

Ingram Micro - Innovation Session



Session Leader

- Polls
- Panel Introductions
- Discussion of 3 innovation topics
 - Leader will begin
 - Followed by group discussion



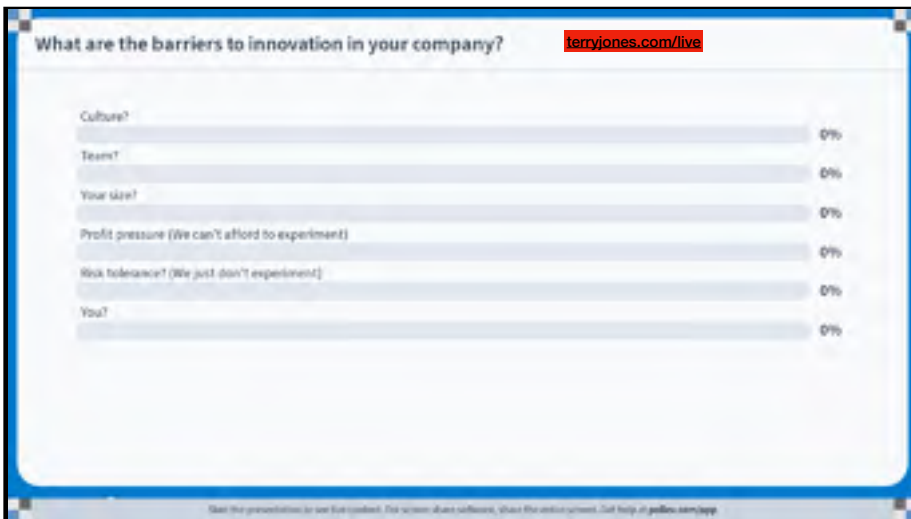
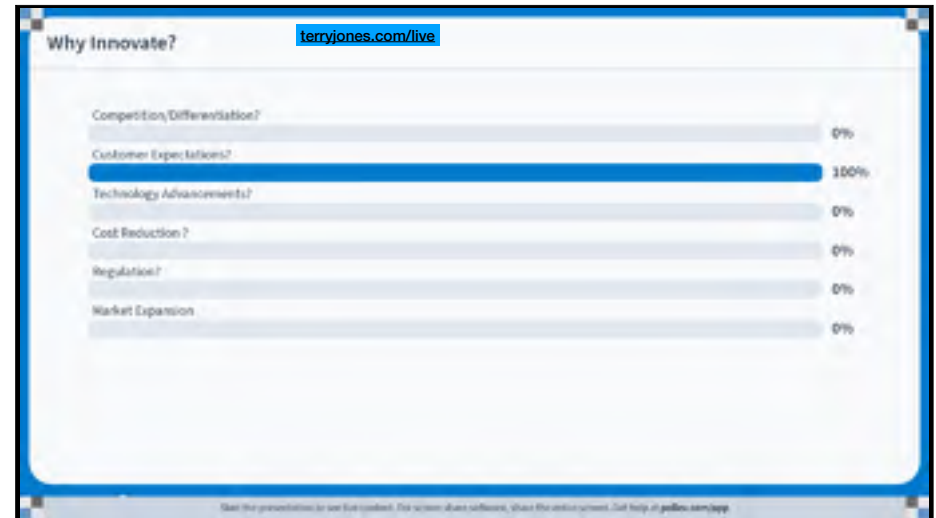
terryjones.com/live



terryjones.com/live

Session Leader

- Led 6 startups
 - 4 Successful
 - Two Unicorns
 - 1 Failed
 - 1 in progress
- Advisor to 15 more
- Served on 20 boards of directors
- Lectured on innovation 20 years
- Written two books on innovation

