



RETHINKING INNOVATION

Mike Richmond, Chief Commercial Officer



Dodde.



Dodde.

The convenient way to
send and receive parcels.

Hi. We're Dodde
King's Cross
St Pancras.
Welcome to
the easy way to
earn
parcels.

Return
your online
shopping
here.



Send parcels
internationally
from here.



Collect your
online shopping
here instead.

Dodde.





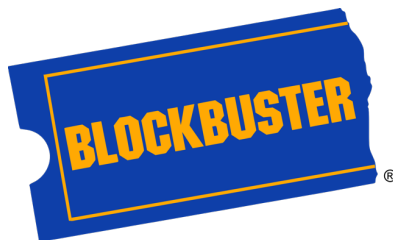
**YAMATO
TRANSPORT**



BlackBerry.

 **pets.com**

ToysRUs



BORDERS

TOWER
RECORDS • VIDEO • BOOKS

YAHOO!



 **Polaroid**



NORTE



 **NATIONAL
GEOGRAPHIC**

ToysRUs



HITACH

Aol.



 **macy's**

NOKIA

 **RadioShack.**

TOSHIB

WHAT IS INNOVATION?



WHAT IS INNOVATION?

The introduction
of new things,
ideas, or ways of
doing something



**TRANSFORMATIVE
INNOVATION**

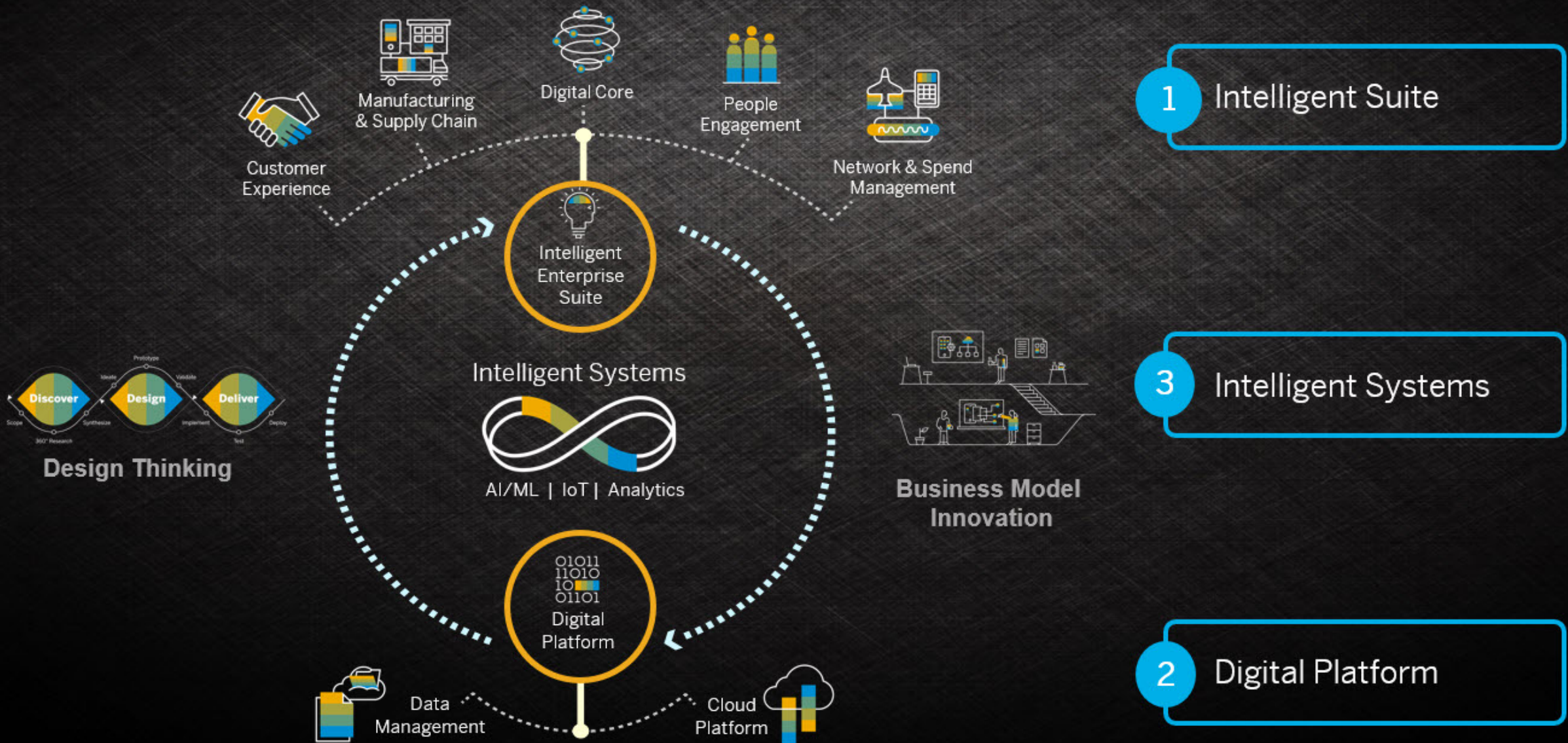
**ROUTINE
INNOVATION**

TRANSFORMATIVE INNOVATION:

Using innovation as part of a radical change or expansion of a company's business model(s).



