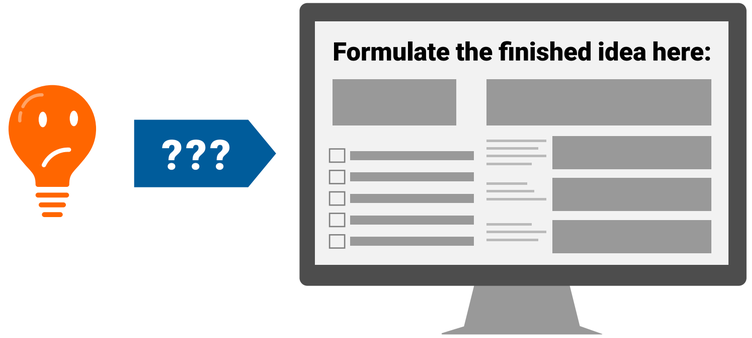
Based on the experience of more than 300 workshops & projects

Since 2006 we have carried out more than 300 ideas and innovation projects. From the development of innovative products to the conception of complex digital new business models. Our methods and expertise have been published in a number of books, including „The EDISON Principle“ and „Genius is no coincidence“. During this time, we have dealt with a wide variety of different idea and innovation management systems. A number of our customers relied on software that illustrated the classic continuous improvement and idea management process: a clearly structured process from the input of ideas to evaluation and approval. Others - especially in innovation management - used complex processes such as the Stage Gate process.

Road to Innolytics® Ideas

In many companies we have noticed the growing dissatisfaction of management with existing tools through our work. Traditional idea and innovation management systems begin when an idea is already formulated. This means that the submitter of an idea must already have a very concrete idea of what an idea looks like and how it can be implemented later. However, this is often not the case.

All the workshops and brainstorming processes that we conducted began with questions and discussions. Every idea is preceded by a phase of knowledge in which the problem is precisely defined and discussed. Colleagues from other areas bring other aspects and new perspectives to the problem analysis. Inspirations - i. e. inspiring examples from other companies and industries - stimulate the flow of ideas. And once an idea is entered, it changes.



Classic idea and innovation management software

The Innolytics® Ideas approach

In traditional idea and innovation management, barriers are often seen as obstacles to implementation. In Innolytics® Ideas, teams with different perspectives and perspectives work on finding ways to overcome these barriers.

Books byInnolytics® Founder Dr. Jens-Uwe Meyer

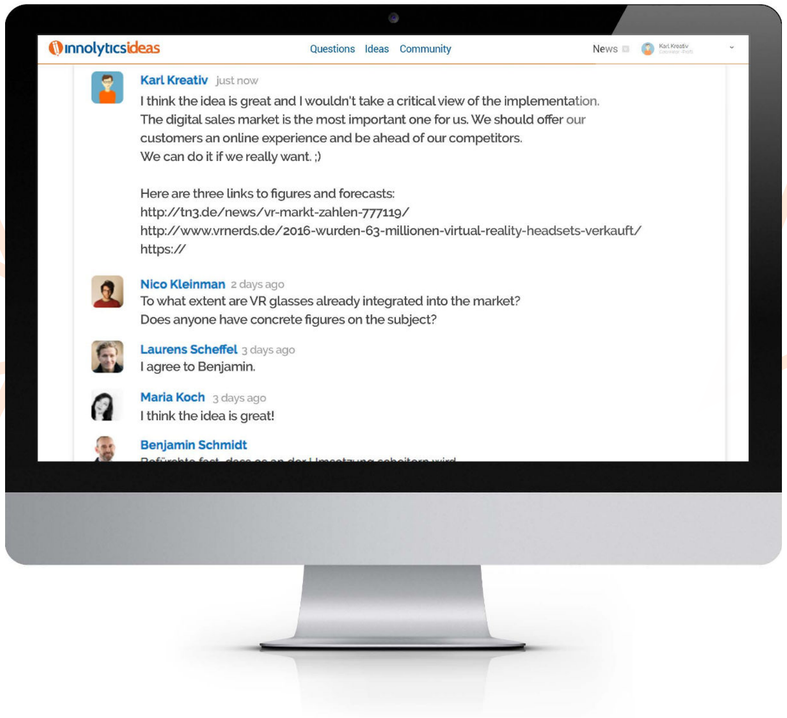
The experience gained from more than two hundred brainstorming workshops and processes was the basis for the development of Innolytics® Ideas. The process begins with the discussion of important issues. The effects of new trends and technologies are debated, the results of market research are analysed and customer problems are discussed - Innolytics® Ideas provides the perfect space for these kinds of discussions.

