



# Outcomes, Value Proposition & Selling Innovation

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# Vision, Value Proposition, and Strategy



- Change and innovation
- Delivering outcomes rather than output



- Perspective
- Selling innovation



- Activity
  - Selling the innovation to the room



# Change and Innovation

How are they related?



## **Large changes are happening fast**

- **New technologies**
  - Smart grid
  - Distributed supply
  - Energy efficiency
- **Declining electricity consumption (rising costs and changes in consumer usage)**
- **New competitors**
- **Efficiency improving**
- **Empowered consumers**
- **Regulation**
  - Supporting adoption of electrical vehicles



**Utilities Industry  
is Changing**

# Car Industry is Changing





**Beauty  
Industry is  
Changing**





# **How is Government Changing?**

# Change: How do you do Innovation?

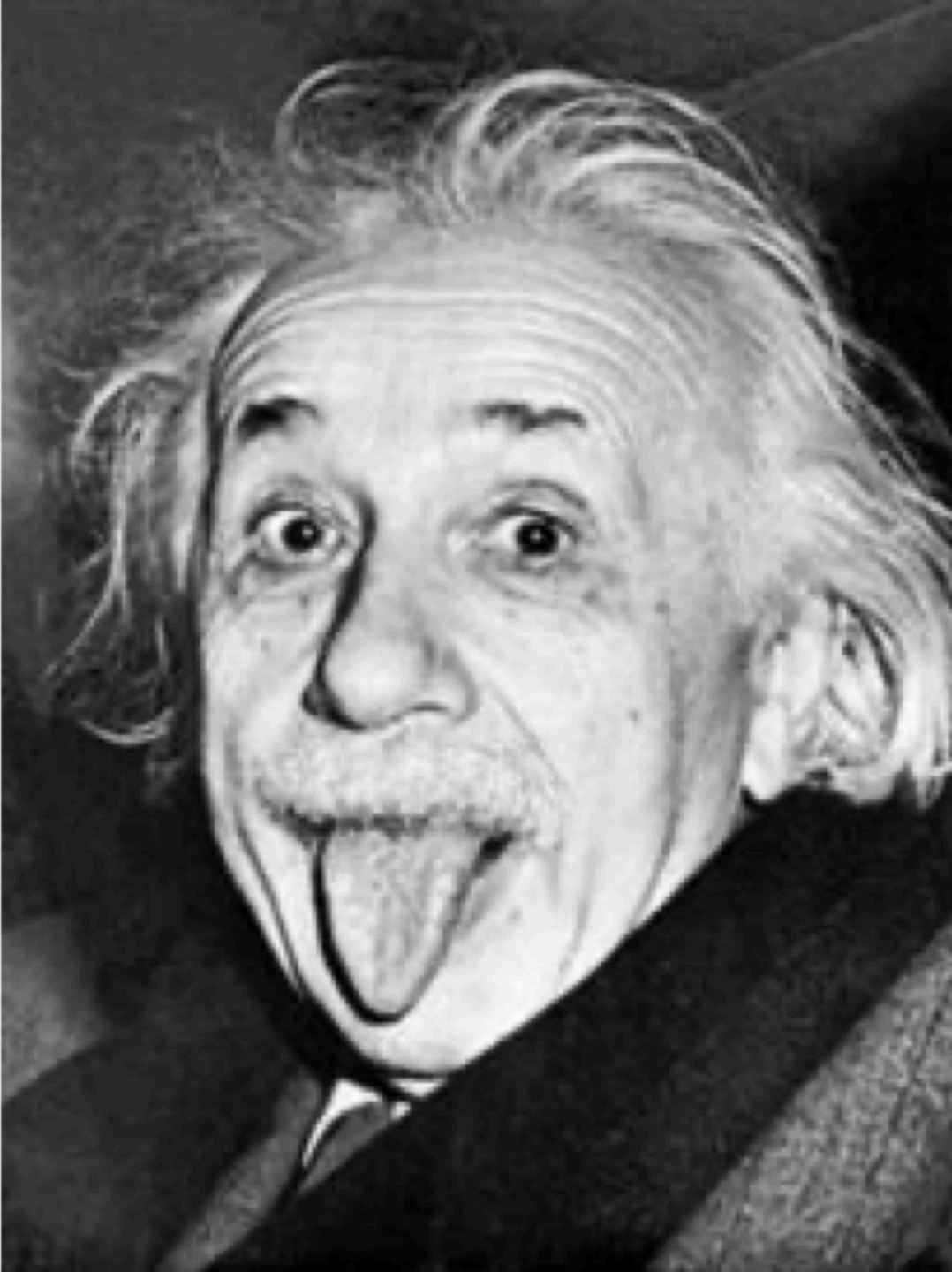
- What does innovation mean to you and your organization?
- How much time/resources do you currently spend on innovation?
- Do people in your organization know how they can contribute to innovation?