THE INTELLIGENT ENTERPRISE FRAMEWORK



**TRANSFORMATIVE
INNOVATION:**

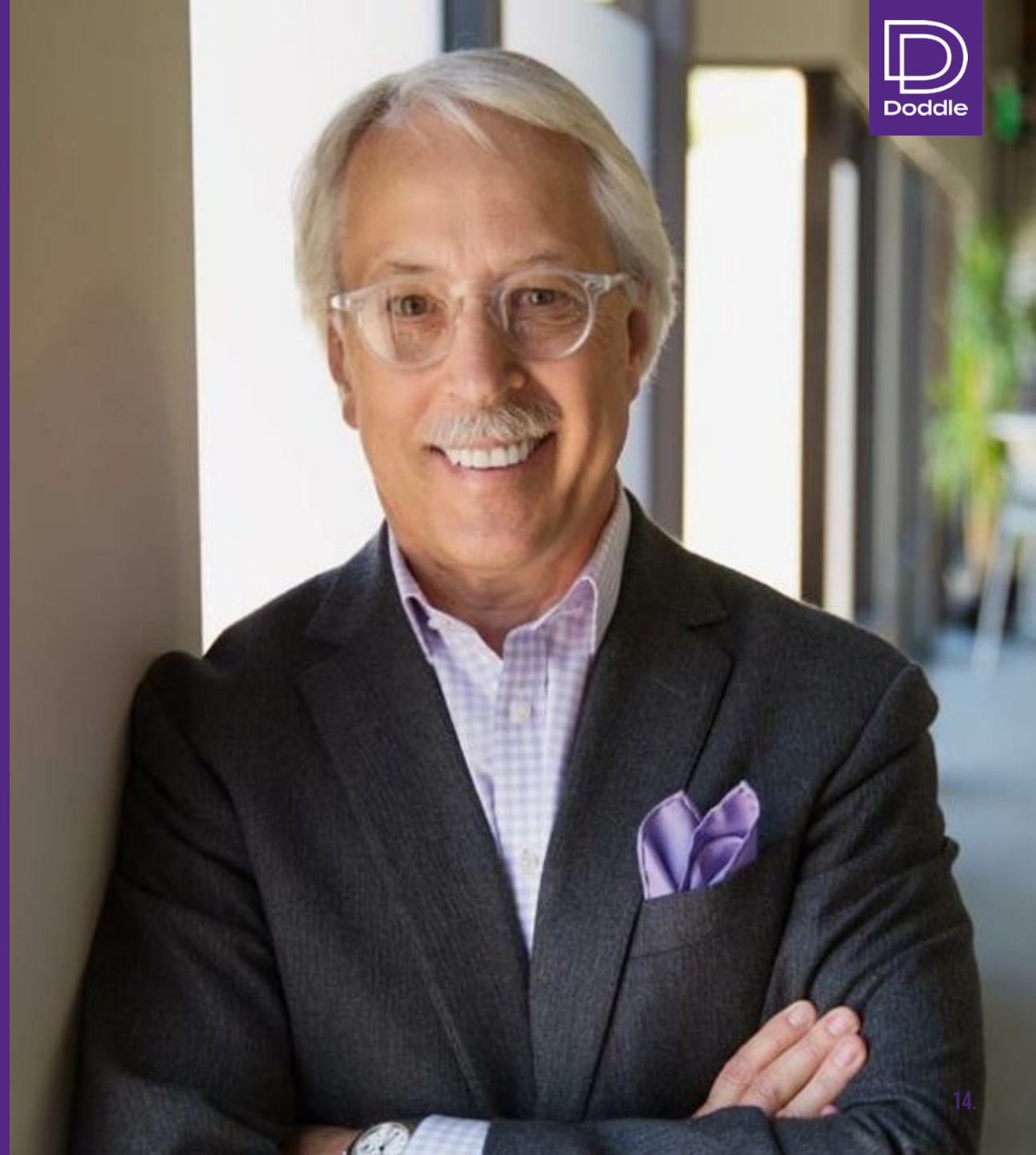
BIG

WHY IS TRANSFORMATIVE INNOVATION SO RARE?

Because few leaders are capable of:

- Imagining radically different future states
