

# ENTERPRISE COLLABORATIVE INNOVATION

**Harnessing collective intelligence to  
transform needs into actions**

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HYPE Innovation  
April 1<sup>ST</sup>, 2025



# MY EXPERIENCE



MSc in Economics



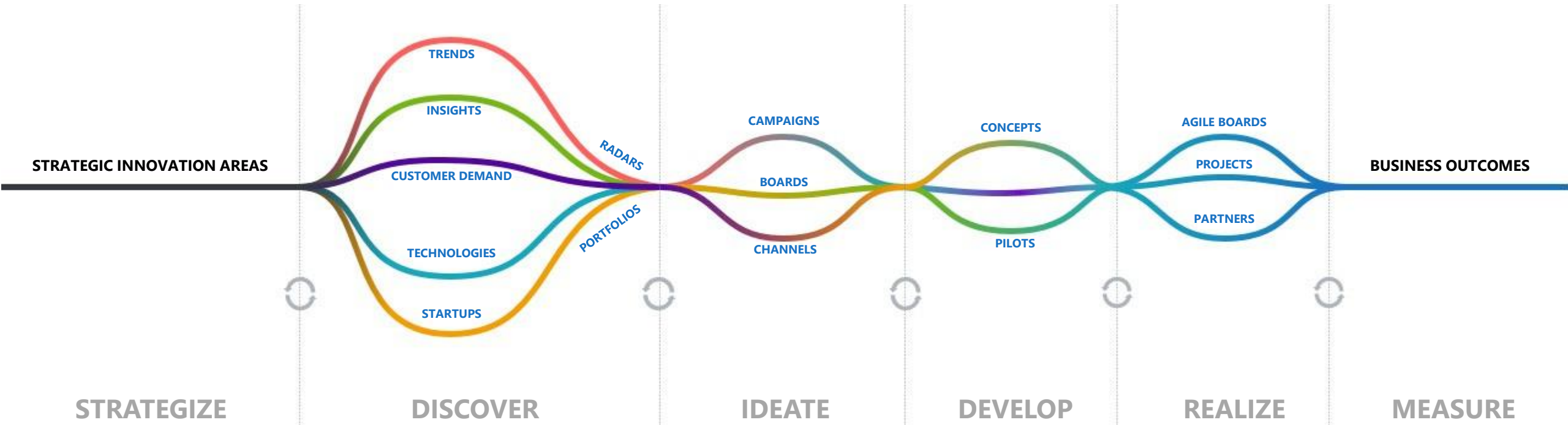
13+ years as an  
Innovation Practitioner



3 years... as an  
Innovation Advisor



# THE SMART INNOVATION PLATFORM





# AGENDA

- 1 Understanding Collaborative Innovation
- 2 The Campaign Approach
- 3 Decision Making
- 4 Executing and Measuring Success



# 1

## UNDERSTANDING COLLABORATIVE INNOVATION

# WHAT IS ENTERPRISE COLLABORATIVE INNOVATION?

**Business focused online campaigns and communities to engage employees, customers, partners & suppliers.**

The key principles are:

- Find diverse ideas and insights from disparate or large groups of people
- Encourage collaboration between audience members to build and improve upon those ideas and insights
- Use a combination of community opinion & expert knowledge to assess the content
- Use the content to take action on business opportunities and problems





# HOW DOES COLLABORATIVE INNOVATION SUPPORT AN ENTERPRISE'S WORK?



## PRESSURE TO CHANGE

- Speed of change
- Globalization
- Sustainability



## AGILITY

- Access to corporate knowledge
- Visibility of portfolio
- Gap identification



## VALUE

- Innovation drives growth
- Respond to market changes
- Build resiliency

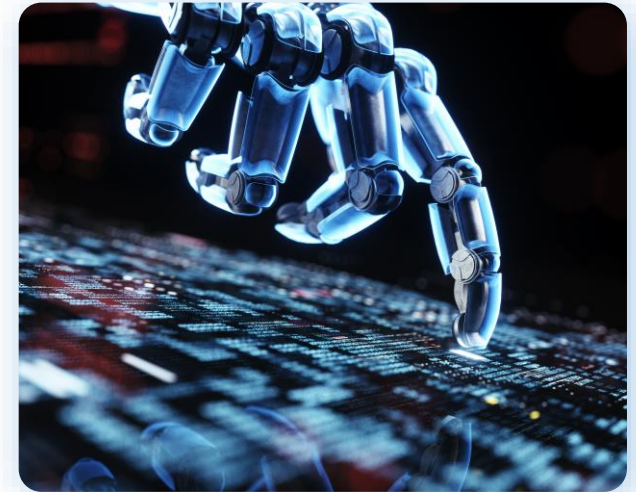
## WHAT'S THE ROLE OF THE SOFTWARE?



## PROVIDES SCALE



## GOVERNANCE



## KNOWLEDGE MANAGEMENT



# 2

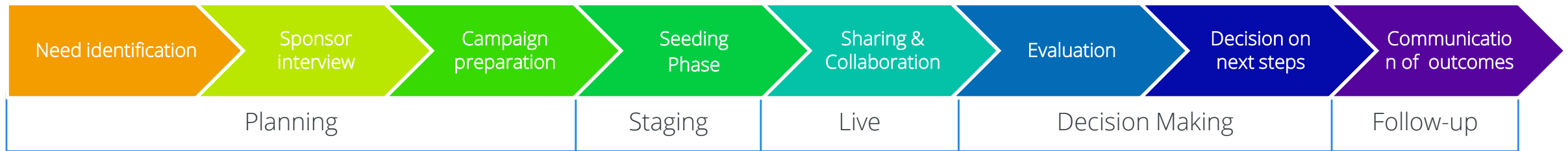
## THE CAMPAIGN APPROACH

# WHY WAS THE CAMPAIGN APPROACH DEVELOPED?



| ESTABLISHED IDEA CAPTURE & GENERATION TECHNIQUES |           | SUGGESTION SCHEMES  | BRAINSTORMING  |
|--|-----------|---|--|
|  | POSITIVES | <ul style="list-style-type: none"> <li>• Everyone can participate</li> <li>• Content is unrestricted</li> </ul>   | <ul style="list-style-type: none"> <li>• Focused discussion on a specific subject</li> <li>• Experts in the field attend</li> </ul>  |
|  | NEGATIVES | <ul style="list-style-type: none"> <li>• Ideas are often under developed</li> <li>• Process owner need to find someone to own and develop the idea</li> </ul> | <ul style="list-style-type: none"> <li>• Diversity is limited by who's available and how many people can fit in a room</li> <li>• Implementation based expertise often excluded</li> </ul> |
| COMMON CHALLENGES                                |           | Lack of alignment to enterprise strategic targets & KPI's / lack of metrics / Customer alignment  |  |
|  |           | Campaigns build upon the positives and mitigate the negatives   |  |

