

**Chapter 1 : Innovation in Action: Leading Communities Into the Future - Access Magazine by FedEx**

*Innovation in Action harnesses the talents and passions of Michigan students to address society's biggest challenges around the grand challenges articulated in the UN Sustainable Development Goals, Innovation in Action provides a supportive community in which students of any discipline come together to develop an innovator's toolkit for tackling real-world challenges.*

Funded by the government of Ontario, the OICR is improving outcomes for patients globally and generating economic benefits for Ontario. Nearly 50 resident companies working on a range of innovations across pharmaceuticals, medical devices, health technology and consumer health work out of JLABS Toronto. Adil Dhalla, Executive Director, Centre for Social Innovation Karen Greve Young oversees work at MaRS that includes community development and relationships with global innovation partners with the ultimate goal of helping entrepreneurial networks advance the world together. When we all have the same experience, when we all have the same backgrounds, when we all come from the same place, we reinforce what we already know. Diversity is critical to achieve innovation with impact. Including people from different backgrounds and areas of expertise in conversations at all levels encourages entrepreneurs and innovators to think outside the box and solve global problems that would otherwise go ignored. So many of the systems in the world were created by the few for the many. Diversity is the first step in changing things. The second step is including everyone. That same thinking extends to women in technology, which is a big push of yours. Tell us about it. What do you think about that? It will provide an example for cities around the world looking to build smart cities collaboratively. Cape Town Entrepreneurs from 80 companies collaborate at Workshop 17, one of the biggest innovation hubs in Cape Town. More ecosystem builder than event, the summit is part of a thriving start-up scene where many efforts include some aspect of social entrepreneurship. PricewaterhouseCoopers SA Innovation Summit taps innovators not just from Cape Town but from the rest of South Africa and 14 other countries in the southern part of the continent. We have just over 1,000 people, including 56 investors and entrepreneurs. Our effort is to uplift, accelerate and connect this local tech talent with the rest of the world. Your most recent winner was EmptyTrips, a disruptive open freight and transport marketplace that uses algorithms to match supply and demand of cargo transport in Africa your company, Benji. What was it like to take home the top prize? SA Innovation Summit was absolutely amazing. It afforded EmptyTrips international exposure paired with a certain credibility as a new player in the industry. What makes Cape Town so appealing to Young Innovators? The best adjective to describe Cape Town and the Silicon Cape is "daring. Innovation often includes some aspect of doing good. In Cape Town, you see extreme poverty in the townships that comes from the apartheid years, and people are really trying to connect those poorer regions with the city. For instance, incubators are put in traditionally poorer areas. You need to understand poverty you need to see it to act on it. Early adoption of co-working spaces and a Young Innovator population eager to experiment has created the perfect environment, leaders say. More than 100 tech start-ups including those founded in the past year have helped boost the city center and surrounding neighborhoods. Kaufman Index of Startup Activity, In a nutshell, what do you think sums up the rise of innovation in Denver? Denver is a city that is open and welcoming to all. We are such a diverse and rich community of innovators, activists, volunteers and so much more. As mayor and as someone who grew up here, I think part of that innovative energy the vibrancy that makes our city so exciting is that we have diverse neighborhoods that welcome creativity and change. How did that happen? Brighton, where we have our biggest property, was the ugliest street in all of Denver and we were the crazy ones who were going to take all the darts and go there. We have 80 dogs in each building because everybody can bring their dog to work. And we have cafes and coffee shops in each building. You might have five or 10 or 60 people in your office, but as soon as you walk out of your office, you have or other people that are in the exact same boat as you are. So in that broader community, you make friends a lot quicker. If you want to go running, there are 20 people who go running at lunch. That energy extends to issues like sustainability, too, right? Sustainability is all about innovation finding creative ways to sustain practices and improve our basic natural resources for as long as possible. That

initiative will require most new buildings to include rooftop gardens, potentially in combination with solar panels. The goal of the initiative is to significantly reduce long-term operating costs by lowering energy consumption and increasing the longevity of a roof. Because people care about the city. Many of us are here because we chose to come here. How is that excitement and change translating into opportunities not just for one segment of the population but for as many people as possible? Government entities are tasked with difficult processes, yet expected to respond in rapid time. When we talk about innovation, we know this works.