Employees on the customer hotline realize that customers have the same problems when using certain products. Employees of the customer hotline start a discussion. Technology, marketing and sales contribute their views.

As a result, quality problems are detected more quickly and innovative solutions are found faster.

Employees in production encourage employees to accelerate certain processes - with the aim of speeding up production. Employees from the sales department take up this idea. After all, customers have just complained about the long delivery times.

As a result, management receives valuable impulses for prioritizing measures.



Administrative staff discuss the question of why invoicing takes so long. Employees from the finance department pick up on the discussion because they realize that there are problems with cash flow due to late invoicing.

As a result, innovative solutions can be found quickly and easily by networking the expertise of employees from different departments.

Innovative functions of Innolytics® Ideas

During the development of Innolytics® Ideas, we focused on the needs of companies that need to respond quickly to changing markets. We have created a tool that follows the logic of social networks. This makes it possible to pursue a wide variety of initiatives at the same time. The employees from all areas of the company are motivated to make a sustained commitment to idea and innovation management. And that is geared to the requirements of the mobile Internet. We are proud to call Innolytics® Ideas the next generation of idea management software.

- **Idea blog**
- **Incentive-System**
- **Optimization for the mobile internet**
- **User profiles and administration**
- **Enter ideas, develop and evaluate them into concepts**
- **Extensive moderator functions**
- **Campaign management**
- **Clear, simple platform management**

Idea blog

In an economy that is increasingly driven by changes such as digitization, the idea blog is the fastest way to bring knowledge about new developments into the company.

At a trade fair you have discovered a new interesting technology. You record a video on your smartphone, upload it and employees around the world can watch it. Inspiration, i. e. the impulse from other areas and industries, allows them to think outside the box.

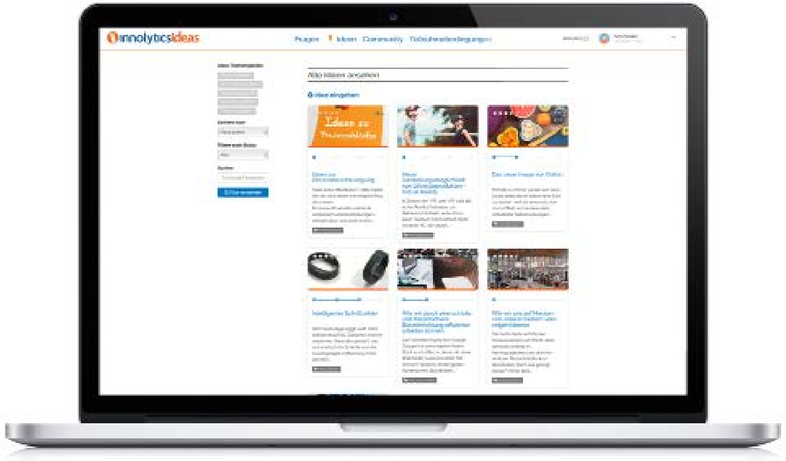
Why did we implement this central feature? Dr. Jens-Uwe Meyer, Managing Director of Innolytics®, has analysed numerous studies in his scientific research on the innovative capacity of companies, which clearly show how important external impulses are for the innovation culture. New ideas arise from the confrontation with new impulses. Employees can enter, read and discuss such suggestions in the idea blog.