# CAMPAIGN APPROACH: ACTIVITIES OVER TIME





# CAMPAIGN APPROACH: PUSH V. PULL



**Channels** utilize a “push” method where ideas are collected and then managers look to see whether a need is met by the idea.



**Campaigns** utilize the “pull” method where managers state the need(s) of the sponsor and solicit ideas that meet the need(s).

# KEY ELEMENTS OF A CAMPAIGN



## Sponsor Led

To ensure support, funding and resources.



## Time Limited

To promote action through a sense of urgency.



## Target Audience

To stimulate diversity of thought without always including everyone.



## Selection Criteria

To focus the crowd's efforts on what the sponsor needs.

**To generate or capture:**

Ideas, Inspirations, Insights, Feedback, Solutions, Best practices, Opinions, Expertise, Perspectives, ...

# CAMPAIGN EXAMPLES



300 invitees to look at process bottle necks & better collaboration

- 102 ideas generated, plus 500 comments
- 60 ideas selected for implementation across 25 themes



10,000 invitees asked to generate new digital car functions

- 1,300 ideas generated, plus 3,500 comments
- 85 ideas shortlisted based upon crowd opinion, 20 ideas developed into POC's



1,500 invitees across 2 campaigns focused on process innovation and improving efficiency

- 117 ideas generated, leading to 16 concepts for investment and investigation
- 15 quick wins implemented immediately



3,500 invitees asked to help improve patient retention

- 206 participants generated 40 ideas and 270 comments
- 8 ideas were selected for implementation



10,000 invitees asked to share and generate new technologies

- Across 9 campaigns, executed over just 3 days, 600 ideas and 3000 comments were generated
- 111 ideas selected for implementation include 49 of which that had patent relevance



# DOES THE APPROACH DELIVER REAL VALUE?



# STRATEGIC INTENT



## CONSIDER YOUR INNOVATION AMBITION

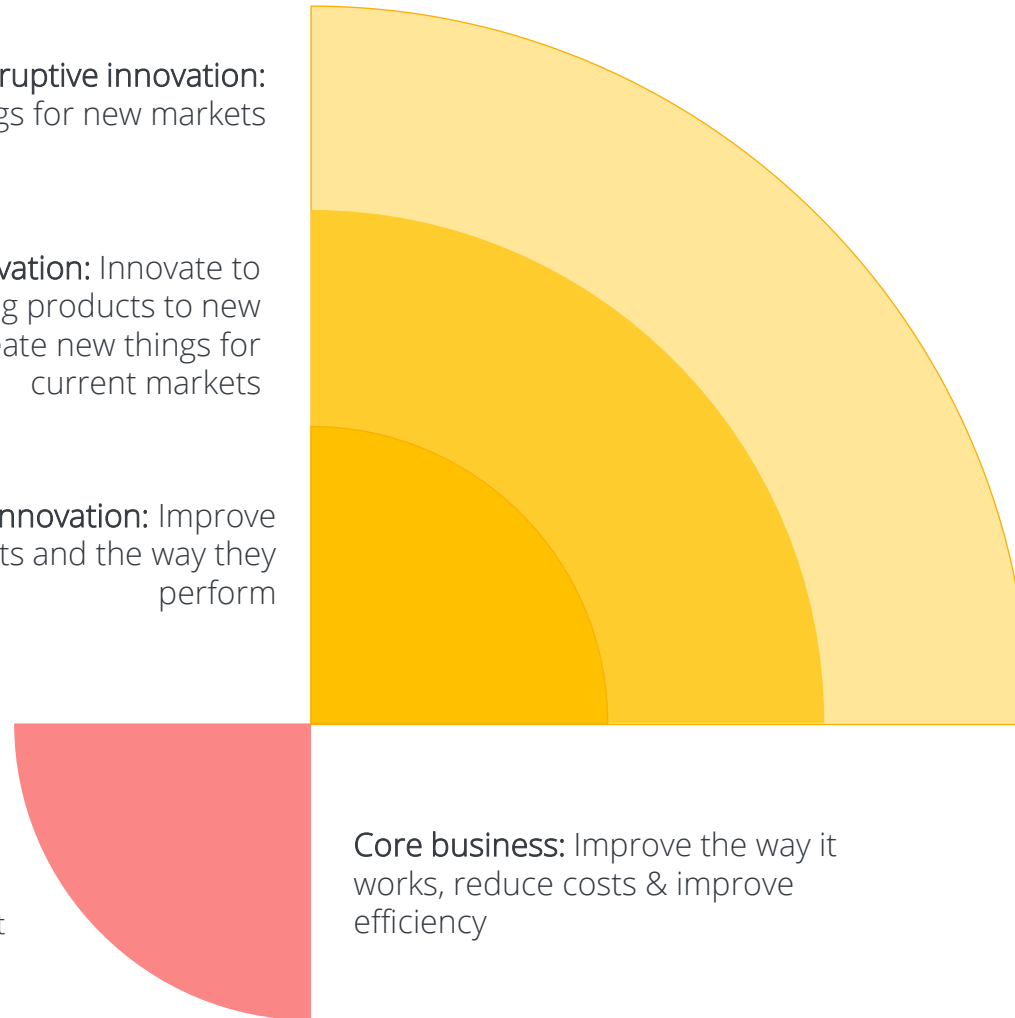
**Radical / disruptive innovation:**  
Create new things for new markets

