

Achieving Organizational Sustainability Through Innovation and Leadership



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Competitive Focus



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IEEETEMS

Taking Ideas and Research to the Next Level



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Principles and Tactics for Inclusive Innovation



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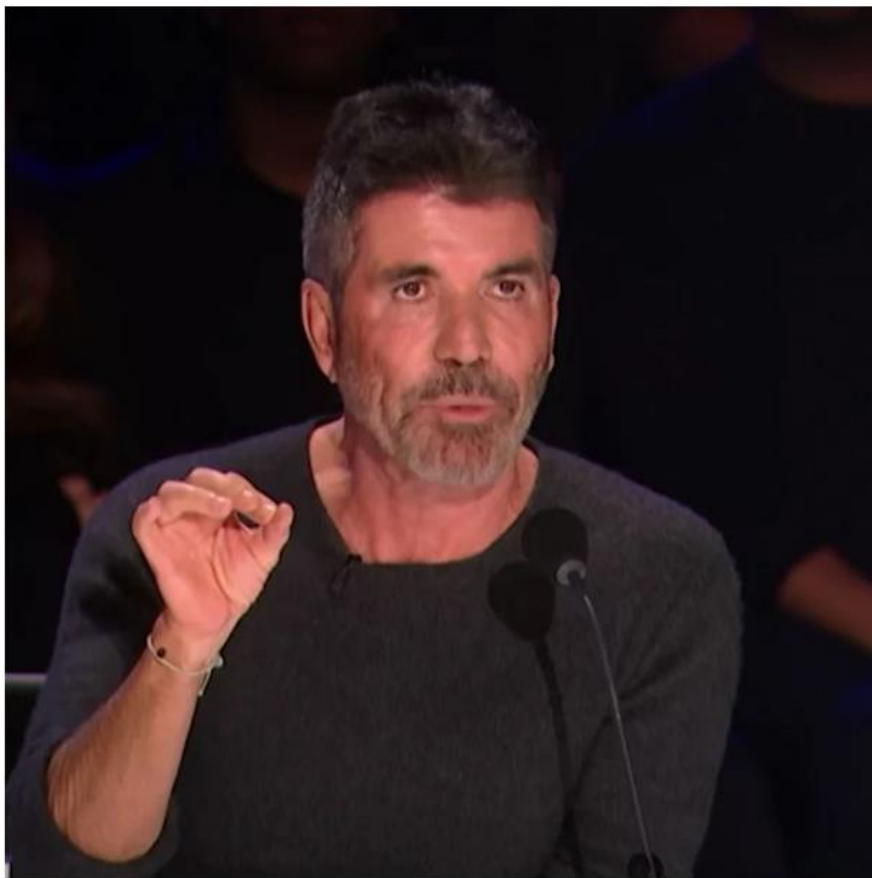
Principle 1: Shift Your Identity



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A Limiting Identity



What if my idea is stupid?

Or not creative enough?

What if no one listens to it?

Or what if it's wildly successful and someone else gets the credit?"



Imagine this



“We’re, uh, gonna need some innovative products and services to get ahead. So, uh, let’s sit down soon and go over some of your ideas.”

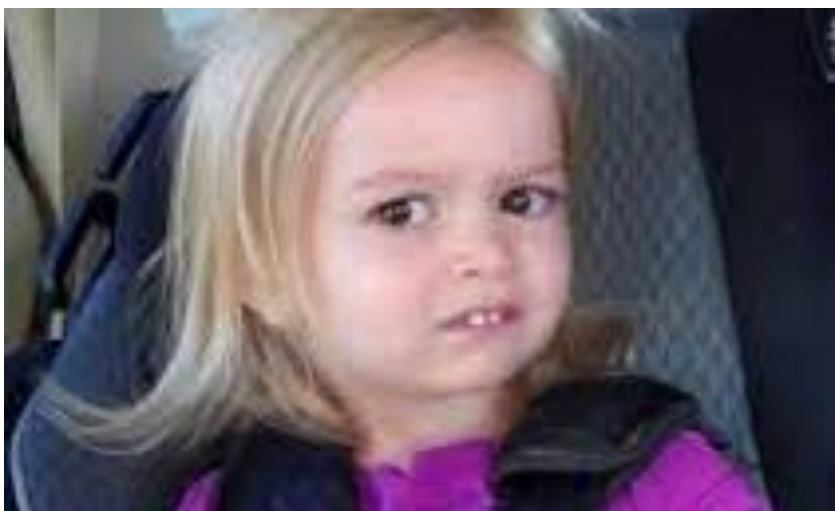


Your Innovation Identity

**Net
Impact + Ability + Trust**



Innovative Archetypes



Inno...what now?

