

CREATING THE NEXT NEW THING

3 “Must Do’s” to Build Innovation in Your Organization



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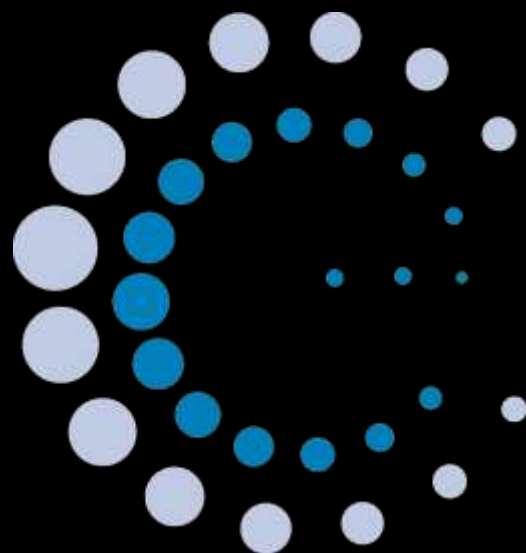




I Allowed Myself to Dream | What's Next

Every 5-10 years should bring a period of introspection | both in my organization as well as in my personal life.







Every Day, **over 100 individuals** are working in our space
to start new businesses



We All Have Limited Time | To Contribute, To Make a Difference

A black and white photograph of a long, narrow tunnel. The walls are made of brick, and the floor is made of wooden planks. The tunnel leads to a bright light at the end, creating a strong sense of perspective. The text "FEAR OF FAILURE LEADS TO FAILURE." is overlaid in white, bold, sans-serif capital letters across the middle of the image.

FEAR OF FAILURE LEADS TO FAILURE.

Lost in a Sea of Bureaucracy



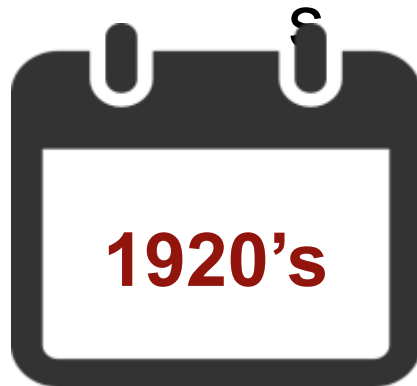
FORTUNE
500
Of the **500** Firms Listed in 1955