- Approaching change systematically
- Persevering over the 3-4 years it takes to make deep change irreversible

Gary Hamel

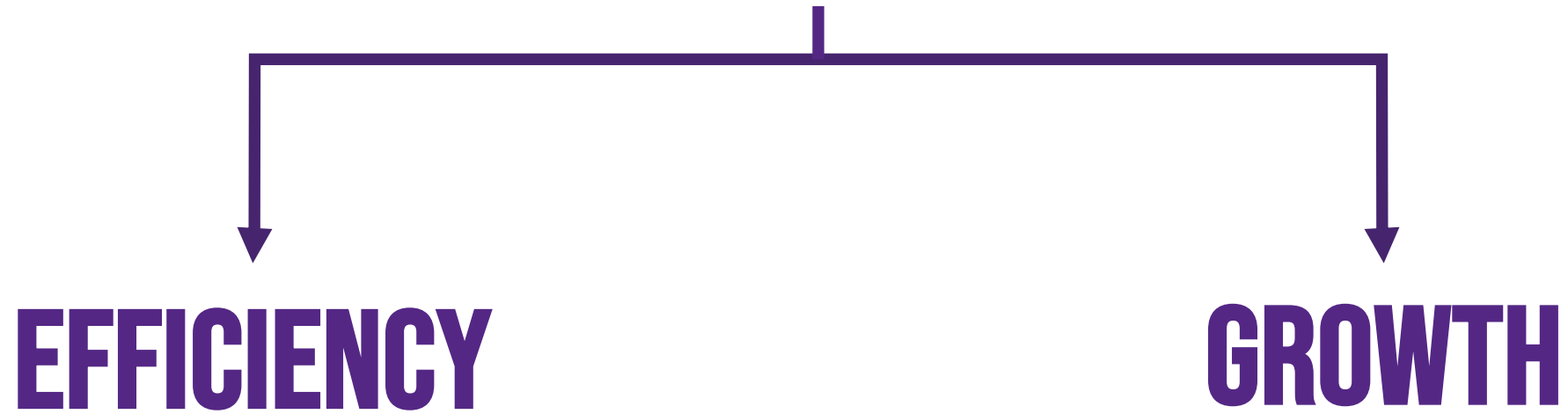


ROUTINE INNOVATION:

ROUTINE INNOVATION:

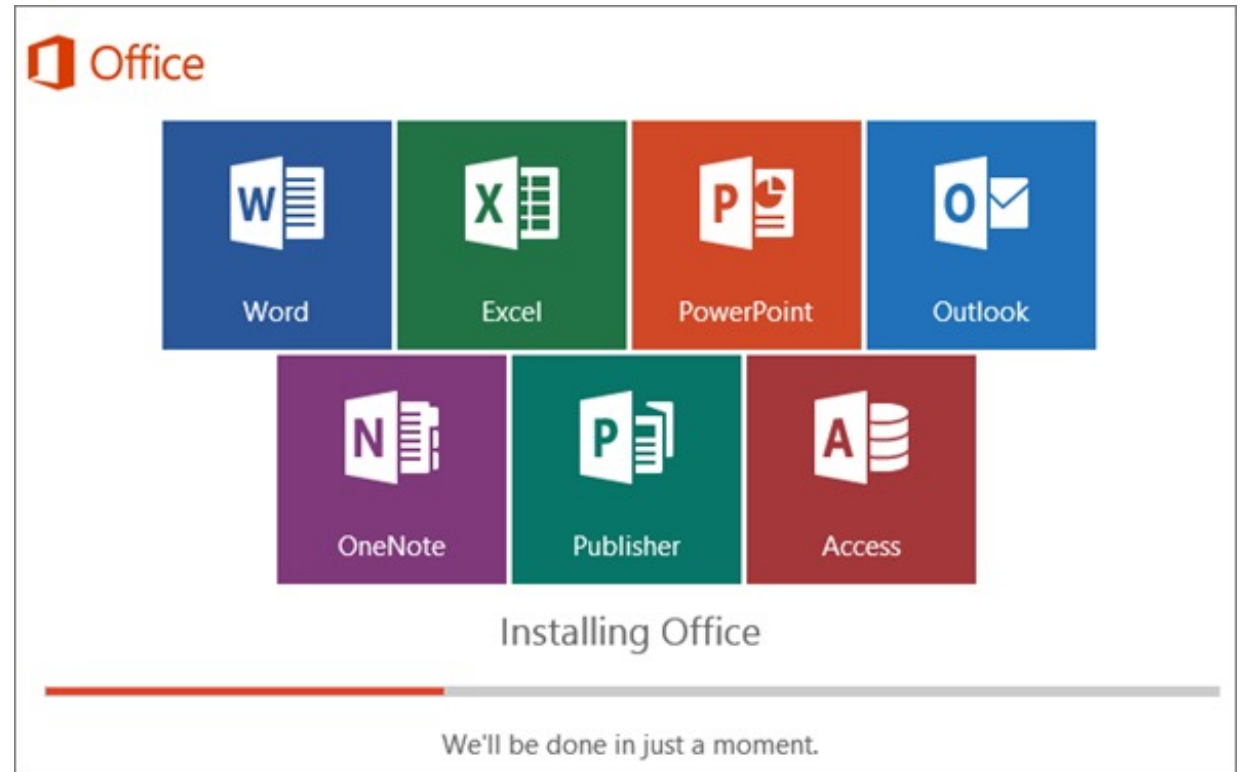
**Builds on a
company's existing
technological
competences
and fits with
its existing
business model**

ROUTINE INNOVATION:





Microsoft

A screenshot of the Microsoft Office installation progress screen. At the top left is the Office logo. Below it are icons for Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access. At the bottom, a progress bar shows the installation is nearly complete, with the text "We'll be done in just a moment." and "Installing Office" above it.

Office

Word Excel PowerPoint Outlook

OneNote Publisher Access

Installing Office

We'll be done in just a moment.