# Innovation Involves Focus and Solving Problems

- Framing the areas you want to innovate in
- Finding challenges and areas that are unpleasant





**'If I had 20 days to solve a  
problem, I would spend 19  
days to define it.'**

- Albert Einstein


# Measuring Innovation

## Collaboration

- Accepts various roles and an equitable share of work in a group.
- Responds positively to the ideas, opinions, values, and traditions of others.
- Builds healthy peer-to-peer relationships in person and through personal and media-assisted interactions.
- Works with others to resolve conflicts and build consensus to achieve group goals.
- Shares information, resources, and expertise, and promotes critical thinking to solve problems and make decisions.

## Initiative

- Looks for and acts on new ideas and opportunities for learning.
- Demonstrates the capacity for innovation and a willingness to take risks.
- Demonstrates curiosity and interest in learning.
- Approaches new tasks with a positive attitude.
- Recognizes and advocates appropriately for the rights of self and others.




**"People will innovate for financial gain or for competitive advantage, but this can be self-limiting. There needs to be an emotional component as well – a source of inspiration that motivates people."**

- Bob McDonald, former CEO, P&G



# Output to Outcome

Need a vision which will guide expectations  
In government this vision exists – it's about pulling it all  
together



# Outcome



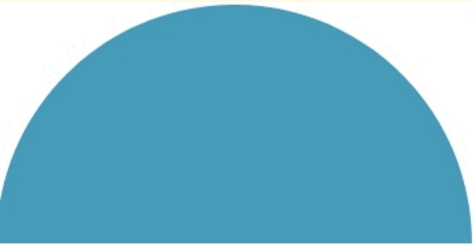
Problem



Measure of Success



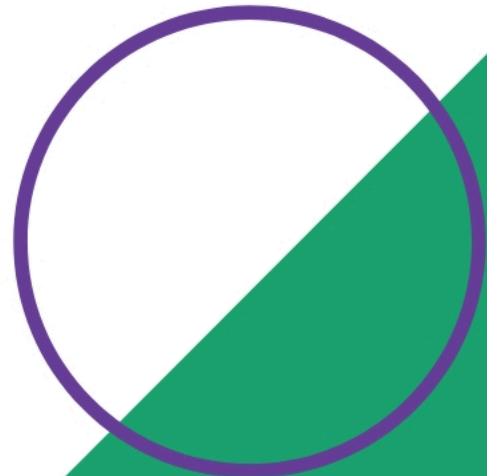
Value Proposition

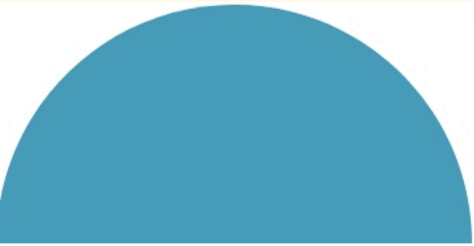


# Activity

## Problem

What are we doing?  
Why are we doing what we're doing?