**Strategic innovation:** Innovate to  
take existing products to new  
markets or create new things for  
current markets

**Incremental innovation:** Improve  
current products and the way they  
perform

Continuous  
Improvement

**Core business:** Improve the way it  
works, reduce costs & improve  
efficiency



# RESOURCES



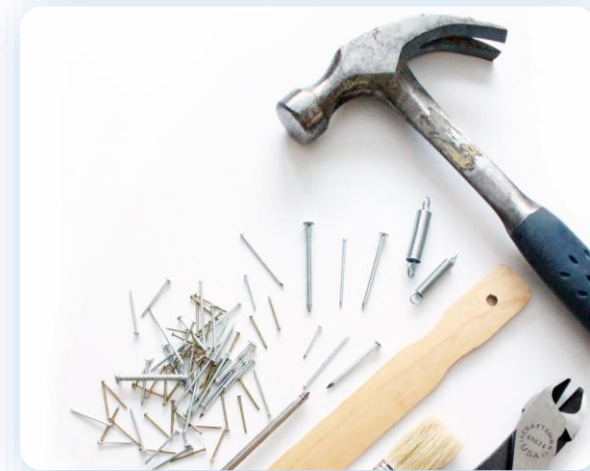
**Time**



**Money**



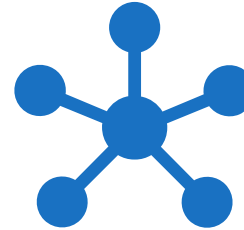
**Skills**



**Tools & Methods**

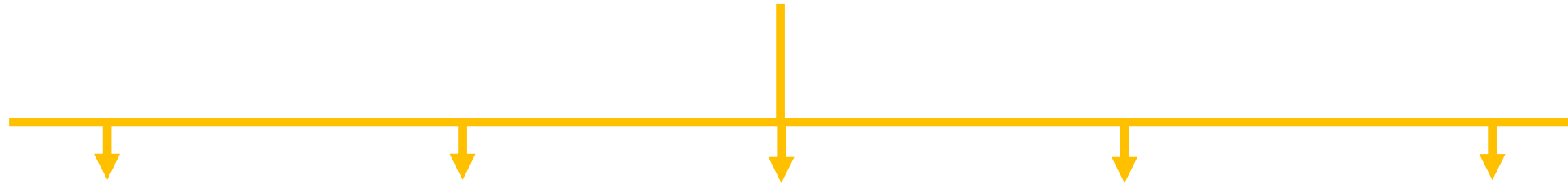


# STAKEHOLDERS



## Campaign / Channel Managers

Responsible for owning the process and refining it according to culture, structure and objectives



Shares best practices to the team, liaise with key stakeholder and offer program governance.



Communications



Sponsors



Evaluation teams



Lead innovators



Moderators

# ADVOCATE PROGRAM

- Establish a network of advocates with influence
- Empower them with information to share about efforts and successes
- Take advantage of social copying principles
- Expedite organizational change
- Act as our eyes and ears in their areas of the organization



# AUDIENCE: MOTIVATION AND ENGAGEMENT



**Engagement** comes in many forms.



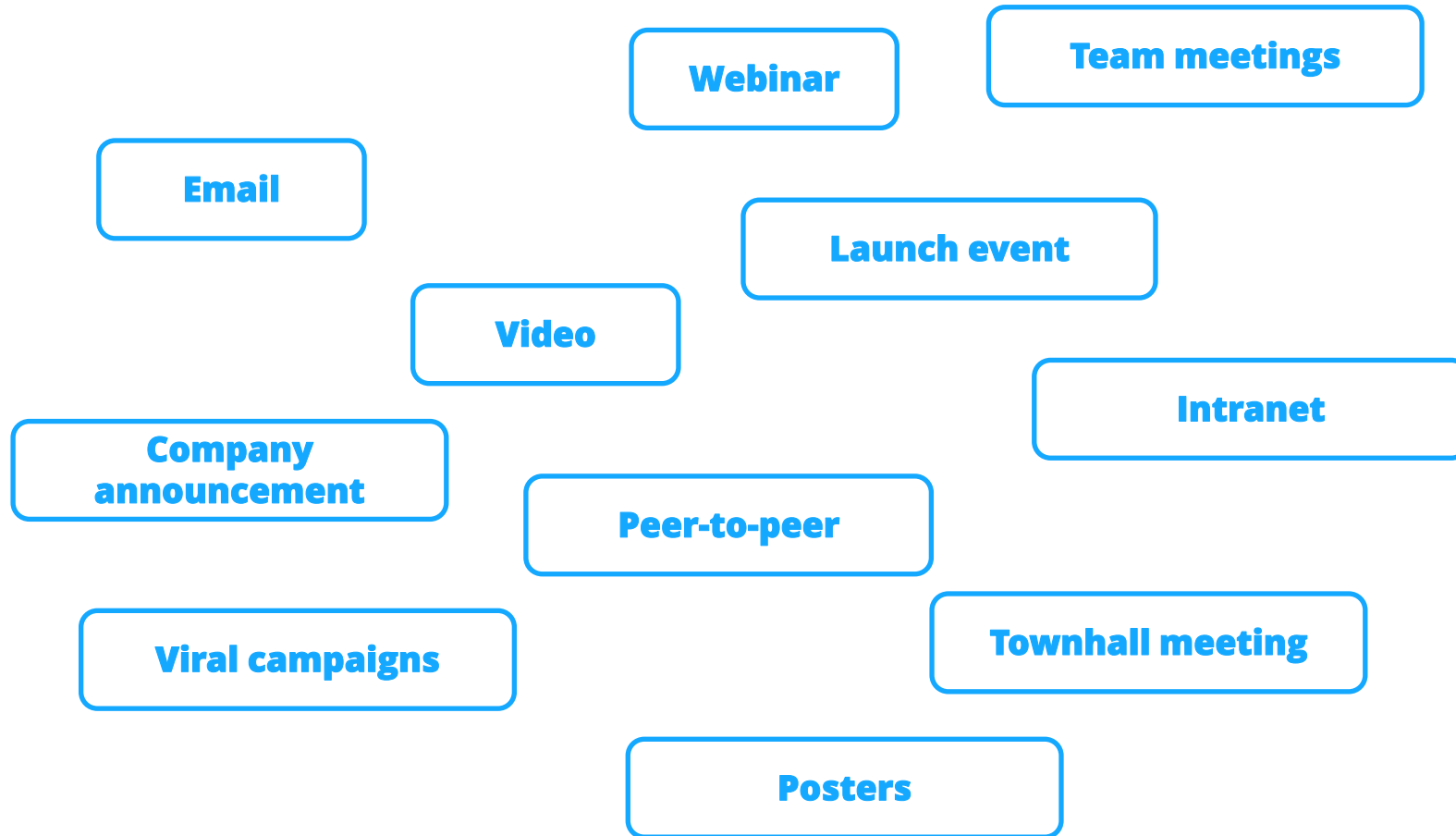
**Quality** should be the primary objective.