...



InnoREADY!



Make a Different Choice



What's Happening Here?





What's Happening Here?

- A. A young girl celebrating her birthday**
- B. A teen flexing his muscles**
- C. A friendly scuffle leading to a punch in the face**
- D. The candles nearly starting a fire**
- E. I have no idea what just happened**



Principle 2: Embrace the Process



Garrett Morgan
*Three-signal
traffic light*



Peter Tsai
*N95 respirator
mask*



Edwards Family
Squatty Potty



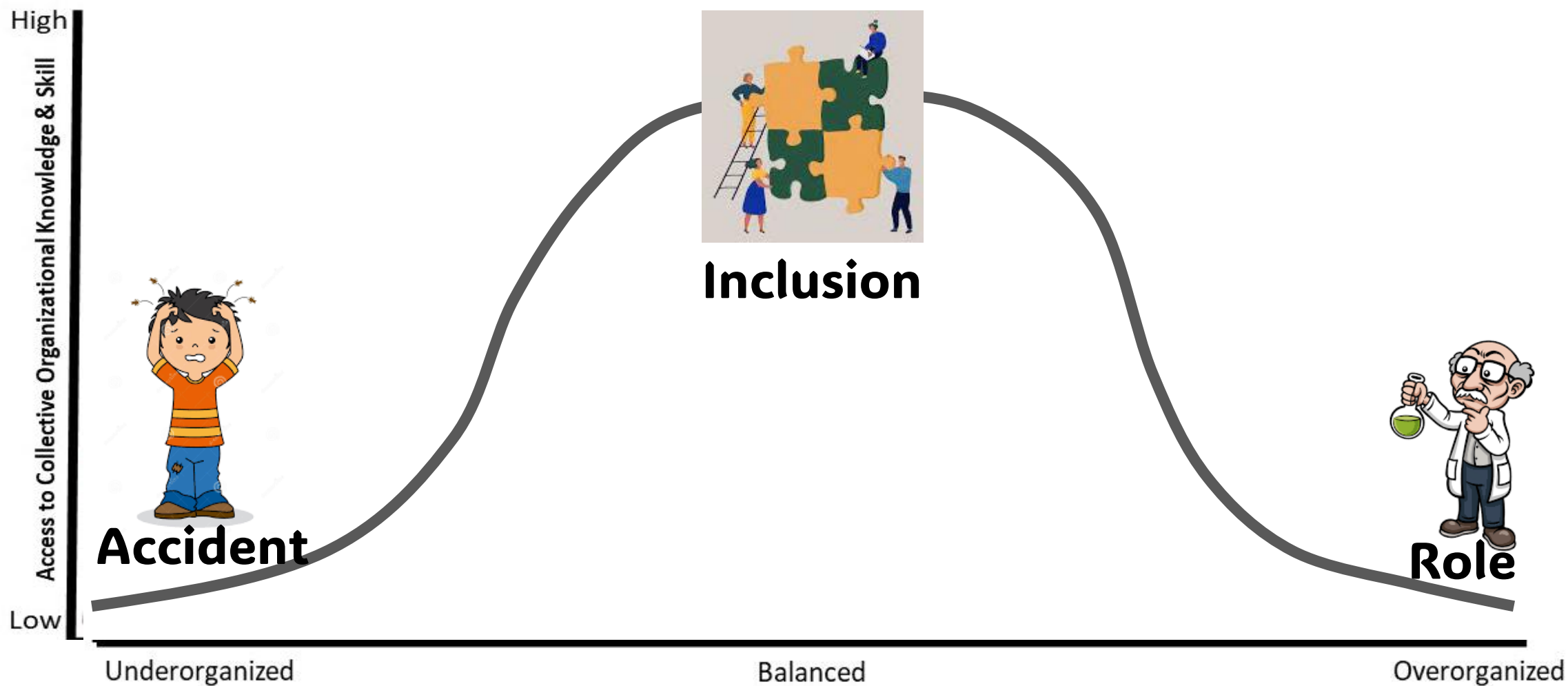
What is Innovation?

