

Innovation for Any Company

Engage Employees in Solutions
for the Future

AGENDA

- Why Innovate?
- Corporate Culture
- Process to Innovate / Change

WHY INNOVATE?

Why Innovate?

- Improve costs
- Reduce risks
- Increase safety
- Streamline effectiveness
- Engage employees / recruitment / retention
- Win business

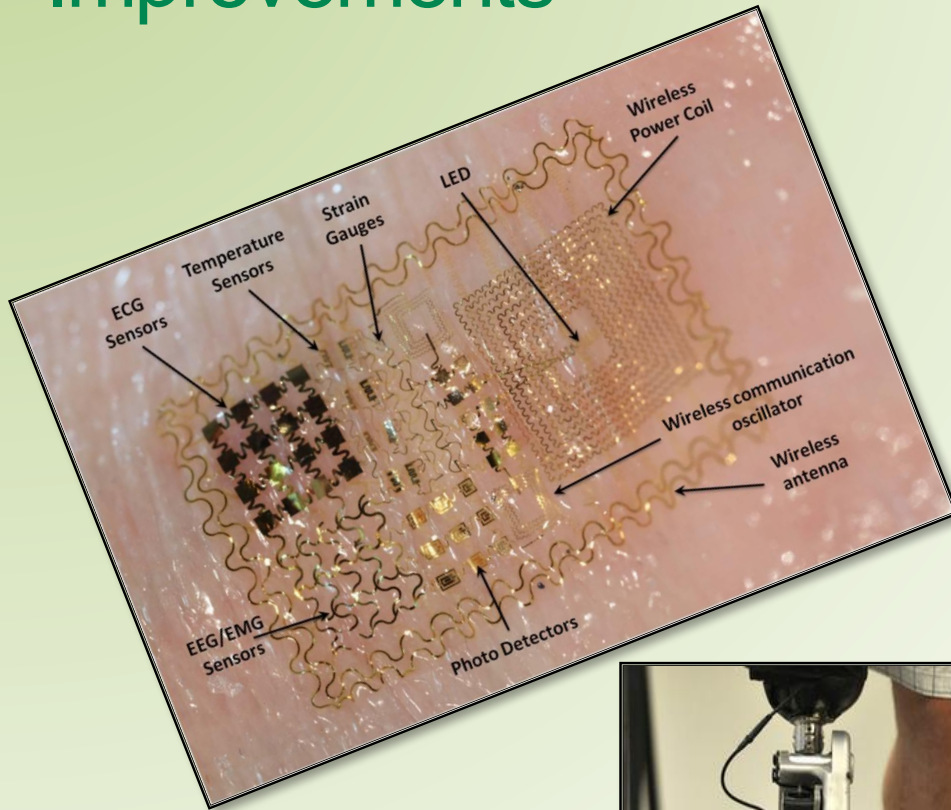
Innovation Looks Like: Efficiency & Safety



Innovation Looks Like: Community Engagement



Innovation Looks Like: Technology / Process Improvements



Corporate Risk Aversion & Employee Habits Control
the Success of Your Company's Innovation

CORPORATE CULTURE

Embrace Your Company's Innovation Culture

Got Risk?



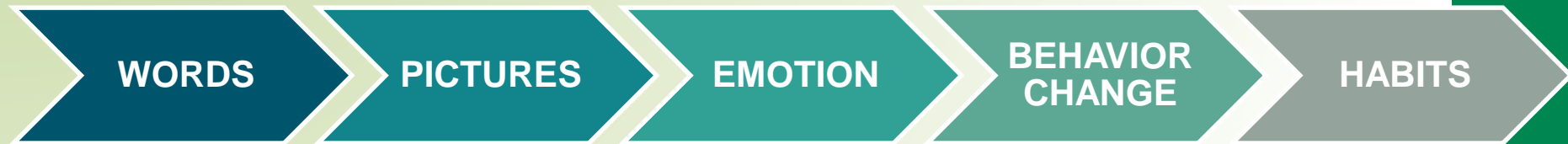
Google

2.5%

Innovation: the Process of Change
Let's Understand How that Happens...