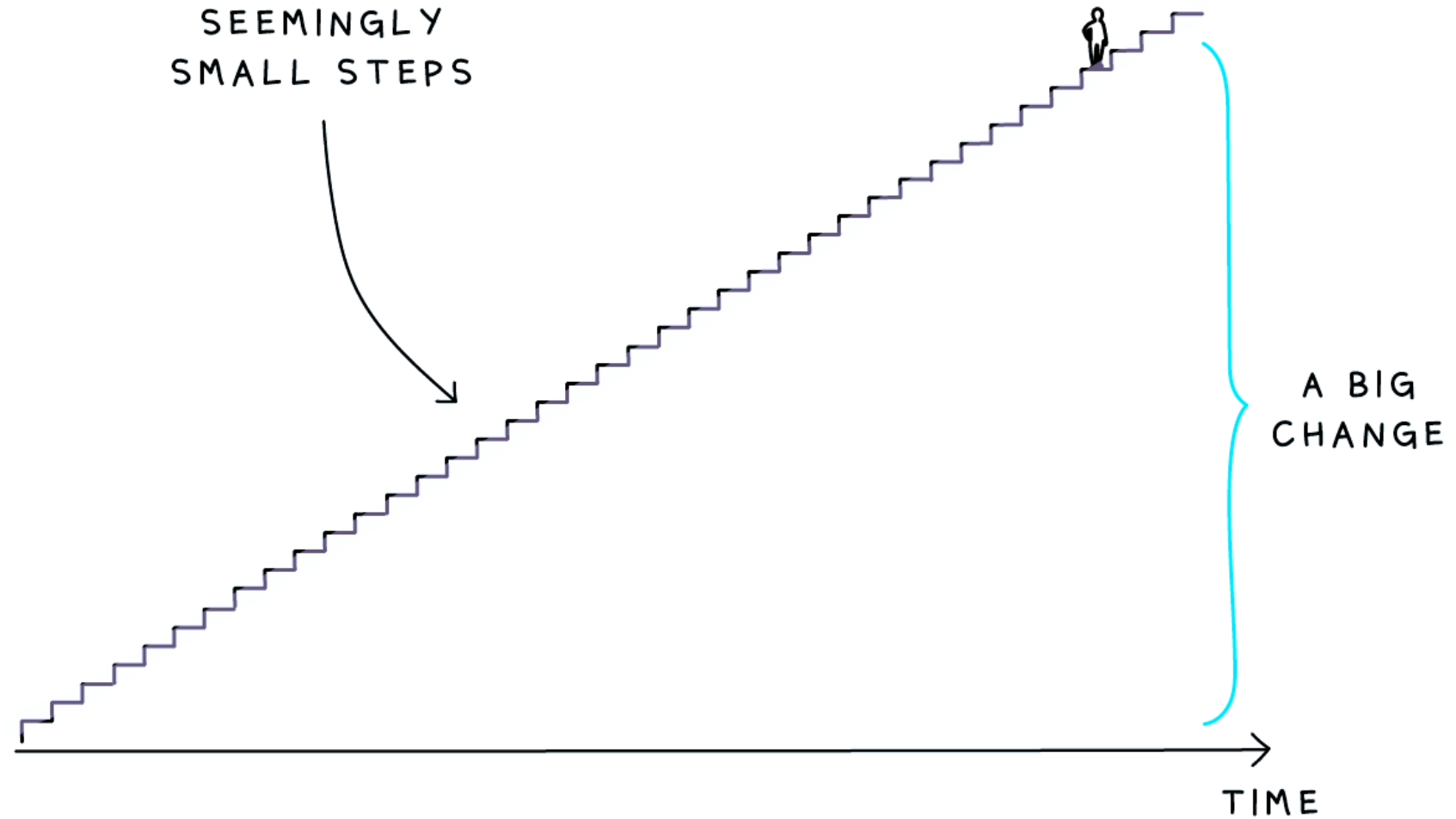






**“THE VAST MAJORITY OF PROFIT
FROM INNOVATION DOES NOT COME
FROM THE TRANSFORMATIVE
INNOVATION; IT COMES FROM A
STREAM OF ROUTINE, OR SUSTAINING,
INNOVATIONS THAT ACCUMULATE
OVER YEARS” .**

ROUTINE INNOVATION:



INNOVATION

should be
routine



INNOVATION

with partners
is a good idea

INNOVATION

Rights &
wrongs



WHY PARTNER?

EXPERIENCE

RESOURCES

INSIGHT

PEOPLE

AVAILABLE RESOURCES



2 PRIMARY REASONS TO OUTSOURCE INNOVATION:

1. Focus on **core competencies**:
Outsourcing innovation allows a company to focus on its core competencies and leave non-core activities to external providers who are specialized in those areas.
2. Access to **specialized expertise**:
Outsourcing innovation can provide access to specialized expertise that may not be available in-house, such as IT services, legal services, or marketing services.