*Innovation in Action consists of experts whose expertise is the art of innovation. We deliver cutting edge innovation training and workshops for customers who wish to turbocharge their innovation culture and effectiveness.*

Confused about how Brexit will impact your business? Innovation in Action Supercharge your products and services and inject new energy into your business through this cohort driven programme led by industry specialists Why take part in our Innovation in Action programme? Innovation in Action will help you to find the inspiration to innovate and break through your barriers to achieve growth and leap ahead of the competition. The Dowling Review tells us that companies can improve business performance through innovation by developing new techniques or technologies, de-risking investment and research, extending the capabilities and expertise available to the firm through collaboration. In turn, this is delivering real benefit, driving growth and increasing productivity. Innovation in Action will help identify your barriers, address your challenges and provide a solution driven roadmap tailored to your business needs using the 10 Principles of Innovation. Business demonstrating a desire to engage in product or service development or who already have a strong product development strategy will benefit most from this service. Innovation in Action will help you: Priority will be given to companies who can demonstrate the greatest potential to innovate. About Innovation in Action Innovation in Action is a cohort programme delivered by industry experts, tailored to you and your business with the opportunity for you to network and share experiences with a peer group of like-minded businesses. How will you benefit? Identify and analyse customer needs in order to develop business strategies and new product and service ideas Validate ideas and business models that will lead to better chances of success in the market Adopt techniques to help your business get closer to the customer and generate insights that can lead to new ideas and new market opportunities Help improve the relevance of your product or service to your customers. Do you really understand your customers? How can you get closer to your customer, understand their drivers which will enable you to develop new ideas? Learn how to provide an on-brand, high-quality and consistent experience throughout every touch-point in your customers journey. Creativity is not the preserve of a few chosen artists or designers, but a fundamental skill that can be nurtured and developed by all of us; creativity is the essential engine for innovation. And the opportunity to network with your cohort peer group over coffee. This will help improve the relevance of your product or service to your customers. Date TBC In Action Session A one to one session with your dedicated Innovation Advisor to develop the first stage of your personalised Innovation Roadmap, at a time and location to suit you and your business. Learn how to design an experience that your customers expect, increases conversion and builds brand loyalty. Improve product development by visualizing the entire customer journey and identifying the right places and times to take action.

**Chapter 3 : Innovation in Action | GC Business Growth Hub**

*Innovation in Action offers workshops, summer programs, and elective courses designed to inspire youth to get out of their comfort zones; pursue innovative, purpose-driven projects in their communities; and develop 21st century skills needed for jobs of the future.*

Introduction Innovation is truly a confusing buzzword which many people love to hate. Every business leader agrees that it is important. But nobody can quite seem to agree on what it actually is or what it means. If you ask Google for an innovation definition, it is less than helpful, coming up with over million results with thousands of definitions. Its own definition is pretty much useless: I asked them all: What mistake do companies often make when they talk about innovation? The results surprised me. Even amongst the group of industry insiders here who teach and author books on innovation methodologies, case studies and thought leadership, there was a huge variety between the responses. If you like the images and want to use any of them for discussion on your own web pages, to print out or as a desktop background, you can get them for free by just clicking on this button. They talk about it being a company value without actually putting the required level of support behind it to make it happen. Coming up with ideas is relatively easy, fast and cheap, but then those ideas need to be executed. This is where companies often fail, by not providing the required level of time and budget to take a rough idea, refine it, experiment on it and finally turn it into a real solution. Additionally, companies usually think of it just from an internal viewpoint, such as whether they think the offering is being improved when it is updated. Follow his two twitter accounts here: The application of ideas that are novel and useful. What mistake do companies often make when they talk about innovation?: The think about products or technology. Innovation is bigger than a product or a technological platform. Conversation meaning a two-way dialogue. David Burkus is a best-selling author, award-winning podcaster, and associate professor of management at Oral Roberts University. Very simply put, innovation is about staying relevant. We are in a time of unprecedented change. As a result, what may have helped an organization be successful in the past could potentially be the cause of their failure in the future. Companies need to adapt and evolve to meet the ever changing needs of their constituents. What mistake do companies often make when they talk about it? The biggest mistake companies make is asking others for ideas. When asking for ideas, we invite a lot of noise and unnecessary work. Every person inside and outside of your organization has an opinion, suggestion, or idea about how to improve things. Organizations that spent too much time on idea collection, implode from the weight of all of the ideas. I have done a number of studies that show that when you ask people to think outside the box, you reduce the quality of your solutions. By asking more abstract questions, you increase the noise, lower the value, and reduce the relevancy of solutions. Quite often you are simply looking in the wrong box! Framing the challenges correctly is a critical key to innovation. For example, bicycle safety advocates have been pushing for mandatory helmet laws. But the real goal is to improve safety. And numerous studies show that safety is greatly improved when there are a large number of cyclists on the road. Ironically, helmet laws have been shown to reduce the number of riders. Solving the problem of getting helmet law compliance is not the same as increasing riders. I define the innovation process as a great idea, executed brilliantly, and communicated in a way that is both intuitive and fully celebrates the magic of the initial concept. We need all of these parts to succeed. Innovative ideas can be big or small, but breakthrough or disruptive innovation is something that either creates a new category, or changes an existing one dramatically, and obsoletes the existing market leader. But it needs to either create a new market, or radically change an existing one. We need to stop calling everything breakthrough or disruptive, especially in internal company discussions. It is more than OK to have a balanced pipeline of big and small ideas, and we need to get comfortable with that again. If we demand nothing but disruption or breakthrough, delivered tomorrow and on small budgets then that is all people want to work on, and to accommodate this, everything gets labeled in those terms. But language matters, and once we start calling good but smaller ideas breakthrough, we lower the bar. This is a recipe for mediocrity, and is one of the reasons why so many companies struggle with too many small initiatives and not enough big ones. Make a long-term investment in innovation culture. Strategy is important,