# PERSONAL MOTIVATIONS



# HOW YOU SAY IT - VENUES



# COMMUNICATION PLANNING

- Program positioning/Launch
- Campaign/Channel marketing
- Mid-campaign / channel feedback
- Post evaluation feedback
- Newsworthy progress across the program





# SIGNATURES AND BRANDING

## SOME EXAMPLES



irdeta

Save the Date! 

**10 December 2021**

Inspire, Collaborate, Innovate.





# LANDING PAGES

## MY MATTEL IDEAS PLATFORM



UAE Qatar Kuwait KSA Jordan Egypt Lebanon Inc. US

Inc.

Arabic

WIRE LAUNCH BUILD LEAD INNOVATE MONEY TECHNOLOGY VIDEO

MAGAZINE

Want to Simplify Your Small-Business Finances? Do These 5 Things

80

Spotify is Finally Going Public but Its Shares Won't Have a Set Price

69

Even YouTube Stars With 1.4 Million Monthly Viewers Earn Less Than \$17,000 a Year

144

Still Confused About Blockchain? Use This Explanation Even a 6-Year-Old Can Understand

95

Evan Spiegel Was Likely the Highest Paid U.S. CEO in 2017, but His Company Lost \$720 Million

38

In a Strategic Shift, Mattel Embraces Open Innovation

June 18, 2017

35

33

59

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19

19

Stephen Key

If you have the next hit toy on your hands, you can now submit it directly to the company online.

Calling all product developers, designers, engineers, inventors, artists, makers, tinkerers, and DIY enthusiasts! I have great news for you. The toy company Mattel is now accepting your ideas for new products online. Until recently, submitting an idea to Mattel was a challenge for most of us. You had to have a toy broker represent you or have successfully established yourself as a professional inventor. No more! In a marked shift, the company behind iconic brands like Barbie and Fisher-Price is now reviewing ideas from the outside. "It is time to reinvent this company because of where the world is headed,"

Editor's Picks

1

The New Stars Of The Islamic Economy: LaunchGood & Sanda

2

The New Stars Of The Islamic Economy: Finocracy Mends Finance, Ethics, & Technology

3

Wanted: (More) Female Investors In The Middle East's Startup Ecosystem

MY

MATTEL

Ideas

Tell us about your great product.

There's an inventor in all of us. We just need to remember how to think like one. To think like a kid again, when our imaginations didn't stop at what could be real. That's how you'll find your next great product idea. The one we can't wait to hear about.

Mattel turns great ideas into the best toys.

Ever watch a kid rocker' playtime and think what if ...? Us, too! That's when some of our best ideas were born.

A slyfish friend who helps kids imagine the possibilities. Games that bring the whole family together. Fast cars and helpful trains. Brilliant ideas like these spring from the minds of people who think, "Why not?" and "How about ..."

www.hypeinnovation.com

Restricted

25

# ACTIVATE THE CROWD:

## SAMPLE COMMUNICATIONS FOR PROGRAM MESSAGING



### WARTSILA

Viral video using sarcasm to illustrate the importance of collaboration



# FEEDBACK & RECOGNITION

Feedback increases the **sustainability** of the approach.

## FEEDBACK STRUCTURE

Ensure everyone invited receives feedback

Provide overall campaign feedback to the organization

individual feedback is nice but not necessary

## TIPS

be consistent with feedback

Recognize all meaningful contributions

As confidence builds, participation will increase





# 3

## DECISION MAKING



# EVALUATION PLANNING IS CRITICAL



1. Corporate resources are limited
2. Future decisions will be based on evaluation results
3. The credibility of the program depends on the effectiveness of this stage
4. Engagement can drop if the assessment phase does not appear to be progressing

Select the range of tools you need for the circumstances you face

- Large quantities
- Crowd is the decision maker

- Large quantities
- Categorization
- Splitting & merging of ideas required

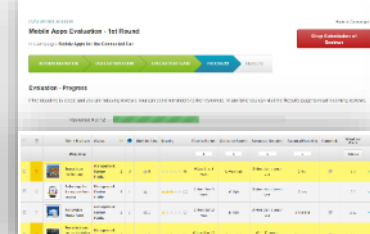
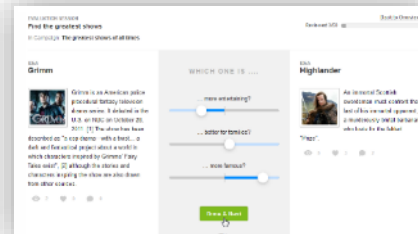
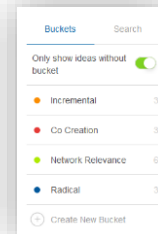
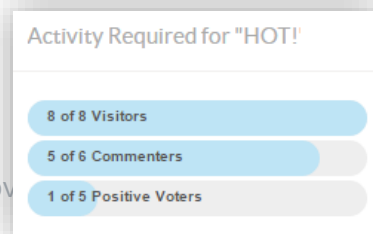
Pairwise:

