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

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STEP 1: Set up clear goals

What do you want?

- Increase the quantity & quality of mentorship?
- Make best practices readily available?
- Foster peer-learning and collaboration?
- Engage external stakeholders?
- Bring transparency on the progress and performance of your innovative projects?
STEP 2: know your stakeholders

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**

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

1. Create clear norms to define which processes happen 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 to maintain the community engaged.
STEP 8 : Run LEAN pilots

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

Privilege quality over quantity

Your goal is to...
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.
Prioritize interactions over content

Concentrate the Activity

Remove the Dead areas

Highlight what’s popular

Highlight contributions of members
THANK YOU

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