SELF-SERVICE

QUEUES KILL CSAT



2017

V1



2017

V2



2019

V3



2020

V4

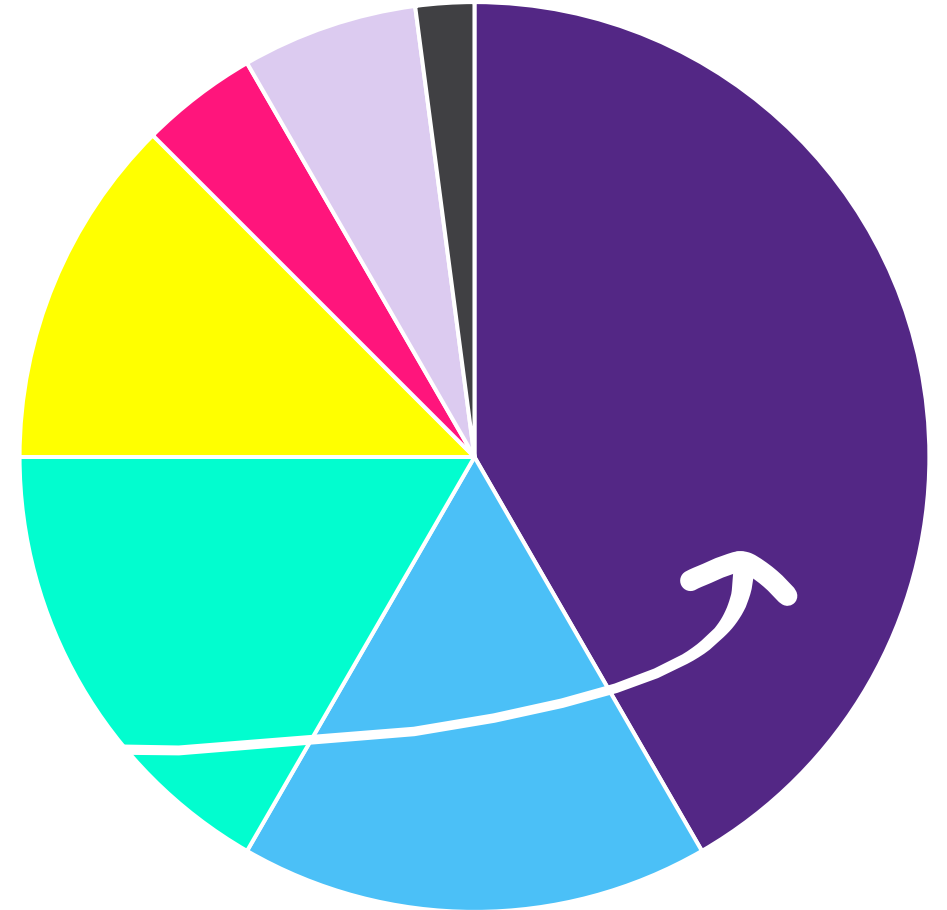


2022

V5



BUILDING IN HOUSE



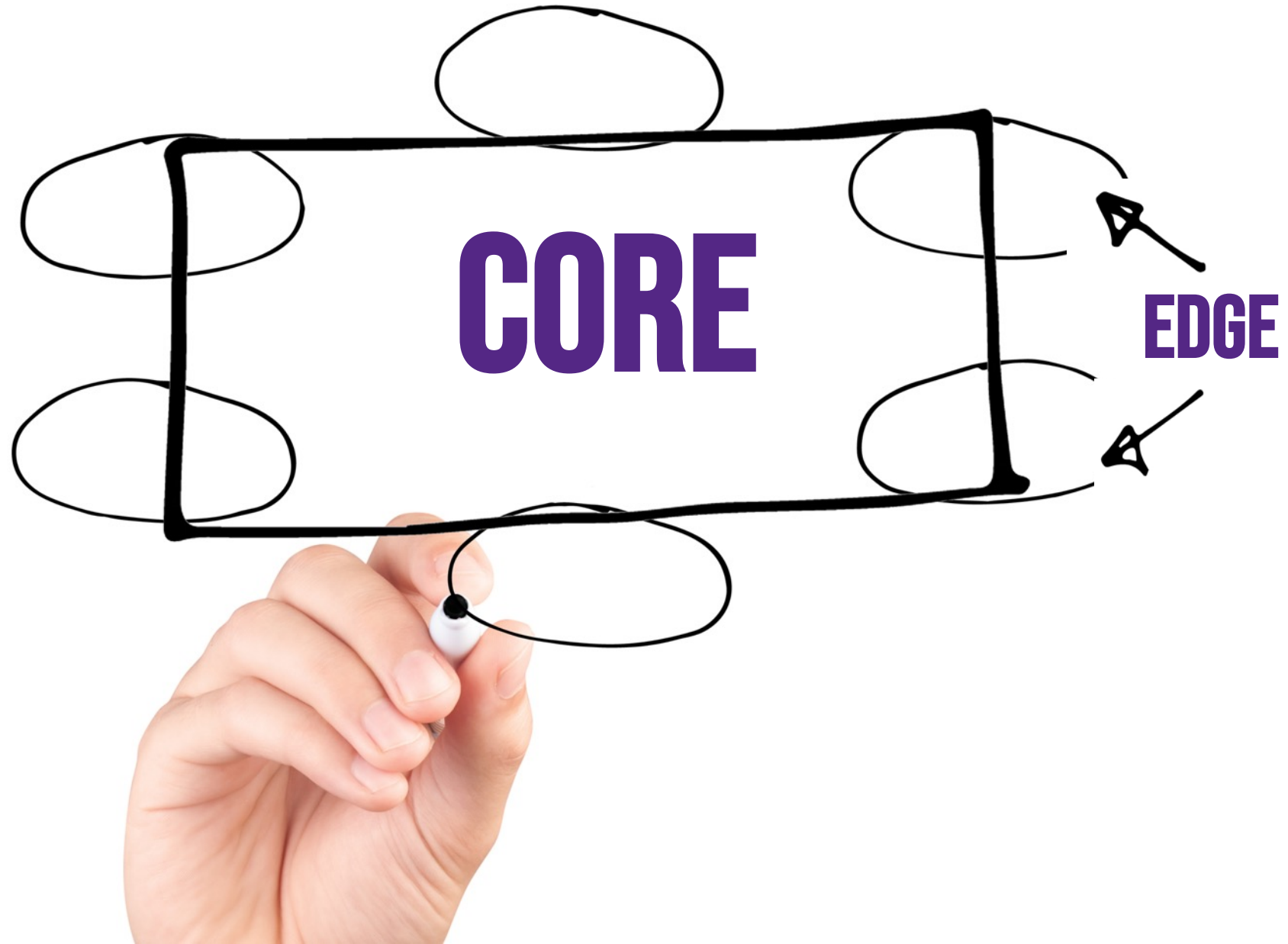
Purolator



Singapore
POST



**AROUND THE EDGE,
YOU HAVE ALL SORTS
OF EFFICIENCY
OR GROWTH
INNOVATION
OPPORTUNITIES
WHERE PARTNERS
CAN ACT AS AN
ACCELERATOR**



INNOVATION

should be
routine



INNOVATION

with partners
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INNOVATION

Rights &
wrongs

The background is a detailed technical drawing of a mechanical assembly, likely a turbine engine, rendered in a light blue color. The drawing includes various components, sections, and labels such as 'Turbine 13', 'Turbine 12', 'Turbine 11', 'Maschinenhaushalter', 'A1', 'A2', 'A3', 'B', 'C1', 'C2', 'C3', 'D', 'E1', 'E2', 'F1', 'F2', 'F3', 'G1', 'G2', 'G3', 'H1', 'H2', 'M1', 'M2', 'M3', 'N1', 'N2', 'N3', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z', 'aa', 'bb', 'cc', 'dd', 'ee', 'ff', 'gg', 'hh', 'ii', 'jj', 'kk', 'll', 'mm', 'nn', 'oo', 'pp', 'qq', 'rr', 'ss', 'tt', 'uu', 'vv', 'ww', 'xx', 'yy', 'zz'. The text is centered and reads:

**PRESENCE OF THESE THINGS DRIVES SUCCESS,
ABSENCE GUARANTEES FAILURE**

The background of the slide is a light blue technical drawing or blueprint. It features various mechanical parts, lines, and text in a smaller font, including words like 'Turbinen', 'Maschinenhaushalter', and 'Zufuhrband'. The drawing is detailed and covers the entire background.

PRESENCE OF THESE THINGS DRIVES SUCCESS, ABSENCE GUARANTEES FAILURE

1. LEADERSHIP

2. MINDSET

3. REMOVING BARRIERS

1. LEADERSHIP



1. LEADERSHIP

A grayscale photograph of a middle-aged man with short dark hair, wearing a dark suit, white shirt, and patterned tie. He is smiling and has his arms crossed. He is standing in an office environment with a window and a potted plant in the background.