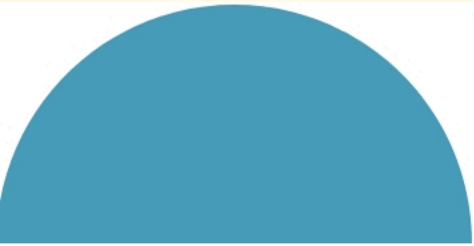
# Activity

What is the outcome your organization and team are working to achieve?

Part of thinking things through, assessment and planning







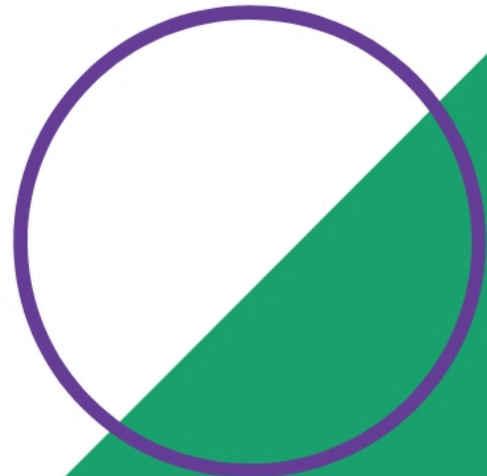
# Activity

## Measures of success

Development & Alignment on measures of success

Setting Expectations

Agreement on results as a start to achieving results







**Do goalies  
score?**



**How will your  
organization  
survive without  
innovation?**



**How can you  
innovate if  
everyone thinks  
the same way?**

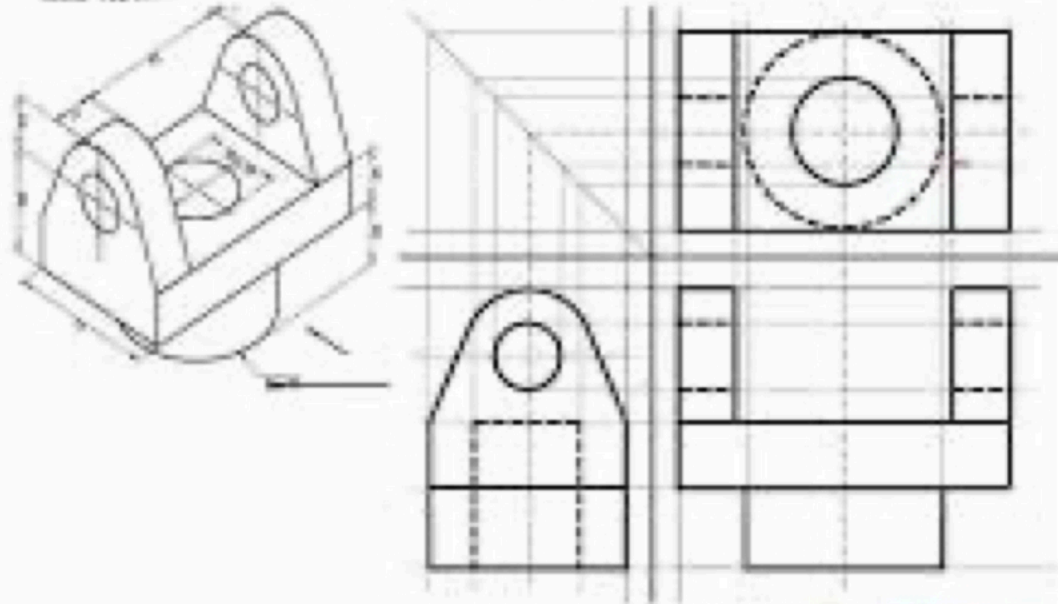


# Different Perspectives

Empathize, Listen and Practice Observing

How do you get different perspectives?

