

IS CULTURE KILLING YOUR SALES MOJO?



Presented by:
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WHAT IS A CULTURE OF SALES INNOVATION?

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INNOVATION: THE ADOPTION OF A NEW PRACTICE, PROCESS, OR PARADIGM BY A COMMUNITY — NOT JUST A NEW PRODUCT OR SERVICE.

ADAPTING, ADJUSTING, OR ALTERING THAT WHICH ALREADY EXISTS FOR THE PURPOSE OF ADDING VALUE.

**THE STORY OF INNOVATION HAS NOT CHANGED.
IT HAS ALWAYS BEEN A SMALL TEAM OF PEOPLE
WHO HAVE A NEW IDEA, TYPICALLY NOT
UNDERSTOOD BY PEOPLE AROUND THEM AND
THEIR EXECUTIVES.
—ERIC SCHMIDT, CHAIRMAN, GOOGLE**

IDEA #1: GOOGLE'S 70/20/10 INNOVATION RULE

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**70% OF OUR PROJECTS ARE DEDICATED TO
OUR CORE BUSINESS**

**20% OF OUR PROJECTS ARE RELATED TO OUR
CORE BUSINESS**

**10% OF OUR PROJECTS ARE UNRELATED TO
OUR CORE BUSINESS**

**IDEA #2: CREATE
OPPORTUNITIES FOR RISK
TO TAKE PLACE.**

**OFF-SITE INNOVATION TEAM MEETINGS WITH
A POSITIVE AGENDA THAT MANAGES IDEAS IN
A POSITIVE WAY. PRE-SET DATE IN ADVANCE.**

CREATE AN IDEA PARKING LOT.

SET REWARDS FOR IDEAS THAT WORK OUT.



IDEA #3: LEARN AT THE SPEED OF FAILURE

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AROUND HERE

WE DON'T LOOK BACKWARDS



FOR VERY **LONG...**

WE **KEEP MOVING**

FORWARD,

OPENING UP NEW DOORS

AND DOING **NEW THINGS**

BECAUSE WE'RE CURIOUS...

AND **CURIOSITY**

KEEPS LEADING

US DOWN **NEW** PATHS

Walt Disney



IN-LINE PROGRESS REPORTING

AFTER ACTION REPORTING

**MEASURE, REPORT, ADJUST,
REPEAT**

**IDEA #4: MAXIMIZE
DIVERSITY DURING
BRAINSTORMING.**

INCREASE THE DIVERSITY TO INCREASE THE POTENTIAL RESULT.

INNOVATION TEAM. NOT “COMMITTEE”.

DON'T POO POO IDEAS FROM OTHER DEPARTMENTS.

WE ALREADY TRIED THAT IS NOT ALLOWED.

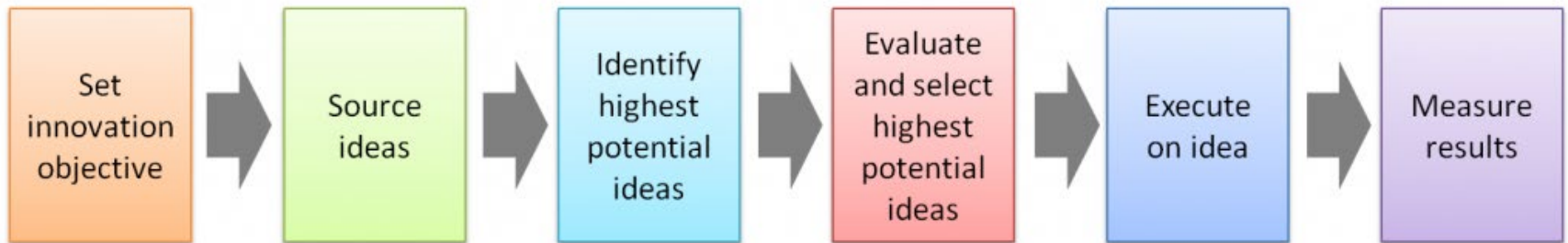


**IDEA #5: FOLLOW
INNOVATION MODELS OF
SUCCESS.**

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The Innovation Process

Employee-Driven Innovation





IDEA #6: INNOVATION AND IDEA FORM.

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- 1. WHAT IS YOUR IDEA?**
- 2. WHY DID THIS COME UP?**
- 3. WHERE DID THE IDEA COME FROM?**
- 4. WHAT DO YOU FEEL IT WILL TAKE TO EXECUTE IT?**
- 5. WHAT IS THE FINANCIAL IMPACT FOR THE COMPANY?**

**IDEA #7: DON'T INNOVATE
DURING A HURRICANE.**

RECOGNIZE A CRISIS.

**A “CRISIS BANDAGE” IS NOT
INNOVATIVE.**

INNOVATE AFTER A CRISIS.

**IDEA #8: FOCUS ON USERS,
NOT THE COMPETITION.**



**WHEN WE INTRODUCED GMAIL BACK IN 2004,
LOTS OF PEOPLE THOUGHT IT WAS A MISTAKE.
THERE WERE PLENTY OF WELL-ESTABLISHED
EMAIL PRODUCTS ON THE MARKET. NOW, GMAIL
IS THE WORLD'S #1 WEB-BASED EMAIL
SERVICE, WITH MORE THAN 900 MILLION
ACTIVE USERS.**

**IDEA #9: DON'T ASK WHO
HAS FREE TIME.**

**IDEA #10: BE PREPARED TO
PULL THE PLUG.**

The graphic features the word 'IDEAS' in large, bold, orange letters with a thick black outline. It is surrounded by several short, black, radiating lines that suggest motion or energy. Below 'IDEAS' is the word 'into' in a smaller, black, cursive font. At the bottom is the word 'A.C.T.I.O.N.' in large, bold, black, all-caps letters, with a thick black underline. The entire graphic is set against a white background with a dark brown, wavy border on the left and a solid yellow vertical bar on the right.

IDEAS
into
A.C.T.I.O.N.

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