but it is culture that drives most of the smaller, often largely unconscious decisions that permeate an innovation organization. Big ideas take time, productive failure, communication, and collaboration. These are enabled by a culture that protects, and to some degree nurtures big ideas, and innovative, fearless people. An innovation is a feasible relevant offering such as a product, service, process or experience with a viable business model that is perceived as new and is adopted by customers. Companies lack focus in their discussions on innovation. A new competitor may have entered the market; revenues may have decreased dramatically or a big contract has been lost. One essential point is often missed at the start: You should start innovation choosing a clear focus. Innovation means coming up with something really new: When you fully accept the status quo at work or in your personal life nothing will change. The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man. Innovation often starts with something that annoys you personally and is relevant for you. Something you personally really want to change, because you need to. Companies should really listen more to their consumers and customers. Not an easy answer: Innovation needs to be defined and agreed upon in each organization, making sure it is strategically and everybody is aligned. Without it, misalignment results in less than optimal focus and results. Innovation is not just Idea generation. It should encompass all Ten Imperatives to Create and Sustain Innovation, from Inspiration to Results; a structured repeatable process needing continued reinforcement and continuous improvement. However, make absolutely sure objectives and rewards are aligned. They confuse it with invention, they use it to define anything new, they forget it has to contribute new value and be valued by others as better than what they have known. Companies do creativity when they should do innovation. There can be no innovation without commercialization. Move from idea generation to product commercialization. Creativity is thinking of something new. Innovation is the implementation of something new. Many companies make grand statements about their commitment to innovation but do not invest in the time, people or money to prototype innovative ideas. Commit the resources to a good staff ideas scheme with the target of implementing at least 5 ideas per employee per year. They confuse creativity, especially idea collecting, with innovation. Put more women in top management. Research studies have shown it improves the success rate of innovation, and also the bottom line. Jeffrey Baumgartner is an author, keynote speaker and workshop facilitator specialising in creativity and innovation, and writer of the long-running industry newsletter Report They talk too much about innovation. They should get back to basics. Stop talking about innovation. Focus on corporate transformation “in most cases, this should be driven by digitalization and disruption issues. Author, speaker and advisor focusing on corporate transformation based on digitalization, disruption and innovation. The biggest mistake companies make is not taking stock in how innovative they already are. They have an employee perception problem. My best guess is that employees get frustrated when they see their company kill a viable project in favor of other priorities. It wears them down. A simple thing companies can do to change the conversation about innovation is to train it. Teach people about idea management, idea selection, and pipeline development. In other words, see innovation as a competency like leadership or ethics. Innovation practitioner, professor, blogger, and speaker. New, organic value creation by applying creativity, in-depth relationships with consumers and customers, and new thinking. Because innovation is a process, they bucket it as a value engineering process, rather than a value generation process. Show executive support for innovation projects. Put simply, it is the future delivered.