87% Have Gone Out of
Existence

Forbes

The Lifespan of a Successful S&P 500

67 Year



15 Year





THE NEXT NEW THING | Begins with a Dream

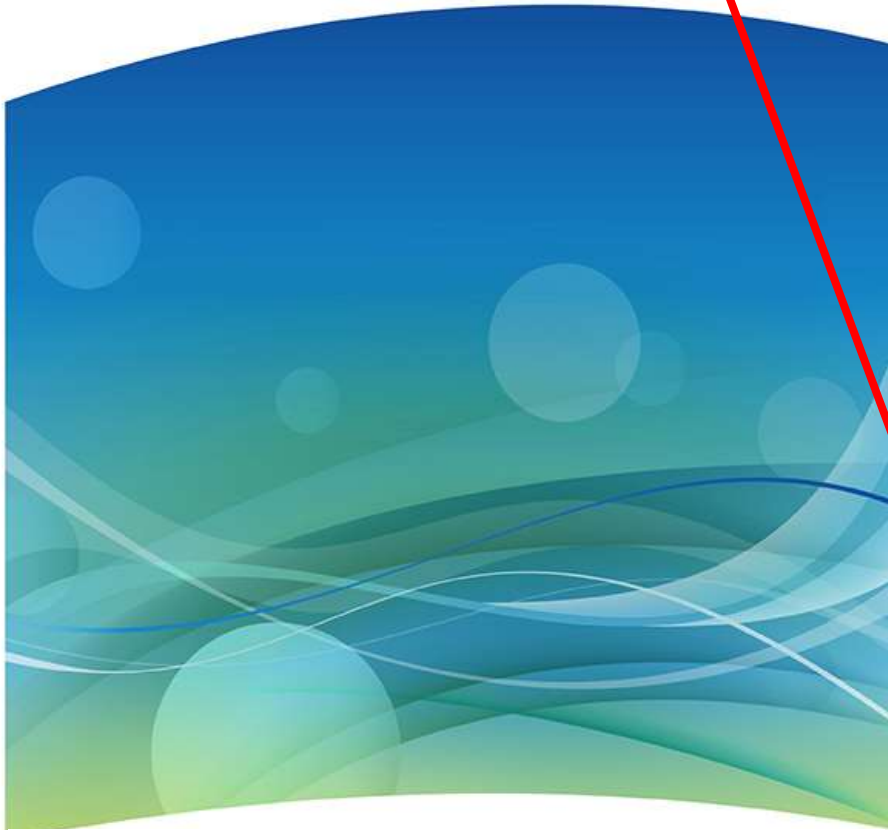


The Classic Mistakes

Happy Trails

Annual Report

Big News Inside | “We Are Innovative”



2014

1

**The company
aspires to be
Innovative but it's
all talk, no action.**

It's even in the Annual
Report!

2

They Create an “Innovation Department”





3

They Build an **Investment Fund** without a plan to be Innovative

Ideas Slowly Die at the Hands of the
Innovation Committee

How does this fit into our
Business Model?

Do all these new ideas suit our
Brand?

Where is the
Return on Investment?

The Business Model has Become a Given
Our Lives Are Simply “to do” Lists

What Works?

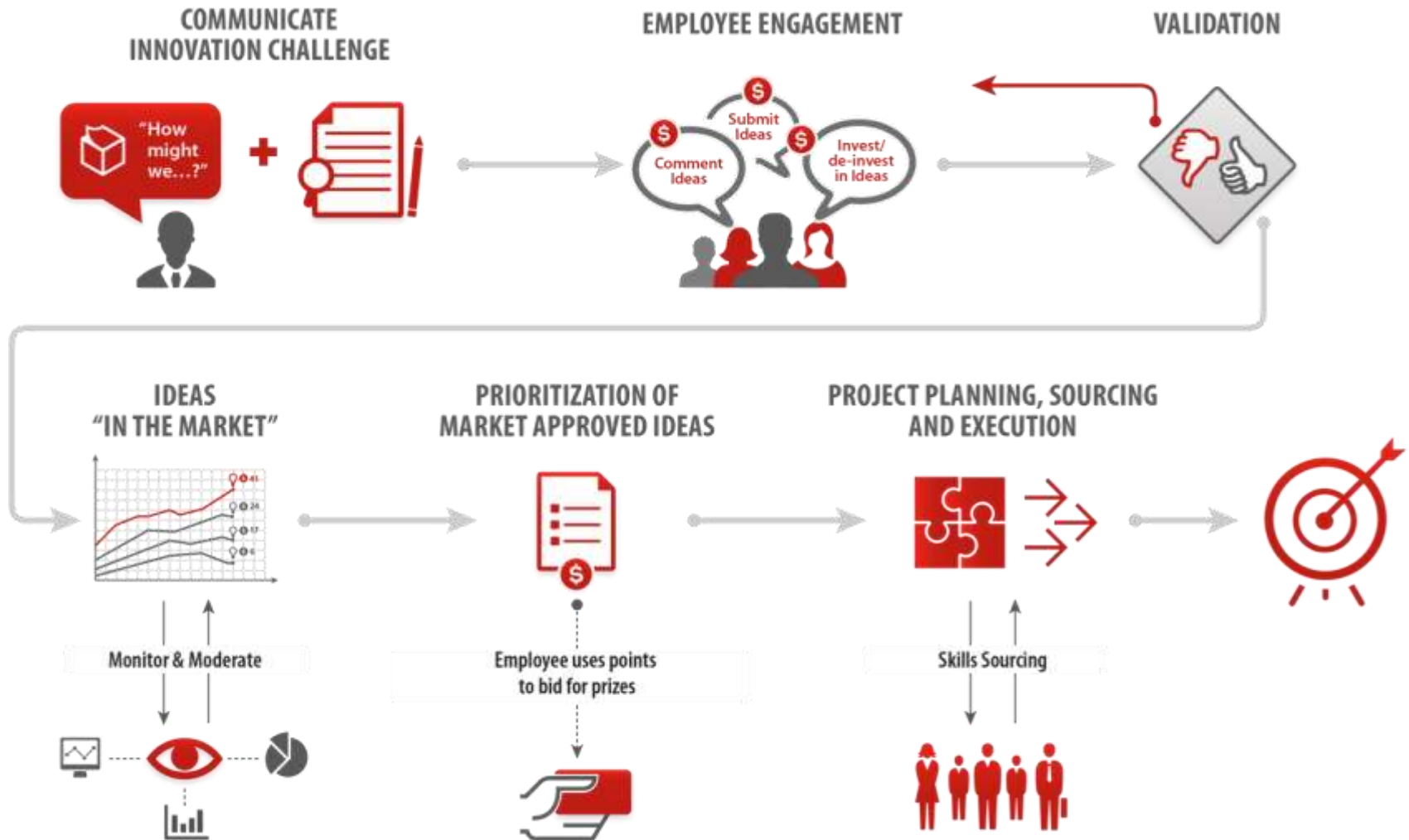
Corporate Leaders | 3 Steps Toward Innovation