90% Daily Activity
= Habits

Changing Habits Requires Shared Vision



Words Create Mental “Pictures”

The Eiffel Tower

Pictures Evoke Emotion...



Pictures Evoke Emotion

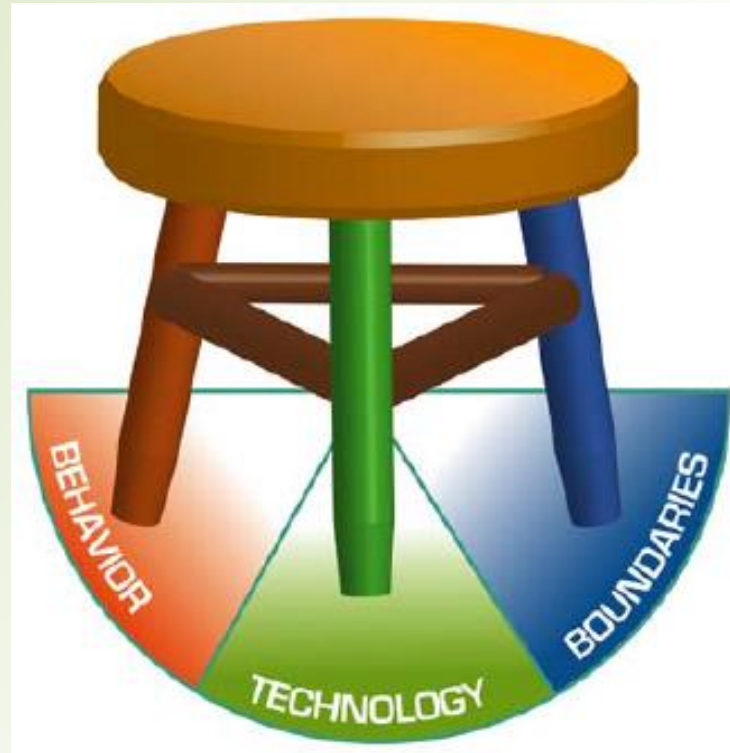


Emotions Create Behavior Change (Action!)

- Innovative Ideas Die Without:
 - Relevance (WIIFM?)
 - Actionable, Simple Process (How To)

Repeated Action Creates New Habits...

- 66 Days to form Habits
- Equally Important as Regulations and Technology/Facilities
- Where is YOUR Company Focused?



A No-Cost, Repeatable Process for Any Company...

PROCESS TO INNOVATE / CHANGE

3 Myths of Corporate Innovation Programs

1. It is too expensive.
2. It requires new employees or consultants.
3. New technologies must be deployed.

Is there a Proven Process for Innovation that Works?

- Internal = “iLab” Employee Engagement
- External = Client / Customer Value

Internal: Engaged Employees

- 10 times fewer sick days
- 37% more sales
- 5 times longer retention

External: Client Success

- Smart Meters: Schneider Electric, Power & Efficiency
- Big Data: Analytics4Energy, Siemens
- Building Schools for the Future
 - No Cost Audits
 - No Cost Proposals