Enter ideas, develop and evaluate them into concepts

In our many years of activity we have repeatedly noticed one thing: Ideas that are recorded on file cards or in keywords are a good start. But that is not enough. When designing Innolytics® Ideas, we therefore placed particular emphasis on the functions that have emerged as the most important ones in our workshops and processes.

- **Ideas have to be visualized and presented in a striking way.** Users of Innolytics® Ideas have the possibility to upload picture galleries or even videos together with their ideas. Attachments can also be uploaded.
- **From the idea to the concept: high-quality ideas are created when they are systematically developed into concepts.** Innolytics® Ideas gives you the opportunity to define key questions for participants. For example:"What concrete benefit does the idea have?" or „Which obstacles could stand in the way of a successful implementation?
- **Evaluation of ideas and concepts.** In almost all the workshops and brainstorming processes we have conducted, we have encountered the following phenomenon: First of all, ideas were assessed on a large scale. This means that all participants awarded points. A first very superficial impression. However, a second evaluation process was always needed before successful implementation. Experts and experts evaluated ideas and concepts according to various criteria. A qualitative evaluation was created. Criteria such as feasibility, technical feasibility and risk were added.

Innolytics® Ideas maps this process. There are different assessment procedures. On the one hand, all users can vote and on the other hand, a selected jury can vote according to different or extended criteria. In addition, Innolytics® Ideas offers the possibility of assigning ideas and concepts to different levels: For example,"submitted","in discussion","successfully adopted","in implementation". This makes it possible to use the positive aspects of innovation processes and to keep the management of ideas and concepts simple at the same time.



Clear, graphic and striking presentation of ideas

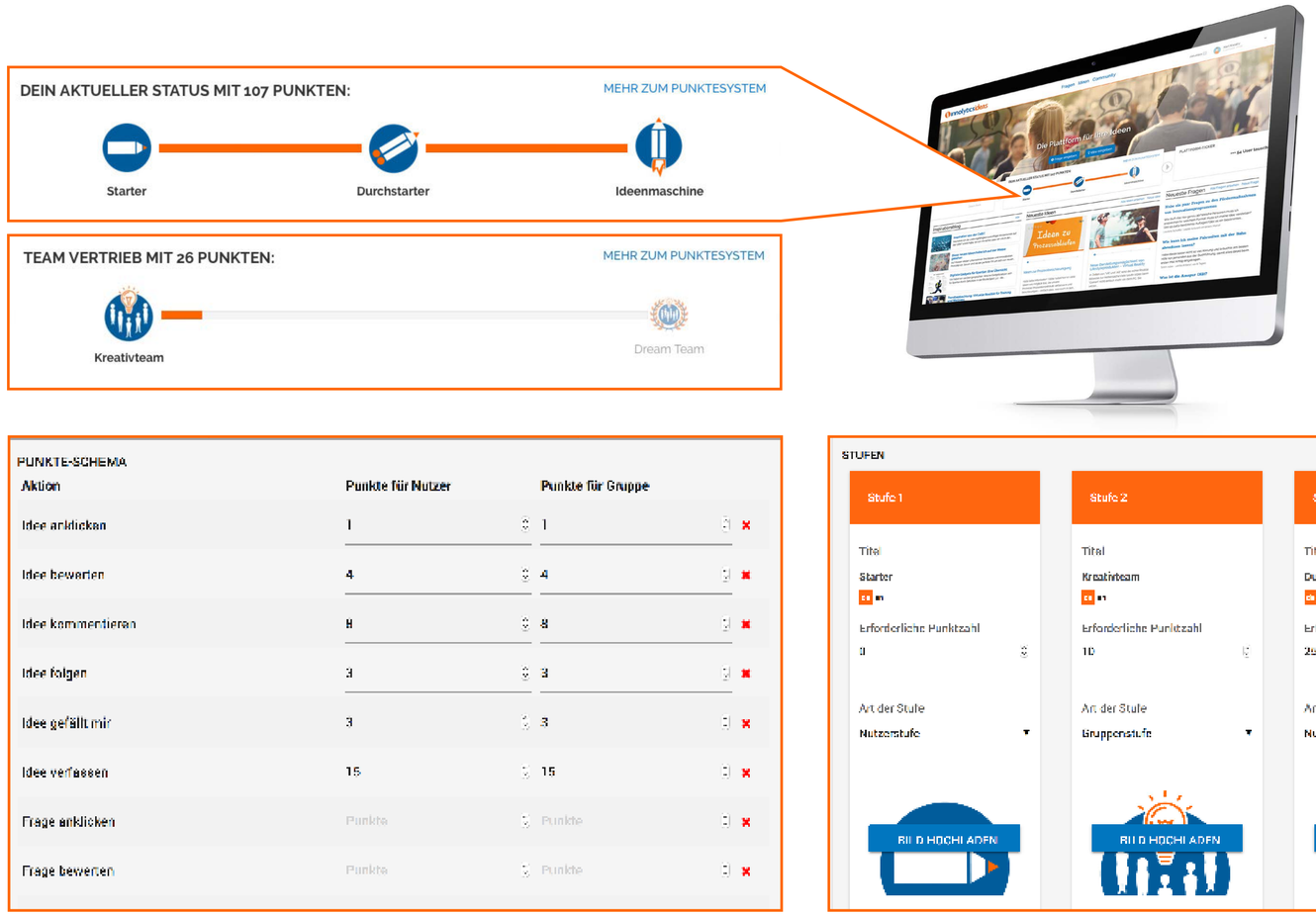
Innolytics® Ideas makes it possible to define different criteria for user and jury voting