### Chapter 4 : Innovation In Action

*Innovation in Action Within the Frontiers of Innovation (FOI) network, researchers, practitioners, and community members co-create and evaluate new ideas in a diversity of project settings. The work of FOI is guided by the theory that we must build the capabilities of adults in order to achieve significant outcomes for the children in their care.*

No longer accepting submissions. It enables new approaches in the other six Fundamentals: Together, these Seven Fundamentals power the cultural shifts necessary for the advancement and sustainability of our industry. Submissions must go beyond the traditional investments in one or more of these fundamental areas and demonstrate truly game-changing results to be considered for an award: Customer Experience Projects, initiatives, or solutions that establish new possibilities for personalized, progressive customer experience and enact major improvements in the ease of doing business. Core Transformation Projects, initiatives, or solutions that go beyond modernizing core systems to enable substantive digital transformation through new, future-focused computing capabilities, including microservices and serverless computing. InsurTech Projects or initiatives that successfully leverage InsurTech partnerships, services, methods, or solutions beyond proof of concept for demonstrable benefit. InsurTech startups and greenfield insurers also fall into this category. Innovation Projects or initiatives that formalize and develop an innovative culture and a next-generation company, such as the deployment of formal innovation practices or the launch of sophisticated external labs that create a sustainable cultural change and definable results. Submission Information Submissions will be evaluated for innovation and impact on one or more of the Seven Fundamental Areas listed above. To be eligible for consideration, the project, initiative, or solution implementation must have been completed between January 1, , and April 30, The winning entries will demonstrate how the project is an example of innovation in action, enabling the company to make significant transformational progress in one or more of the Seven Fundamental Areas. Submission Guidelines and Instructions All insurers and solution providers are eligible to participate. Completed forms must be submitted online at [strategymeetsaction](#). [Click here to download more information about insurer award submissions.](#) [Click here to download more information about solution provider award submissions.](#) [Click here to download the awards program overview.](#) Selection Process The Strategy Meets Action analyst team will evaluate the submissions and select the winners in the insurer category. A panel of insurers will evaluate the submissions and select the winners in the solution provider category. [Click here to read about the Summit and the important role of the award winners.](#)

## Chapter 5 : Innovation in Action

*Water Innovation in Action brings together the province's water sector players, including industry, government, municipalities, and academia.*

Competition Criteria Winning Innovations: Scoring Rubric for Judging The categories and criteria are listed below. Each team will receive a score in all categories, and the winners will be those with the highest overall scores. While scoring is defined here as 1, 3, or 5, judges will also be permitted to assign scores of 2 or 4 on the overall scale. Does the team have a clear and deep understanding of the problem? Is there a clear pain-point their idea is addressing? Is the societal or market need clearly articulated? Do they understand the ecosystem that surrounds the problem? Did the team talk to users and customers to validate assumptions? Is their user and customer well-defined? Has the team clearly defined a product or solution? Is the value proposition clear? Does the product address a clear pain point and the needs of their defined user and customer? Is their solution distinctive or fundamentally different from existing approaches? Could their solution viably be implemented and sustained in the real world? Would their solution inspire people to support it - and you? Has the team developed a plan for the sustainability of their innovation? Potential for social impact: Does the team clearly define a societal problem? Does their solution demonstrate the potential to change how impact is achieved? Does their solution make life better for their target population? Does the team include the diversity of expertise necessary to accomplish their goals? Is the team passionate? Does the team comprise the right people to do the job? Presentation and Other Strengths: Was the presentation professional and well-practiced? Is there anything else that the team has done exceptionally well? Team is professional in appearance, and is strong in its overall cohesion and related skills.

## Chapter 6 : Innovation in Action | Delaware Technical Community College

*Innovation takes shape in countless ways, community by community. From the dramatic rise of Denver's start-up scene to Cape Town, South Africa's, social innovations to Toronto's cutting-edge approach to inclusivity, these places are proving the way to the future is anything but prescriptive.*

## Chapter 7 : SMA Innovation in Action Awards - Strategy Meets Action

*Innovation in Action is a cohort programme delivered by industry experts, tailored to you and your business with the opportunity for you to network and share experiences with a peer group of like-minded businesses.*

## Chapter 8 : What is innovation? 15 experts share their innovation definition - Idea to Value

*SMA Innovation in Action Awards. Every year, Strategy Meets Action presents the SMA Innovation in Action Awards to insurers, MGAs, and solution providers who are rethinking, reimagining, and reinventing the business of insurance.*

## Chapter 9 : Innovation in Action | Training, Workshops, & Cost Reduction

*Innovation in Action Hunger is a complex problem that won't be solved without being willing to re-examine business as usual. Solutions must be innovative, scalable, daring and dynamic.*