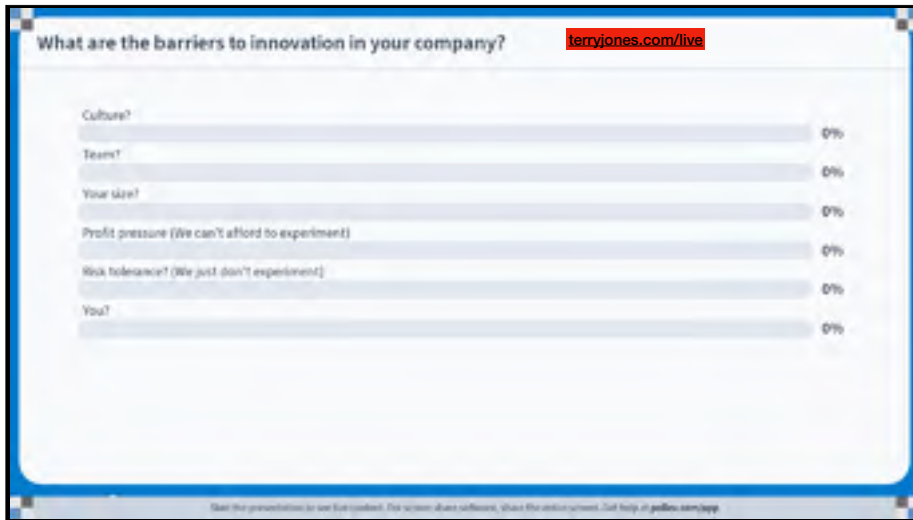


Belen Tamayo

Director Partner Development
Microsoft



terryjones.com/live



Sandy May

VP Change and Digital Enablement
Ingram Micro



Culture (Mindset) of Innovation



Culture eats **strategy** for lunch

Dick Clark
Merck

Nurture the flame



Plussing!

As a leader...



We've
ALWAYS
done it
this way



Your WAKE is larger than you
imagine



Kip Tindell
Container Store

Actions & Words Matter

- Support
- Amplify
- Concur
- Endorse
- Recommend
- Disagree
- Mimimize
- Sideline
- Devil's Advocate
- Reject



This is NOT the Olympics



This is BASEBALL



**You've got
to experiment**



FAILURE



Kill projects...NOT people



Coach

Early on we built a CD Rom based travel product

Spent \$1 million dollars

Lost \$1 million dollars

“What did you learn?”

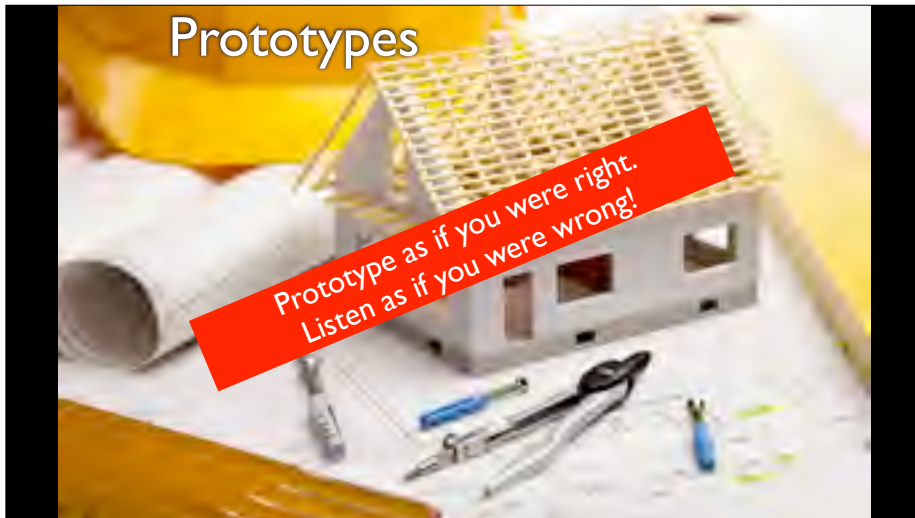
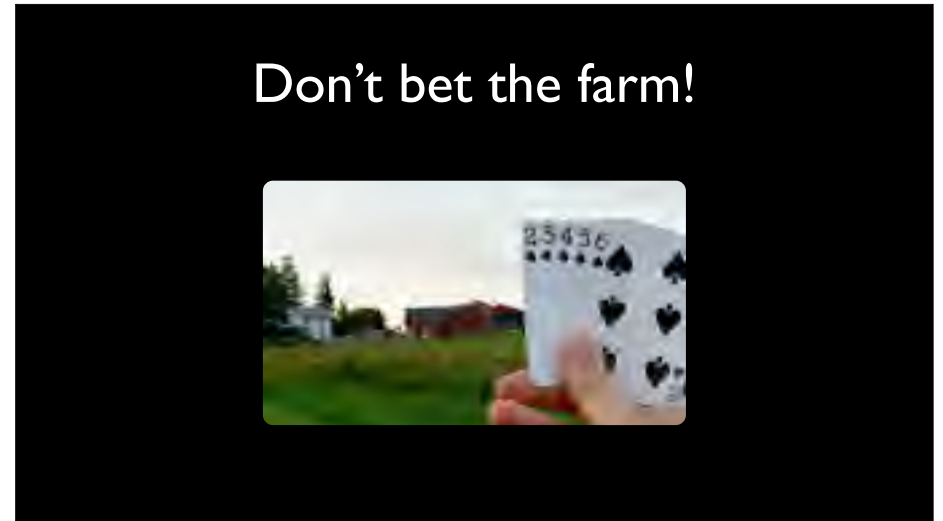