- When ideas need to be ranked
- Gut feel decision making

## Scorecard

- When ideas need to be ranked
- Metric based decision making

- Making a portfolio decision



# 4

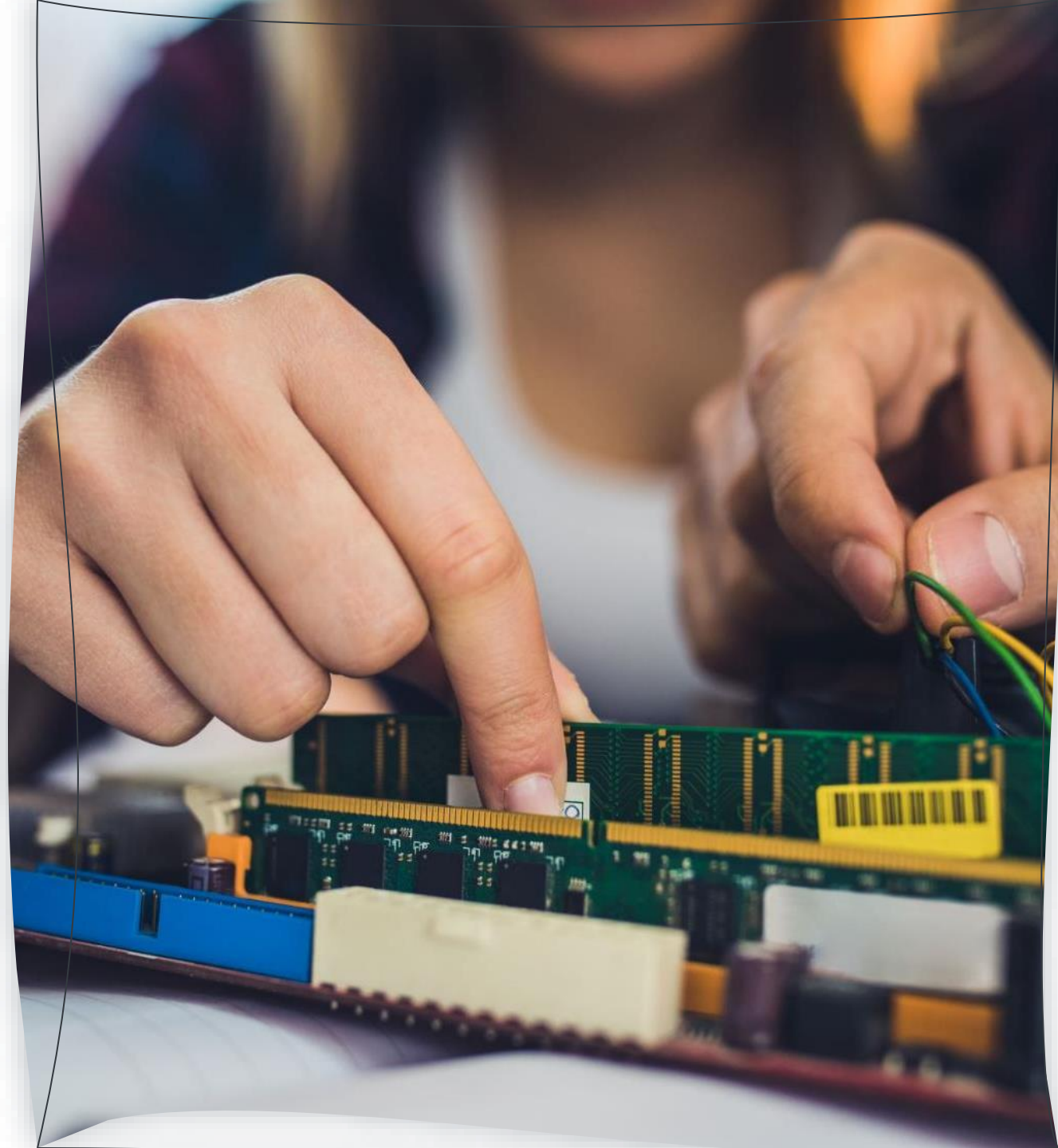
## EXECUTING AND MEASURING SUCCESS



# EXECUTION



HOW WILL WE DEVELOP THE MOST  
PROMISING IDEAS?