1. Draw the views of the objects given below with sectional front view and sectional side view.



Genius Nepal.com

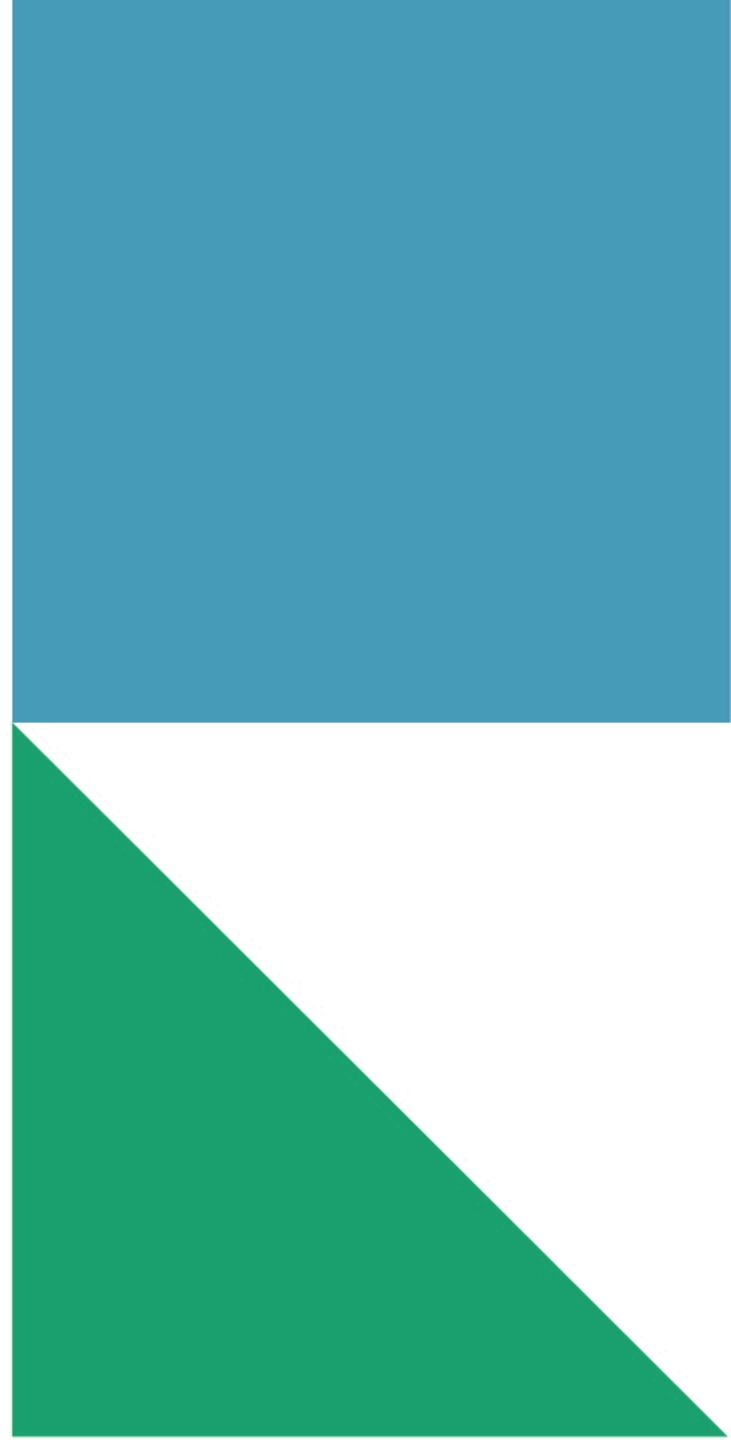
# Where does innovation come from?