Everyone needs a coach



Watch the films!





AI Testing

“Established organizations view disruption as a threat”

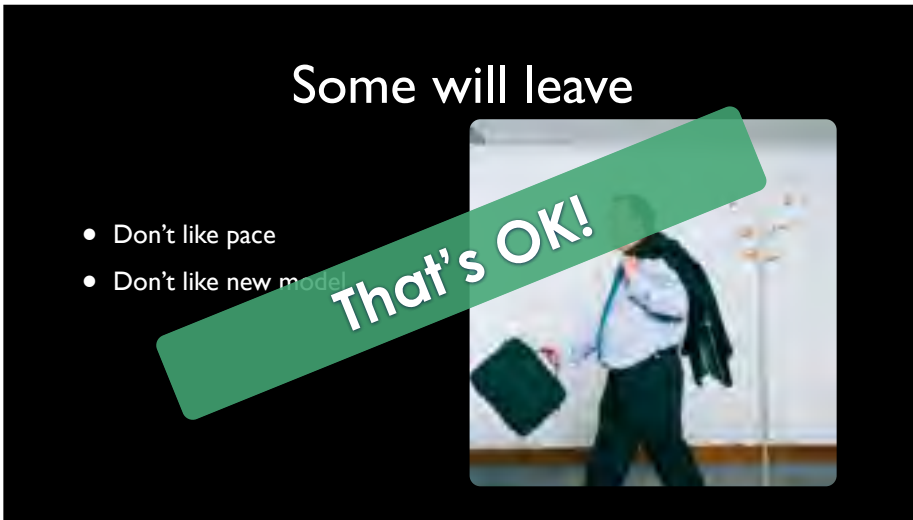
How could we do that?

Disruption

Delivery
Muscle

>

Discovery
Muscle



“I used to think **strategy, execution** and **culture** were a three legged stool.”



Robert Reid
Intaact

“Now I realize that if you create the **best culture** the other two will follow”

