



Best Practices bei der Umsetzung von Innovationsprojekten

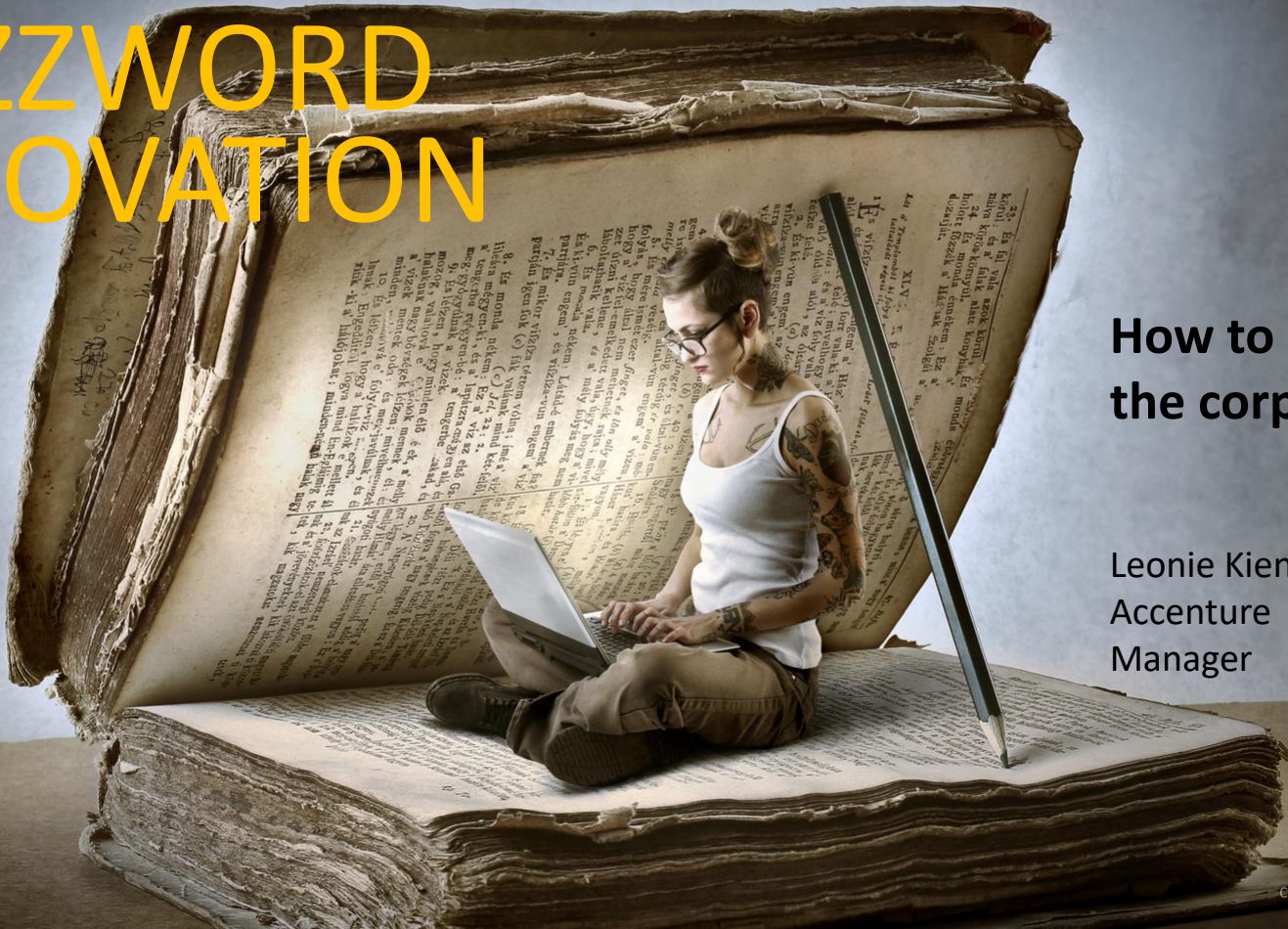
Leonie Kiene, Innovation Manager, Accenture Digital

Exclusive Sponsor

accenture



BUZZWORD INNOVATION



How to do it right in
the corporate world?

Leonie Kiene
Accenture Innovation
Manager



Pivot/Business Model

Burning Platforms

Hyper-innovation

Transformation

Orthodoxies

Agility

Era of Disruption

Collaboration

Millennials

Ecosystem

Digital

That's very interesting.
Someone should do
something about that
some day...



Decisions & Approvals

Return on Investment

Financial Capacity

Plans & Priorities

Business Case

Government

Ownership

Objectives

Budgets

Processes

Policies

Risk

They are stuck in the details and can't see the big picture!



Change



Value





Change

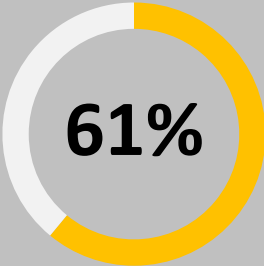


Value



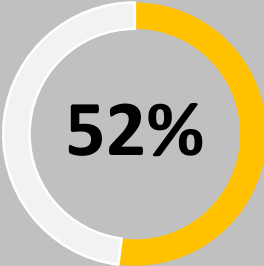
CHALLENGES IN THE REALIZATION OF INNOVATION

Change



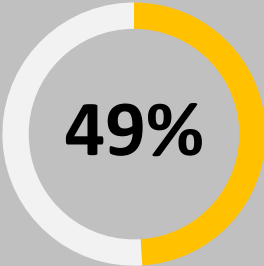
Establishment of an innovation culture

Value



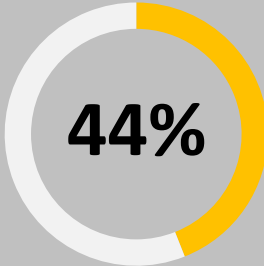
Coordination of various innovation projects

Value



Measuring the business value of an innovation

Change



Competences/skills of the employees

Imagine...



**Flat
Hierachies**

**Open
Mindset**

Agility

**Tribes &
Squats**

**Failing
Culture**



DSLKGFJ



FD054



5B:44
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Innovation Theater



So what?



You really need to want this



A long way to go...





Slice the elephant



Leadership

Teamwork

Strategy

Skill

Success

Growth

Vision

Partnership

Plan

Innovation has to be close to the business



Leave the old paths



Grind Hierarchies





... beats
deep expertise



**Change the mindset of your
middle management**



Some will transform...



Others wont...





Ally yourselves with the youth

Better fast than perfect



GREAT SERVICES

TOP NOTCH

SUPERFINE

SUPERB

I AM HAPPY

EXCELLENT

HIGH QUALITY

IMPRESSIVE

FIVE STARS

PERFECTLY

VERY GOOD

**Looking at the customers,
not at the competition**





Don't get stuck in the old...



100%



**Welcome
to the
Other Side**

