



How to implement an online network for open innovation in your organization



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STEP 1 : Set up clear goals

*Increase the quantity
& quality of mentorship?*

*Make best practices
readily available?*

*Foster peer-learning
and collaboration?*

**WHAT DO YOU
WANT?**

*Engage external
stakeholders?*

*Bring transparency on the
progress and performance
of your innovative projects?*



STEP 2 : know your stakeholders



Managers



Employees



Customers



Partners



Academics
& researchers



Shareholders



Corporate
mentors



Field
experts

















1. Which stakeholders do you want to involve?
2. How does each **create** and **capture** value through the process?
3. Were motivators (intrinsic vs. extrinsic) and constraints identified for each stakeholder group?

STEP 3 : Work through cycles



1. **Drive commitment** by clarifying beforehand everyone's required effort;
2. **Avoid too long cycles** (MAX 1 year);
3. Improve your engagement strategy **at every iteration.**

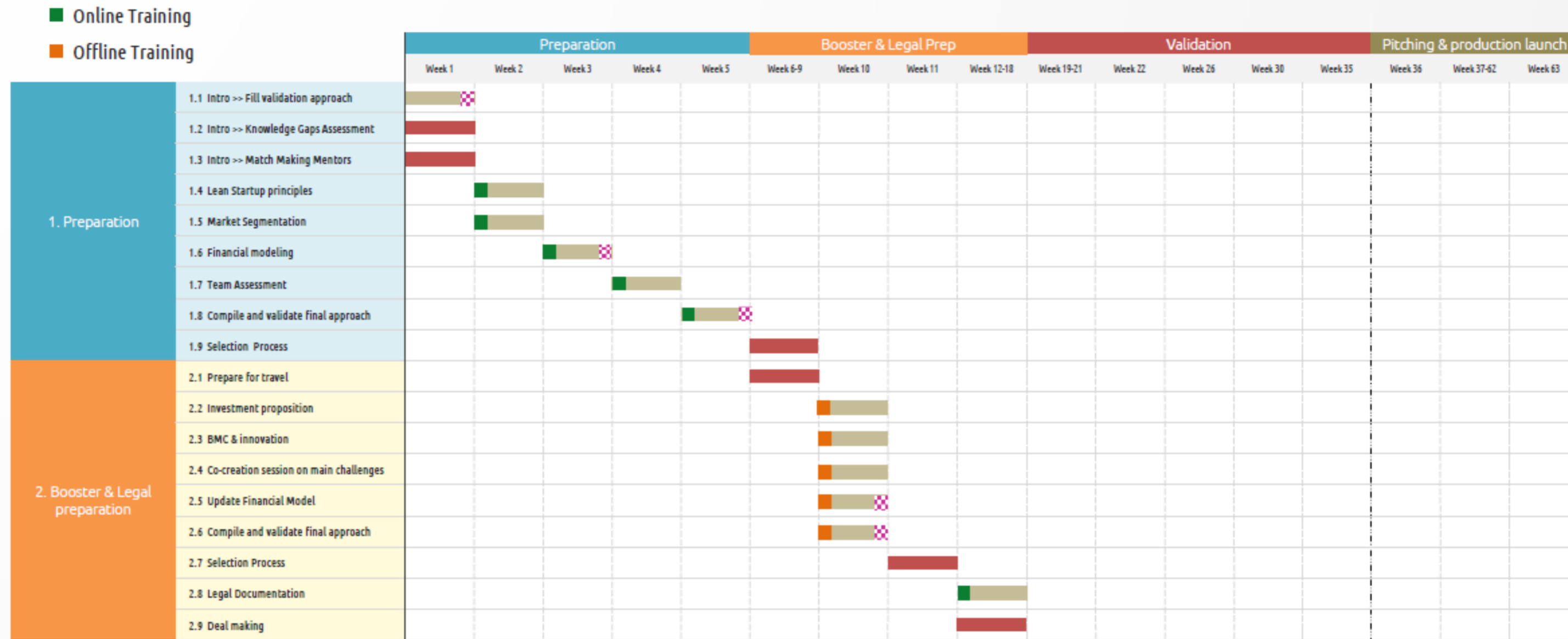
STEP 4 : Converge on the deliverables

Stakeholders	Input	Output	Outcome	GOALS
				
				
				

Each stakeholder-group has a role to achieve the goals defined in Step 1.

1. What is the **cause-effect mechanism** that allows them to achieve their objectives?
2. What **key activities** need to be organized to facilitate their fruitful collaboration?

STEP 5 : Build a holistic Roadmap



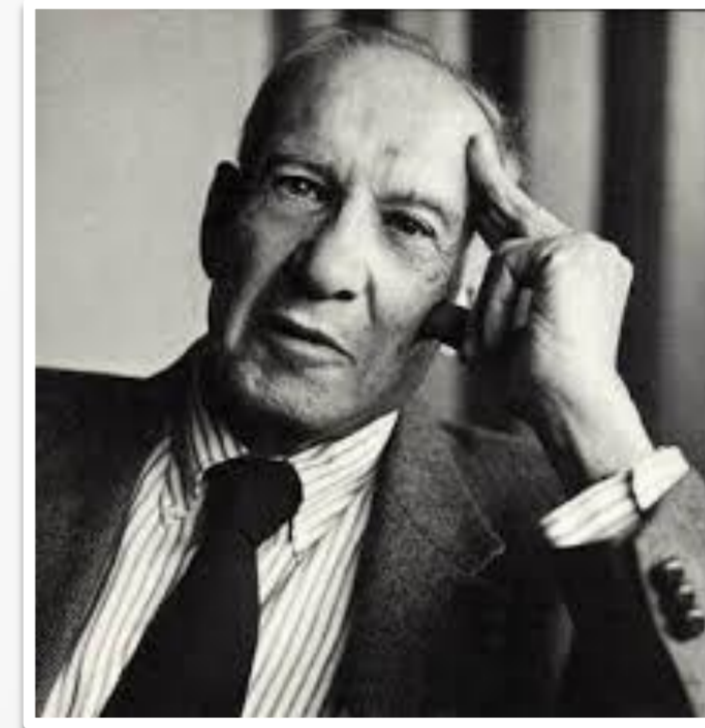
Large scale collaboration projects require to **minimize the uncertainty** in the process

1. Create clear norms to define which processes happens online and offline;
2. It is essential engage everyone in validating and updating these norms;
3. Communication is key to make sure everyone is on the same page.

STEP 6 : Keep track of your progress

*«If you can't measure it,
you can't manage it»*

Peter Drucker



What **quantitative** and **qualitative** indicators you need in order to track your organization's capability to operate with a thiel perspective?

STEP 7 : Train talented facilitators



They are the link between **on-line** and **off-line** activities and are fundamental maintain the community engaged

STEP 8 : Run LEAN pilots



VS



Privilege quality over quantity ▶▶

In your first pilot, involve only the connectors and the early adopters of your organization



**YOUR
GOAL
IS TO...**

1. Validate the engagement model;
2. Pre-populate the platform's activity;
3. **Model the behavior** for future members.

STEP 9 : Communication is King



1. Make sure everyone understands the plan;
2. Prepare outstanding on-boarding material;
3. Send reminders and follow-up often;
4. Capture ideas and feedback.



PRACTICAL TIPS

*Prioritize interactions
over content*

*Concentrate
the Activity*

*Highlight what's
popular*

*Remove the
Dead areas*

*Highlight
contributions
of members*



THANK YOU

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