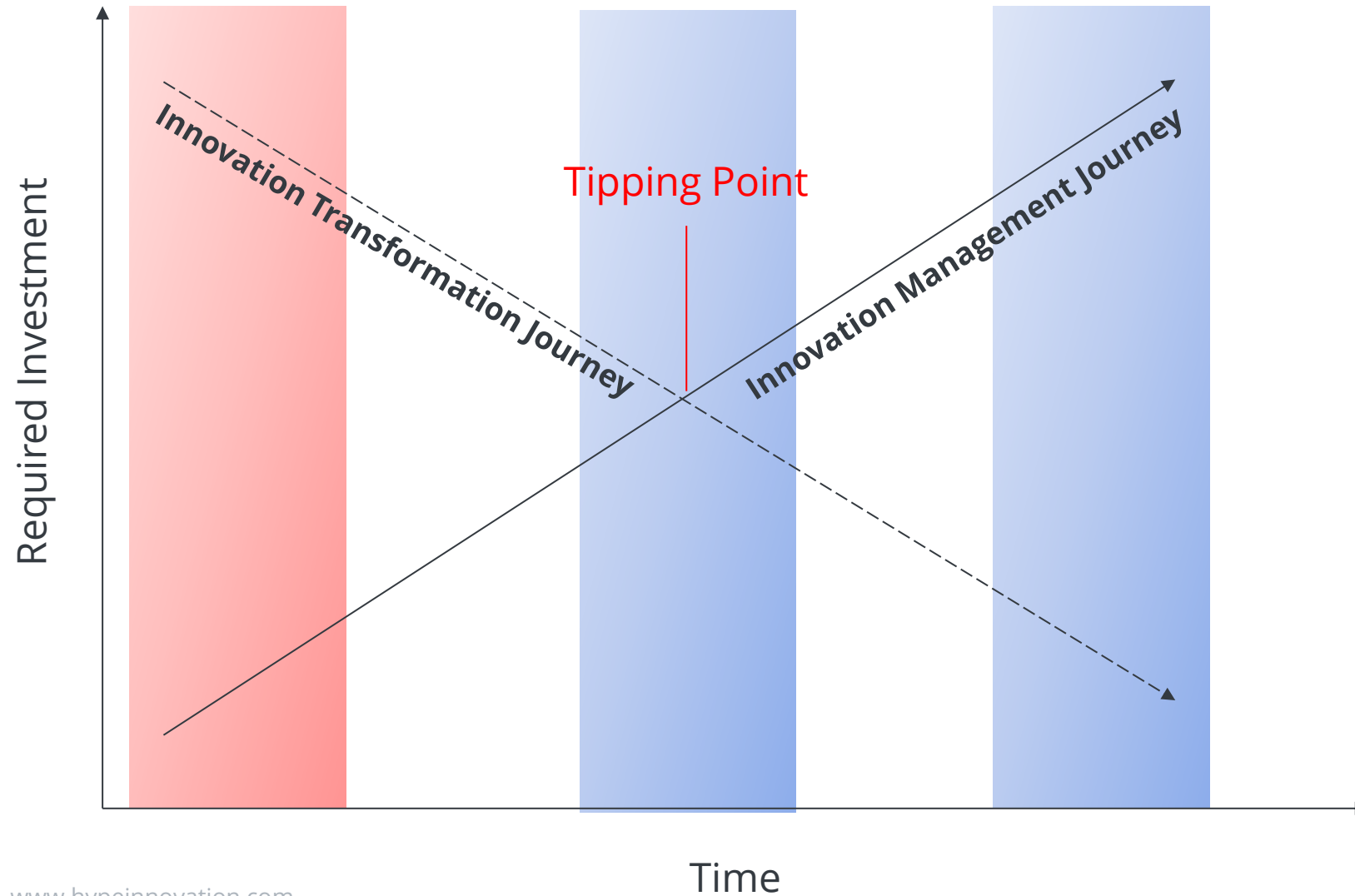
# MEASUREMENT

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WHAT AND WHY SHOULD WE  
MEASURE?



# MEASURING SUCCESS OVER TIME



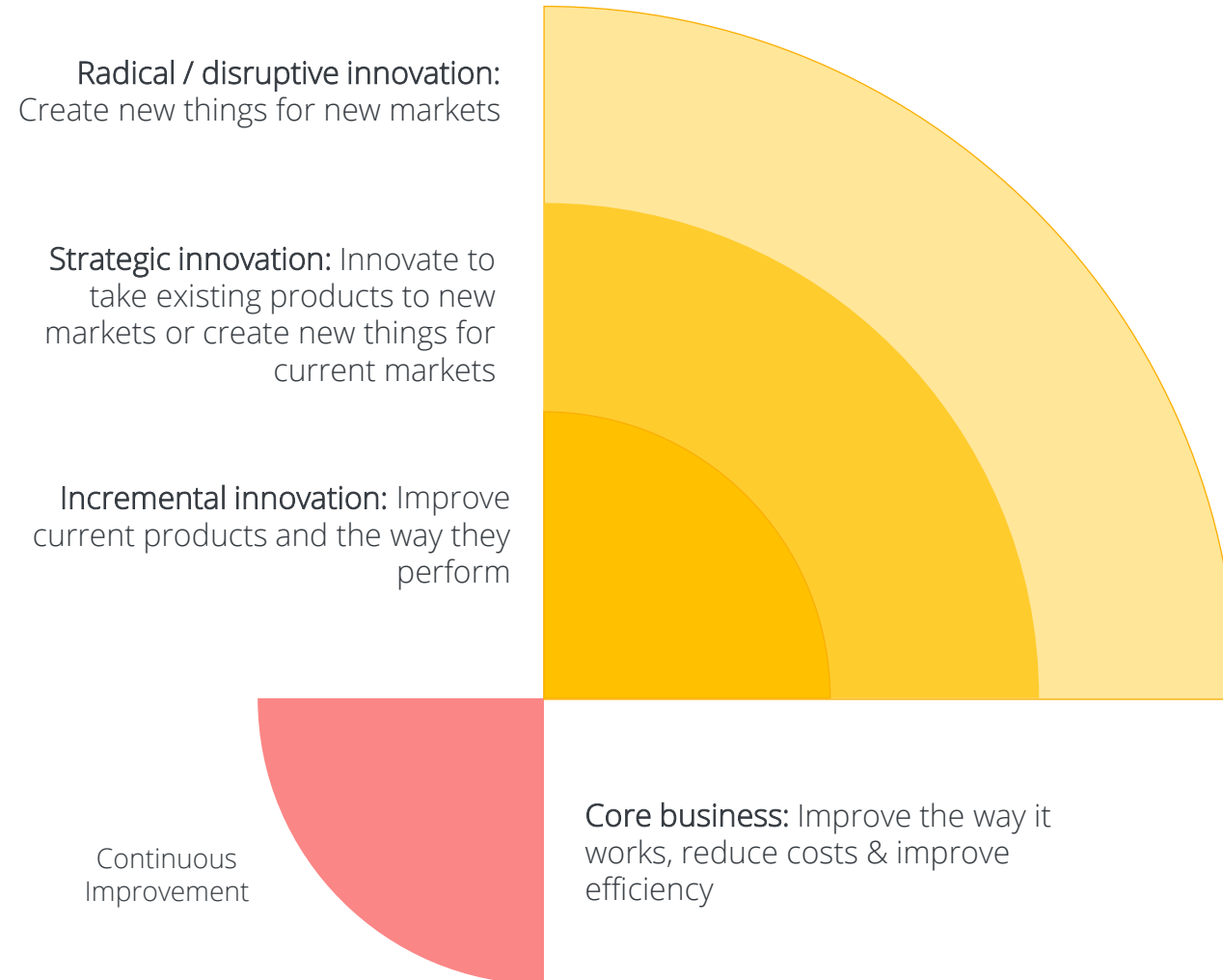
## Innovation Transformation

- Establishing processes
- Encouraging collaboration
- Building credibility
- Fine tuning/Improving