- 1. Map the pathway for Innovation within the company.**
2. Develop measures & rewards for those who dare to be innovative.
3. Integrate stories of innovation into corporate storytelling.

1

A Defined **Pathway** for Innovation





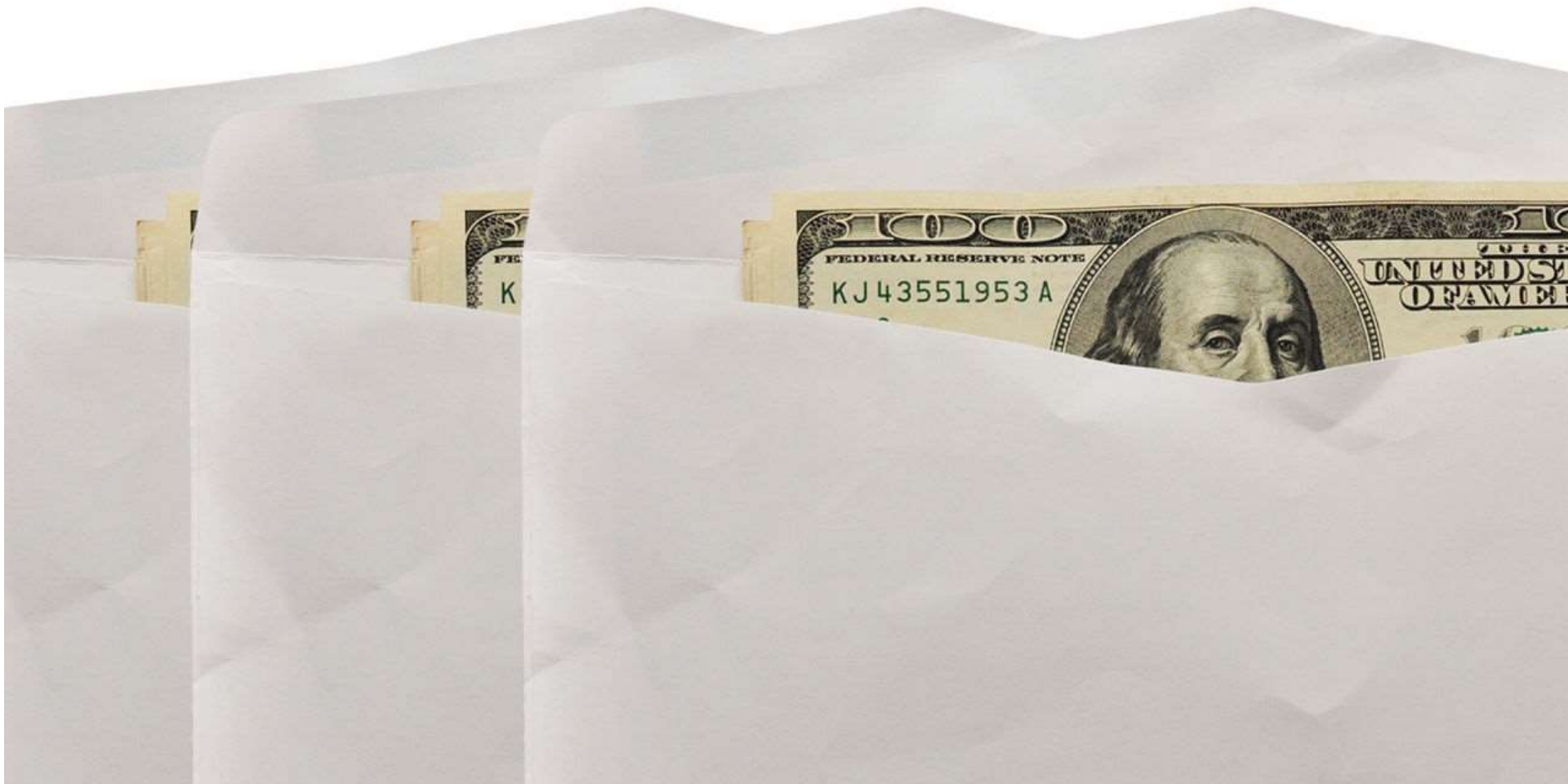
Do not critique how the idea won't work | unless you are prepared to suggest how it might.