INNOVATION LAB BENEFITS

JAN
2015

Identify Trends & Opportunities

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

7.210
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

3.010
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

2.078
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

3.649
BILLION

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

1.685
BILLION

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

23

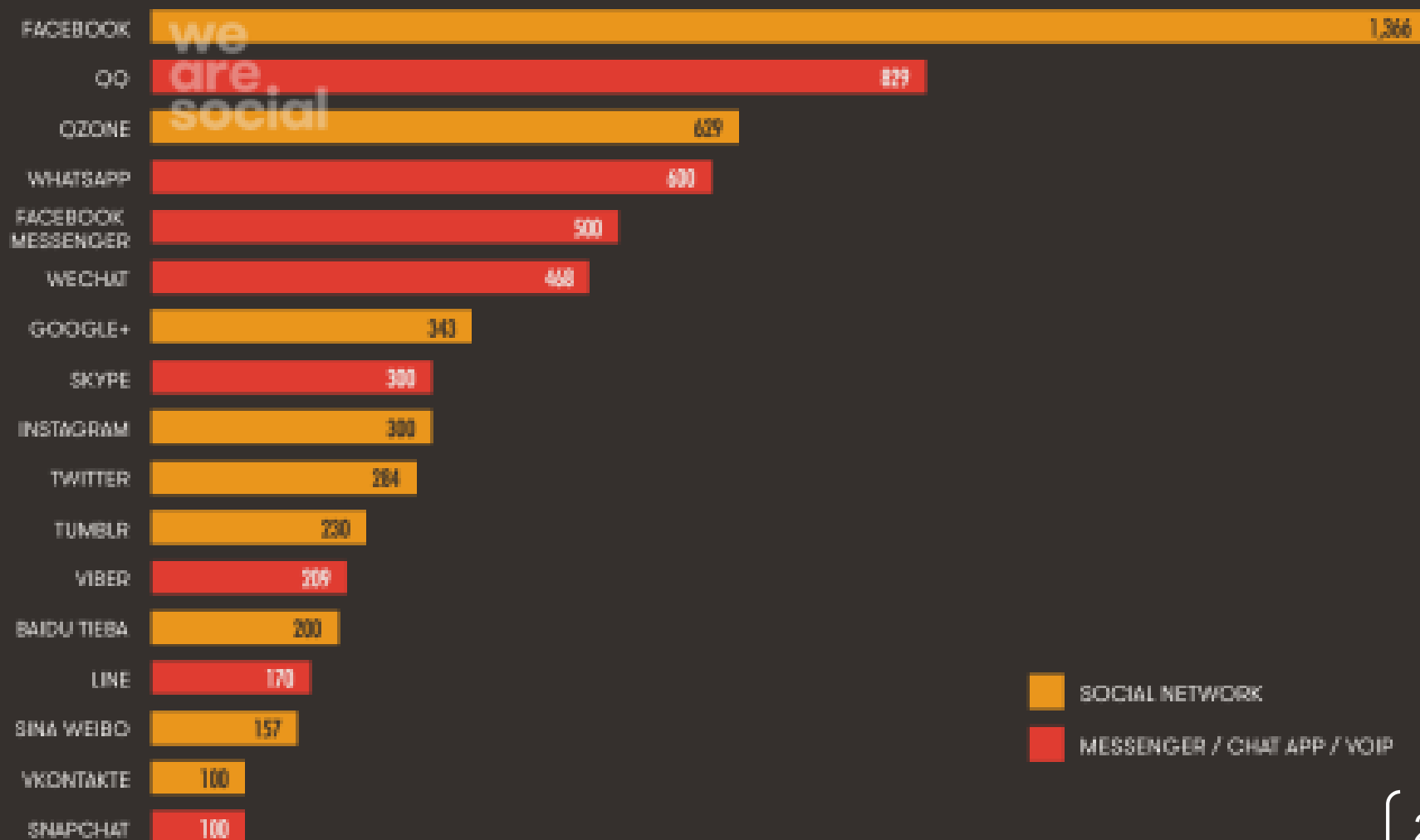
Time to Reach 50 Million Users

- Telephone, 75 Years
- Radio, 38 Years
- Cell phones, 14 Years
- Television, 13 Years
- iPod, 7 Years
- Facebook, 3.5 Years
- Angry Bird Space, 35 DAYS!