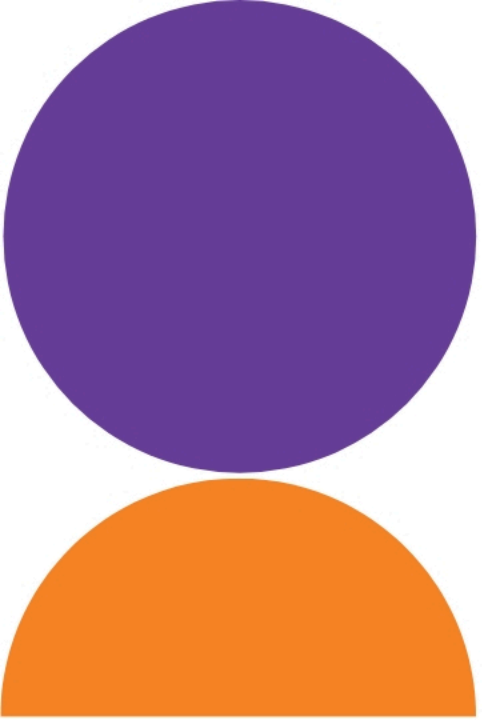
- From an individual, from working in intimate groups, collaboration
- Challenging conventional thinking



# How do you encourage diverse thinking?

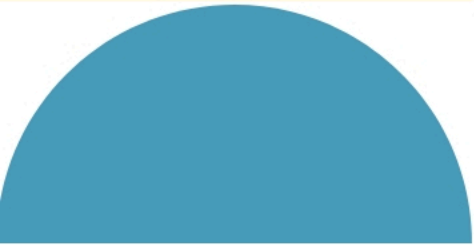
- Getting people to get to know, understand & respect each other's perspectives
- Building a culture where it is 'safe' to share ideas





**Cultivate,  
Nurture & Apply  
Unorthodox Thinking**





# Activity

## Value Proposition

**What do you think your value proposition is?**

In your job

Personally in your career

**What do others think your value proposition is?**







# **Ideas Become Innovation upon Execution**





# **Selling Innovation**



# Innovation Needs Application

- **1968 Dr. Spencer Silver**
  - Discovered trying to invent a super strong adhesive
  - 5 years, promoted invention within 3M
- **1974 Art Fry**
  - Frustrated when bookmarks kept falling out
  - Remembered Dr. Silver's adhesive
  - The rest is history...

- **Mandate letters**
- **ADM, DG, Director Priorities**
- **Match your innovations to their priorities – connect the dots**
- **Listen to what your leaders and users are asking for (rather than assumptions)**
  - Red Tape Reduction Initiative



# **Selling Innovation in Government**

# Knowing Your End Client: Leader

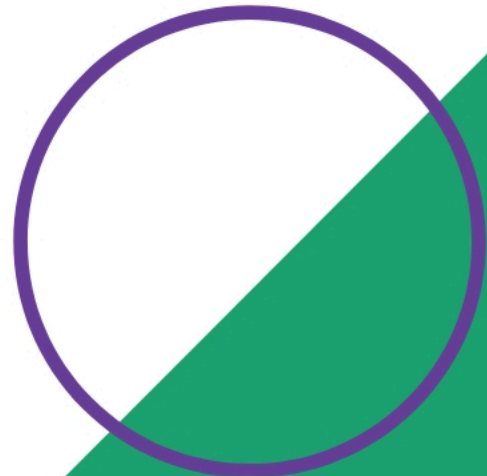
## Leaders

- Goals,
- Values,
- Challenges,
- Fears
- Communication style
  - Written, oral, visual
  - Analytical, conceptualizer, affiliater




# Activity

Selling Innvation



# General Principles of Innovation

## Culture

- Culture comes from top down
  - Trust & Respect
    - People respecting one another and each other's ideas
    - Within teams, departments, the organization, and partners
  - Allow for experimentation and making mistakes
    - Encourages people to bring forward ideas
- 

- Design Thinking
- Empathy, Define, Ideate, Prototype & Test



**Encourage  
Discovery**



# Build Safe Environments

- Understanding of one another
- Empathy
- Leading to culture of Innovation





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