

SIMPLICITY

Innovation is Reason Enough to Engage

**THRIVE
ON CHANGE**

**ACT
LIKE
AN
OWNER**

October 2021

Innovation Minds

Your Digital Home for Hybrid Work



Innovation Minds®

YOUR DIGITAL HOME FOR HYBRID WORK

Innovation is Reason Enough to Engage

Make innovation a key tenet of your engagement strategy

Real innovation doesn't happen overnight, and it rarely comes from a solo innovator. Rather, innovation is a team endeavor; most likely a diverse and highly engaged team. It seems logical to wonder, then, why most organizations – even those with innovation as a core value – have not continuously and heavily invested in diversity and employee engagement.

In the late 2000s, the niche software category of Innovation Management was formed, and it garnered attention from enterprises across industries who thought software could fix their anemic or ineffective innovation pipelines. Unfortunately, these platforms didn't live up to the hype, and companies began to recognize that low engagement was due, in part, to the viewpoint that innovation was yet another assignment that already overworked talent were being asked to contribute to.

Fast forward to late 2021 and the VUCA (volatile, uncertain, complex, ambiguous) world we now inhabit. The past twenty months have caused us to question everything we had previously taken for granted. Now more than ever, we need to leverage the collective intelligence of our organizations, communities, networks and ecosystems. We need systems thinking, creativity and innovation. We need to dynamically pull the optimal, diverse team together to solve complex, global challenges. And to do that, we need high levels of meaningful engagement.

A recent report from The Josh Bersin Company on employee experience strategies highlights the powerful business impacts they can have on both engagement and innovation:



Source: Josh Bersin Company, 2021

Software can, in fact, help organizations manage their innovation funnel. It takes a modern, comprehensive and AI-powered solution to guide and engage innovators in the flow of work. And it takes capabilities and insights that ensure you maximize engagement and optimize team formation.

Our clients already have achieved impressive results:

- A prominent FinTech company whose eNPS rocketed from 18 to 63, with a 69% engagement rate and 12 newly funded projects
- A social media platform vendor whose eNPS rose from 61 to 88, generating sponsorship for over 20 new projects
- A well-known technology organization whose eNPS more than doubled, from 41 to 89, with a 72% engagement rate and 18 novel projects

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At Innovation Minds, we believe in the power of human potential, augmented by technology, to drive innovation. And we recognize that focused innovation itself can elevate engagement as much as engagement can spur innovation.

We've created a flexible, scalable and comprehensive technology platform which allows organizations to better understand their workforce, identify and strengthen relationships, and engage with purpose. It will:

- allow you to measure, reward and recognize contributions to projects, products and new ideas
- provide collaborative assessments and surveys to gain real-time insights on what's top of mind across your teams
- support real-time activity feeds and integrated event management for easy access to what's important
- create innovator profiles that help you learn more about your colleagues to form stronger working relationships
- suggest colleagues for your project to increase likelihood of success
- track individual and team goals
- orchestrate engagement in the flow of work

These capabilities directly address some of the most important factors in providing an industry-leading employee experience. Clear communication on expectations and goals. Organizational transparency. Learning and career growth opportunities beyond daily work. Rewards and recognition for contributions that drive a culture of engagement and innovation.

Whether you are growing communities of interest, performing strategic planning, managing projects or products, or driving innovation, our solution provides the capabilities and insights needed to engage effectively and purposefully.

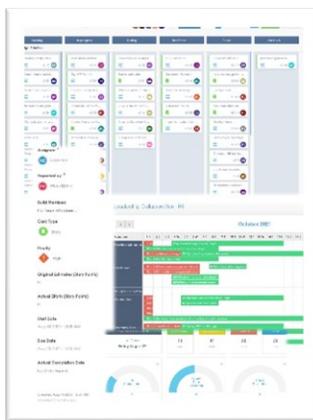
Enabling Technologies from Innovation Minds



Collaborative Goal Setting:
Make goals clear up front. Encourage employees to brainstorm and align before starting to execute your roadmap.



Crowdsourcing Project Ideas:
Empower employees to share project ideas easily and support the growth of each other's proposals. Take your approved concepts powerfully to the finish line.



Collaborative Project Management:
Use team-centric and problem-solving project-delivery methodologies. Evolve to the cutting edge of modern project management.



AI & Program Analytics:
Use PM and PMO dashboards to manage your individual project or portfolio of projects. Integrate with our easy drag-and-drop calendar views and Collaborative Whiteboards.



Choice Of Methodologies:
Select the right framework most appropriate to your project. Pick from Design Thinking, Design Sprints, 6-THON, Creative Problem Solving, and others.

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LET US HELP YOU CREATE A HOME FOR HYBRID WORK

THAT EMPOWERS EVERYONE, EVERYWHERE, ALL THE TIME

CONTACT US AND WE'LL SHOW YOU HOW

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