Incentive-System

The question has been intensively discussed in creativity research for years: What kind of incentives do employees need to provide creative services? What motivates them to support internal idea management or innovation? We have investigated this question in numerous research projects, including the study „Motivational factors of highly creative employees“ published by Springer Verlag.

By far the most efficient method to motivate employees to think creatively is a gamification approach. Employees collect points for activities such as entering or commenting on ideas. Based on this research and our practical experience, we have developed the Incentive Manager. Enterprises can define which kind of activities on the platform should be rewarded with a certain number of points. Reading blog posts, participating in the discussion of questions, writing ideas and ideas that are successfully implemented. It is also possible to motivate teamwork, for example by rewarding groups of employees.

The incentive manager makes it possible to make a company‘s culture of ideas and innovation transparent in a playful way. How dedicated are employees and teams to new ideas and innovation? Innolytics® Ideas makes it possible to set goals and reward the activities of employees and teams. In addition, the incentive system ensures that employees are permanently and sustainably involved in idea and innovation management. Innolytics® Ideas is the platform that you can use permanently in your company. Employee involvement remains high in the long term.



Establishment of the incentive system in the administrative area. Decide for yourself how many points are awarded for each activity.

You are also free to decide on the designations and number of levels as well as on the number of points from which a new level is reached.

Extensive moderator functions

As in an idea or innovation workshop, an active moderation of ideas and innovation activities is required. Therefore, moderators have a special role in Innolytics® Ideas. Among other things, they can change or even delete user contributions. When users change posts during a process, the original versions are saved. Moderators can always restore them.