Corporate Leaders | 3 Steps Toward Innovation



1. Map the pathway for Innovation within the company.
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2 A Method to **Reward** Innovative Behavior



Loss of 1 of these Entrepreneurial Employees

\$ MILLIONS

In Lost Opportunities for Innovation

Corporate Leaders | 3 Steps Toward Innovation



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- 3. Integrate stories of innovation into corporate storytelling.**



... I have a dream

3

Entrepreneurial **Storytelling** Defines the Culture



“If I look at the masses, I will never act.
If I look at the **one**, I will.”

For Innovators | Turning Ideas into Reality



For Innovators | 3 Steps to Reduce Risk of Failure



1. **Look for signs to validate your instincts of the market shift.**
2. Identify the talent & technology to make the dream a reality.
3. Build the team – value passion & perseverance over pedigree.



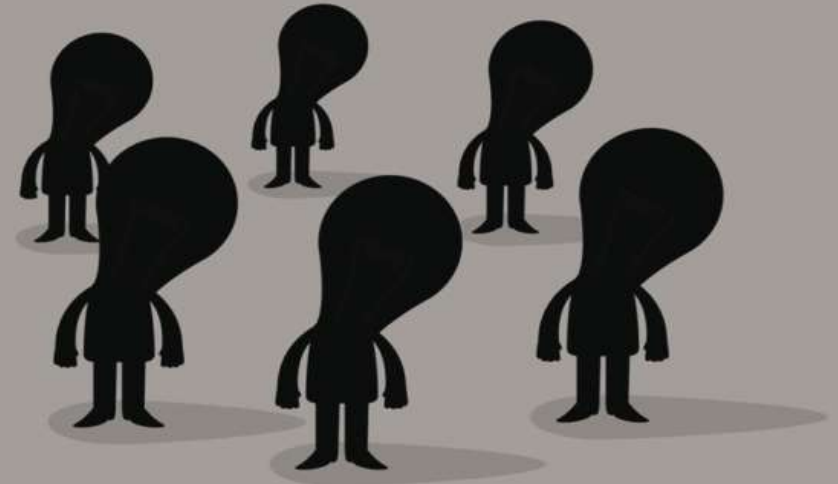
The next “New Thing” happens because we see
in our peripheral vision emerging opportunities

We Can Almost Feel the Change

For Innovators | 3 Steps to Reduce Risk of Failure



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DREAMS BECOME REAL when we assemble the technology and talent required to execute an idea!



For Innovators | 3 Steps to Reduce Risk of Failure



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ART

POSSIBLE



You can just as easily fail at what you don't want.
So take a chance of what you are called to do.