## Innovation Management

- Time to decision
- Idea selections
- Transitions to the business
- Implementation
- Return on Investment

# LOOK BACK AT YOUR STRATEGIC PRIORITIES



# UNDERSTAND WHAT SUCCESS LOOKS LIKE



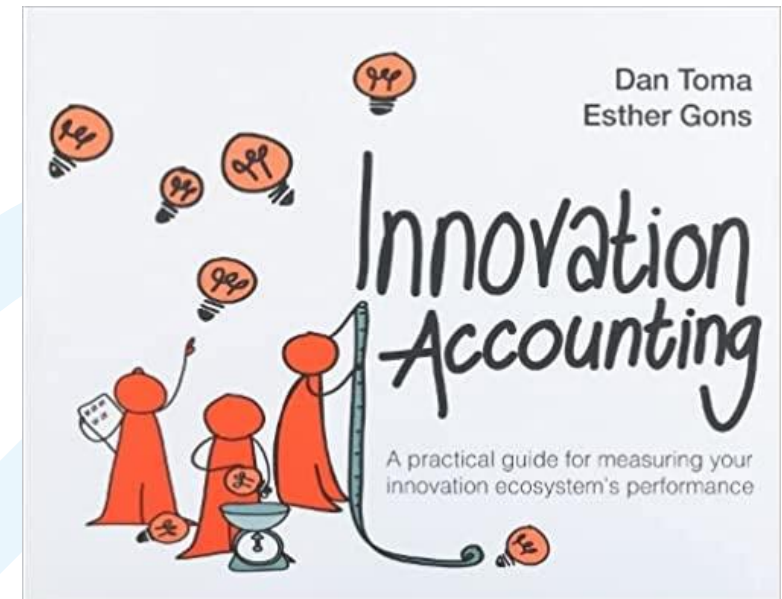
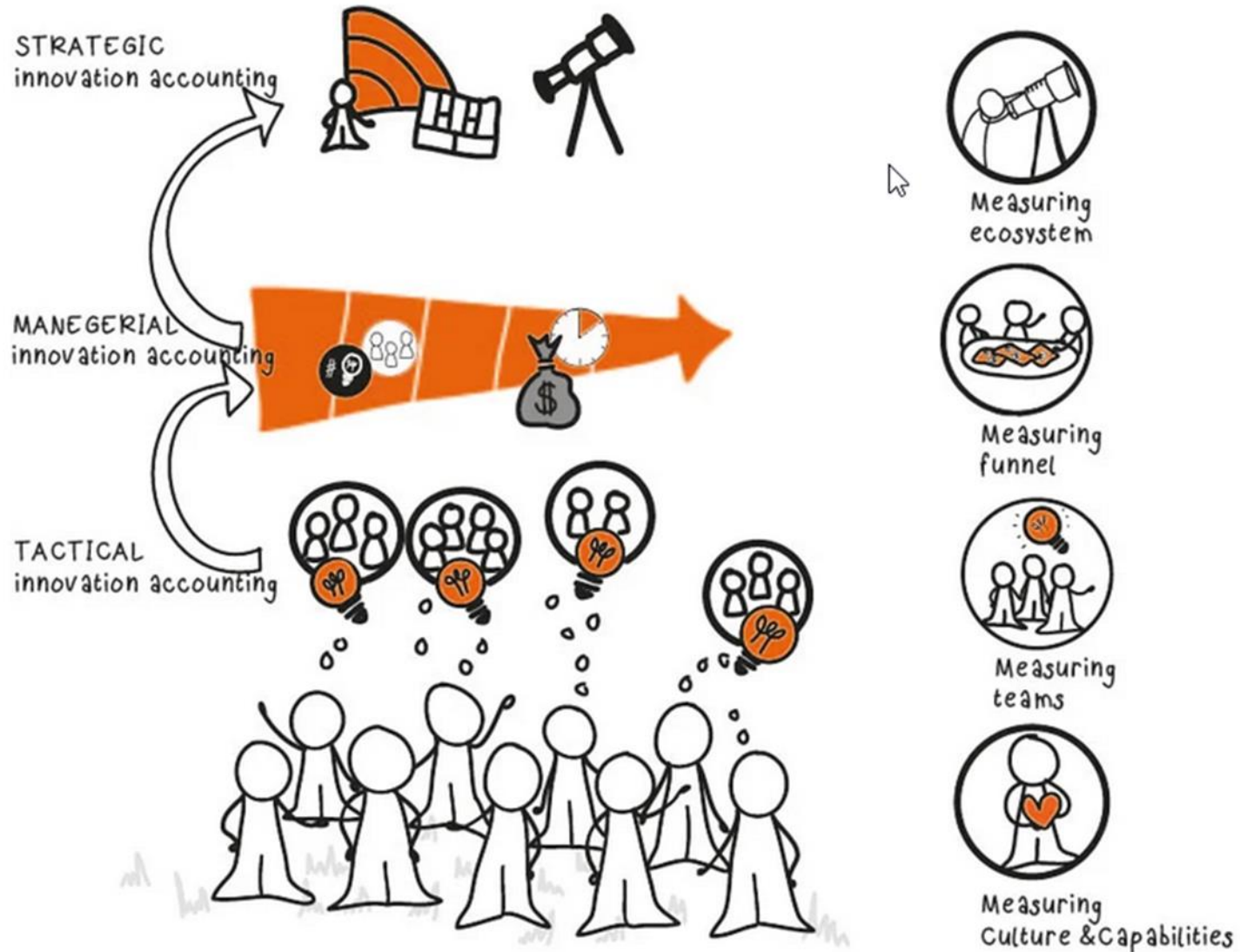
What you measure depends on what success looks like in your organization.

- Culture
- Process efficiency
- New product development
- Partnering
- Mergers & acquisitions
- Ecosystem management
- Sustainability
- Etc.