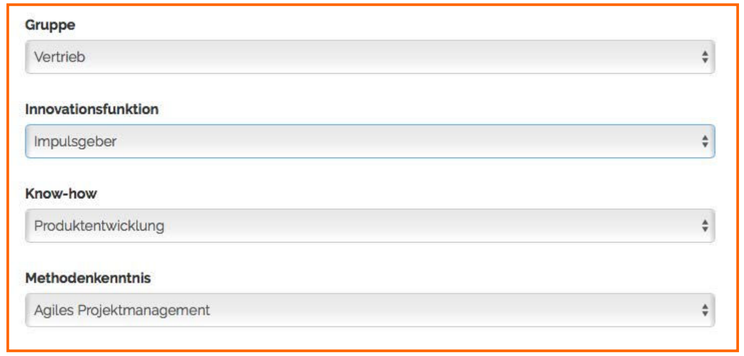
This gives moderators full control over what happens on the platform. And they can help participants with words and deeds. In the development of Innolytics® Ideas, we have created a multitude of features that at first glance may seem unimportant, but which are very helpful in everyday life. For example, the „hot discussed“ function. Moderators can specify that a particular discussion is to be given the status „hot-discussed“ after about three or five comments. The most important discussions are thereby visually highlighted.

Optimized for the mobile Internet

We have seen again and again that participants had the best ideas before or after a workshop. The situation is similar for employees in the company. They are created when employees suddenly idle at daily intervals, for example because a train is 15 minutes late. They arise spontaneously in a conversation with customers. Or on the way to and from work. Innolytics® Ideas makes it possible to read blog posts from anywhere, to follow and participate in discussions on the go, and to enter ideas wherever they arise. The platform is optimized for the mobile Internet. The apps are available in the appstore of Apple and Google Android.

User profiles and administration

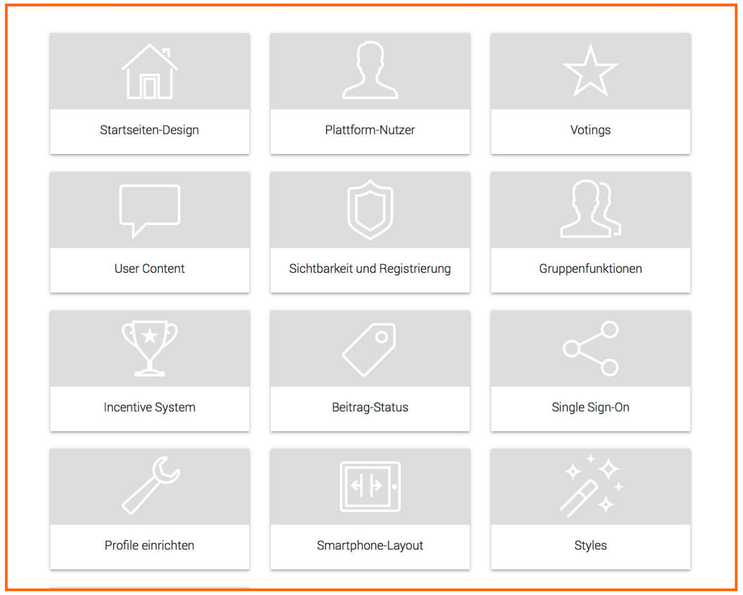
Especially when it comes to innovation, employees need different skills than in their day-to-day business. Innolytics® Ideas makes it possible for employees to define their own job and experience profiles. For example, they can enter methodological knowledge such as process optimization, Lean Start-up or creativity techniques into their profiles, or they can add experience from previous innovation projects. Technical know-how, which is particularly important for innovation, can also be recorded here. Intelligent user administration makes it possible for you to invite participants with a certain experience profile to specific campaigns or to comment on ideas. With just a few clicks you can identify the employees who have the right skills for your project.



Users can indicate specific knowledge in their profile

Clear, simple platform management

In the development of Innolytics® Ideas, we paid attention to the easy operation of the platform from the outset. The backend, i. e. the administration of the contents and functions of a platform, is laid out in clear tiles. Platform administrators quickly find their way around. With just a few mouse clicks you can change the appearance of the platform, create new campaigns or change evaluation criteria. Innolytics® Ideas is designed so that employees can concentrate on ideas and innovations - without having to spend weeks in the complex operation of a software.



The clearly arranged administration area of Innolytics® Ideas

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