**JAN
2015**

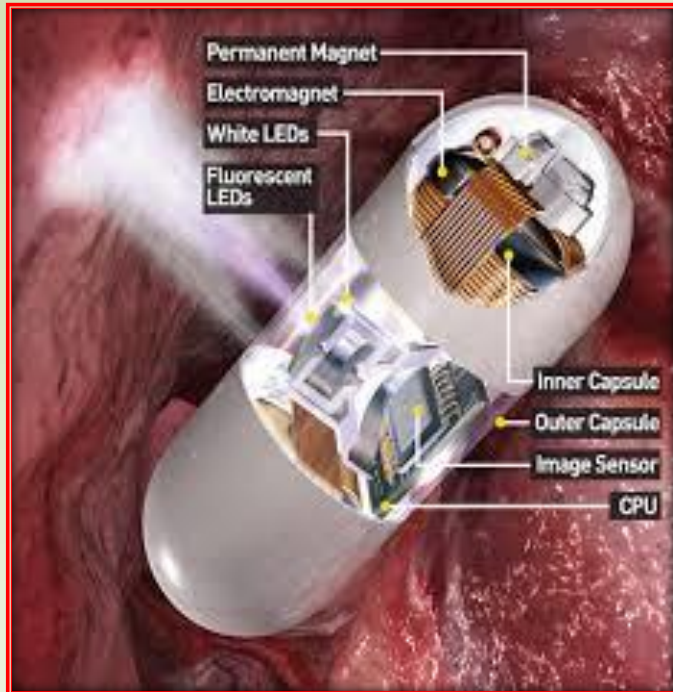
ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS



(25)

Insights to Improve Business



Direct Access to Senior Leadership

- Exposure to Strategic Roadmap (Relevance)
- Professional / Personal Development (WIIFM)
- iLab Structure (Process)

Enhancing our student accommodation proposals through smart meters & user engagement



Andrew Taylor
Ben Willett
Brendan Weir
Daniel Clarke
Fay Mitchelson
Hayley King
Jemma Sellwood
Jo Beswetherick
Karen Thorp

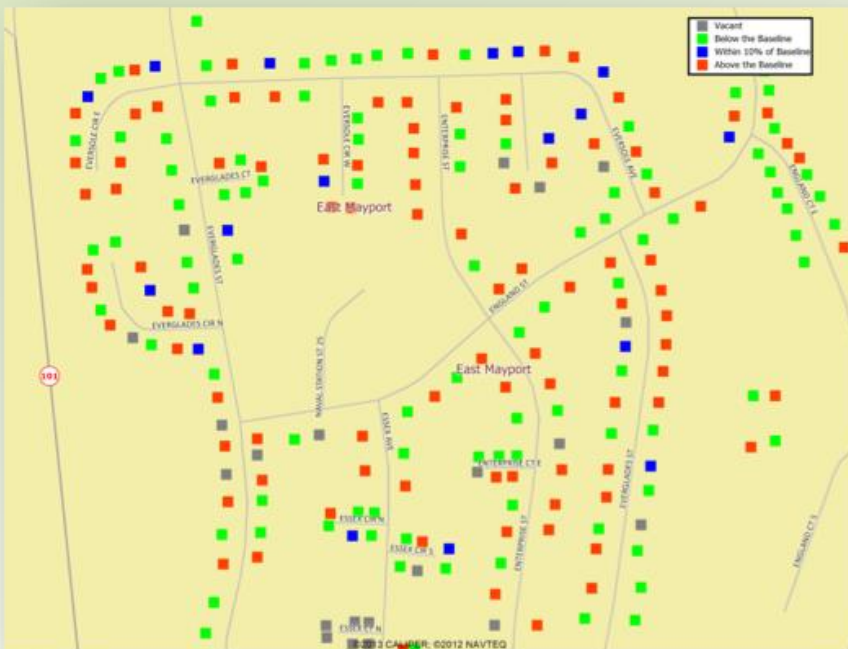
Kenny Macleod
Leena Mulholland
Michael Bowes
Phil Armitage
Samantha Porri
Serge Semenov
Sofia Athanassiou
Tzvetelina Bogoina

Regional, National or Global interaction

- iLab Team: 8 Offices, 5 Countries, 19 Employees
- GBA's Collaboration via NewsLog, Conferences, and Global Platforms



Innovation: The Efficiency Differentiator



Innovation: The Differentiator New Business





“Sometimes looking at something in a new way makes the difference between being hungry or playing fetch.”

Speaker: Tabitha Crawford. C.E.M., C.D.S.M.
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