In healthy programs, this is an ongoing evolving conversation.



# INNOVATION ACCOUNTING



# INNOVATION ACCOUNTING

## Indicators (Tactical)

Number of Campaigns & Channels  
 Number of Ideas & Comments  
 Ratio of Comments to Ideas  
 Diversity of modes  
 Horizon target vs inputs  
 Campaign Success Rate  
 # of Learnings  
 Learning velocity  
 Time to decision  
 Confidence in decision  
 Accuracy of decision  
 # of partners identified  
 Cost avoidance

## Innovation portfolio (Managerial)

# of experiments  
 # of learnings  
 Learning velocity  
 Average time of experiments/development  
 Cost avoidance / halted experiments  
 Portfolio value total  
 Portfolio value by time horizon  
 Diversity of portfolio  
 Horizon target vs portfolio options  
 % of risk across portfolio  
 Confidence in the forecast  
 # of joint projects initiated  
 Cost of internal vs external development

## Outcomes & value (Strategic)

Cost savings  
 Time savings  
 Employee satisfaction / engagement  
 Customer satisfaction  
 Partner network value  
 Mergers & Acquisitions  
 Cost avoidance  
 % of products generated  
 Revenue generated  
 Profit  
 Market Share  
 Win rate  
 Percentage of Sales from new offerings

WHAT  
DO YOU  
MEAN  
?

# GENERIC EXAMPLES

Scorecards and Tools



# ENGAGEMENT STATS



1,305  
Ideas

38  
Events



7,842  
User Logins

1,685  
Comments



9,383  
Votes



970  
Idea  
submitters



# AUDIENCE DIVERSITY THROUGH STACK ANALYSIS

## Enthusiastic

- Bought in, will participate in almost all campaigns if they can

## Interested

- Bought in, will participate if the campaign is relevant

## Cautious

- Aware of the program, but not adding value, watching others and won't participate until they believe in it

## Passive

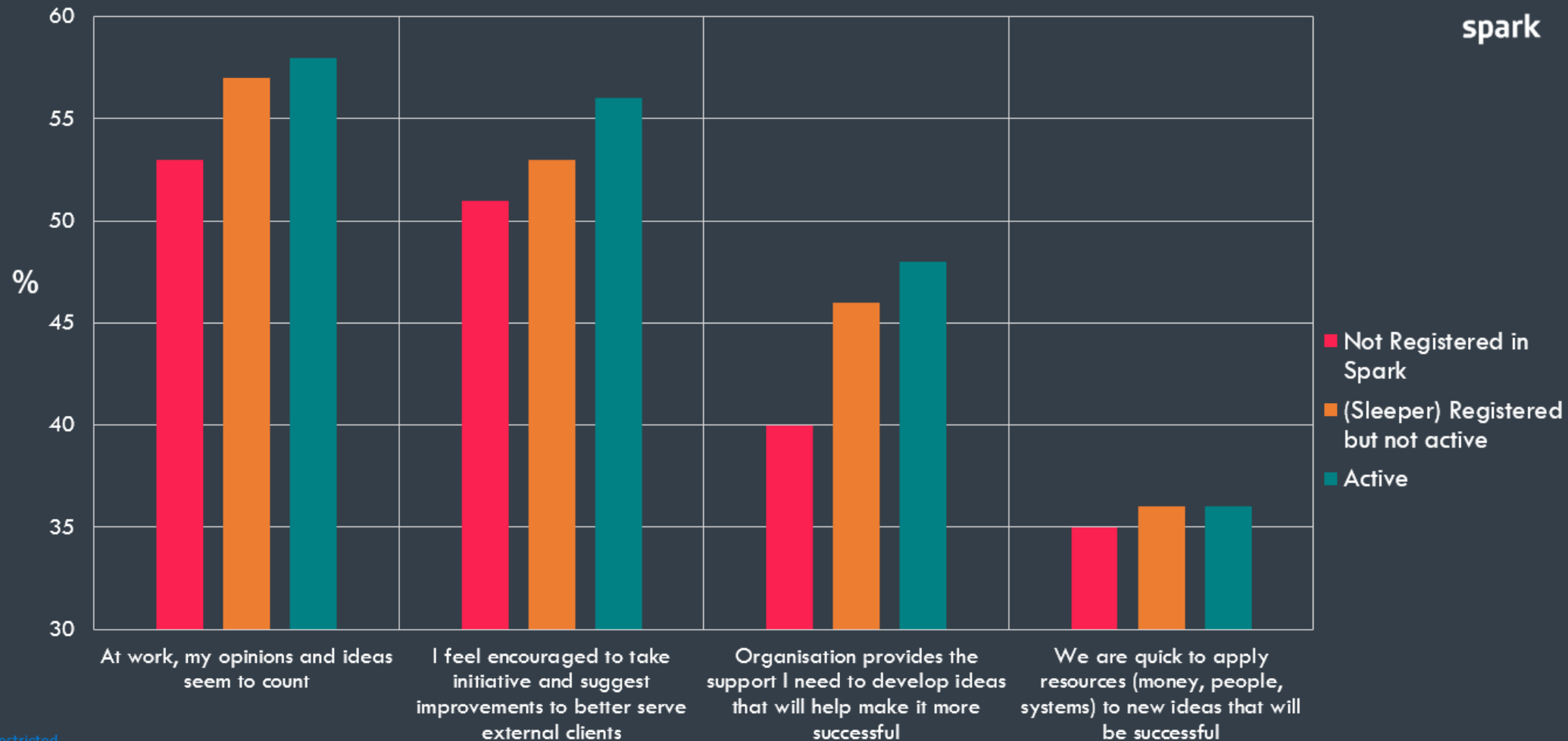
- Aware, but have never logged on

## Unaware

- Have either ignored communications messages, or have yet to be formally included



# EMPLOYEE ENGAGEMENT



Restricted



## KEY TAKEAWAYS

- The crowd is your friend
- Tackle strategic topics
- Plan your campaigns carefully
- Communicate, communicate, communicate
- Give fast and transparent feedback
- Recognize the people involved



# THANK YOU

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