Mystery

Process



Principle 3: Everyone is in R&D





Innovation by Inclusion





Five Tactics

- 1. Assess your innovative capacity**
- 2. Establish leadership commitment**
- 3. Engage everyone in R&D**
- 4. Create the right conditions**
- 5. Have a system for selecting which ideas to implement**



Rapid Product Delivery with Engaged Leadership



Leslie Martinich



Disengaged Team v Engaged Team

D



E



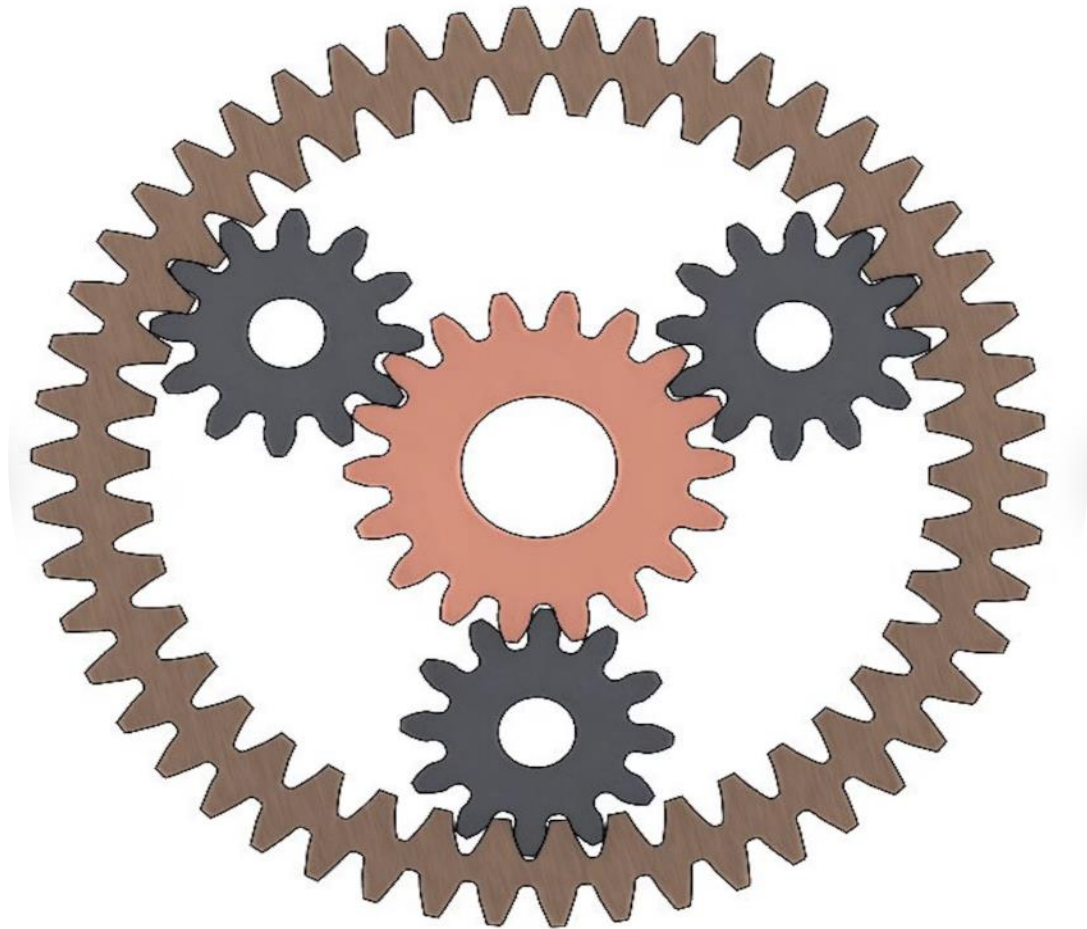


Be Present, Pay Attention, Listen





Engage and Enlist





Acknowledge, Respect, Listen





Questions?

- **On Inclusive Innovation Processes?**
- **On Engaged Leadership Practices?**



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IEEE TEMS



Thank you!

- **For joining us for the Silicon Valley TEMS return to in-person events!**
- **For your questions and participation!**