Robert Reid
Intaact

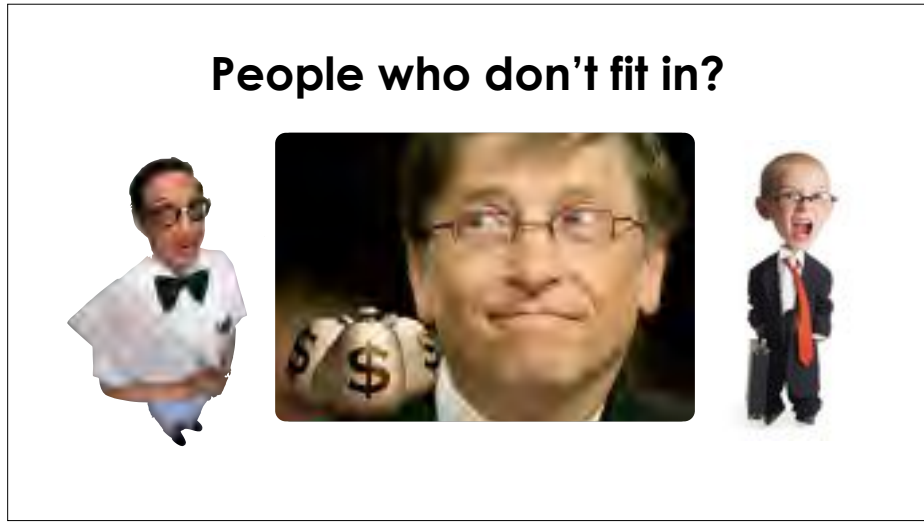
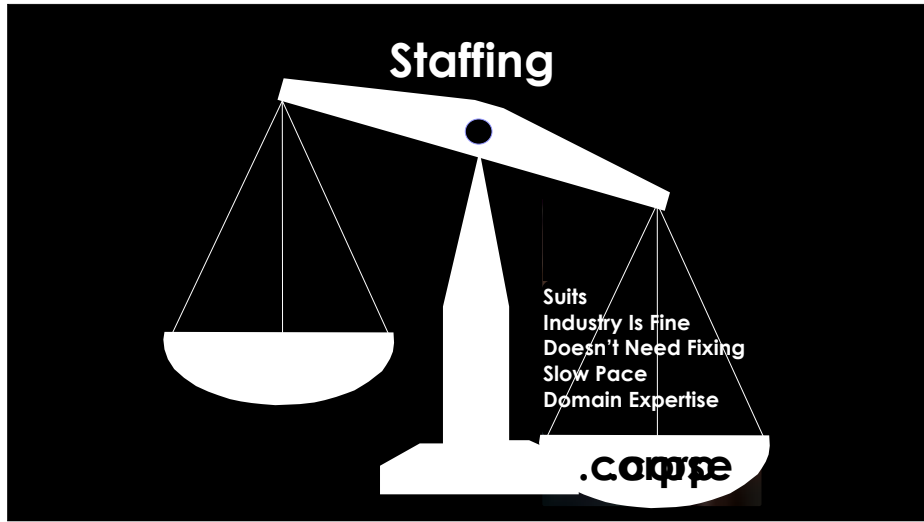
Culture of Innovation (Discussion Slide)

- What is your company's attitude toward risk?
- Can projects fail...and what happens to leaders who fail on innovation projects?
- Do you have a process to learn from failure?
- Do you prototype...how?
- What is your language around innovation/change are you 'and' or 'but'?
- How do you reward innovation?
- What is your decision process on innovation projects?
- How does your organization learn about the future?



Your Innovation Team







“The world wants **Geniuses**. It just wants them to behave like **other people!**”

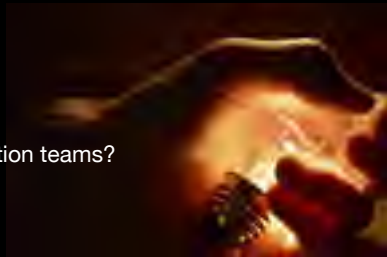
–Gordon Moore

Your Innovation Team - Sandy May



Your Innovation Team (Discussion Slide)

- How should you organize for innovation?
- Who should lead your innovation team?
- How do you select members of your innovation teams?
- Personality of innovators?
 - A players vs C players
 - People who don't fit in
 - Mix of experienced internal people, external hires, consultants



Idea Generation



Where do good ideas originate?



From the bottom



Sentries



Listen To Your Customers!

- The Phone Booth Is A Symbol
- Every person in every job required to listen to two customer calls per month
- Must discuss root cause at staff meeting



Crowd sourced ideas

1/2 the ideas from their own employees!



Idea Generation - Belen Tamayo



Microsoft 365 Copilot Chat



Copilot + Agents with Copilot Studio



Idea Generation

- Where does innovation start in your company?
 - Top down vs bottom up
- Do you source ideas from (and how)
 - Customers? Suppliers? Competition? New Technology?
- Opinion vs Data
- What tools are you using to generate ideas (Gen AI?)
- What % Core vs Adjacent vs Transformational?



Wrap up and Take Aways

Idea Selection

- Golden rule of Innovation
 - Core Product 70%
 - Adjacent Product 20%
 - Transformation Products 10%
- Area and Impact (Different Process?)
 - Revenue (expand existing, new customers, new markets)
 - Cost Reduction
- Fix the odds (mixed project size)

What is the one thing you need to fix

Nobody has responded yet.
Hang tight! Responses are coming in.

Start the presentation to see full content. The screen shows software, show the entire screen. Get help at polls.com/help

Implementation

- “It’s not an innovation unless it is implemented!”
- Why do pilot programs die at your company?
 - NIH?
 - Departmental opposition?
 - Fatigue?