**HIGH STATUS
INDIVIDUAL**

1. LEADERSHIP



“

Innovation distinguishes
between a leader and a
follower.

- Steve Jobs

2. MINDSET



~~TRANSFORMATION~~

CREATION

TRANSFORMATION

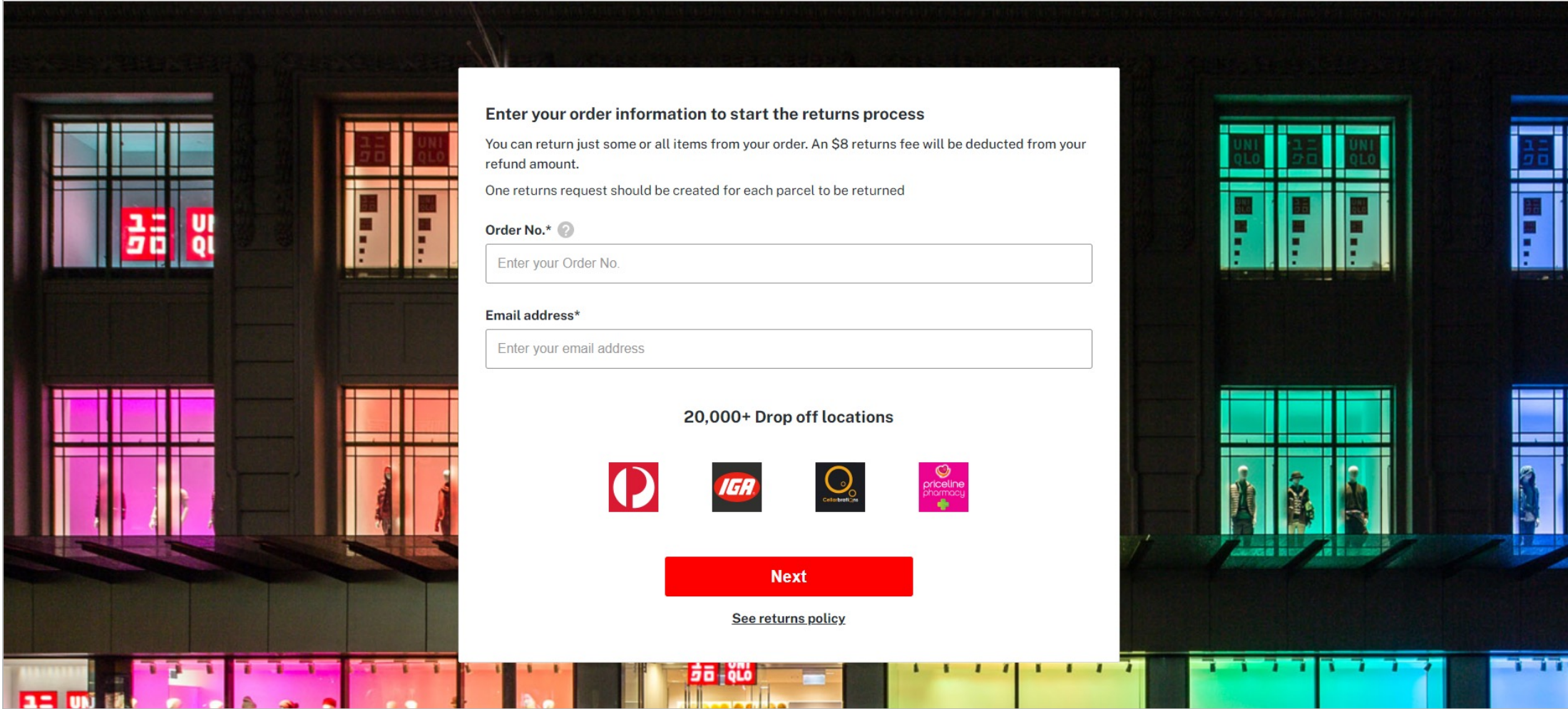
(noun)

A complete
change in
somebody/
something

CREATION

(noun)

The act or process
of creating
something that
is new



Enter your order information to start the returns process

You can return just some or all items from your order. An \$8 returns fee will be deducted from your refund amount.

One returns request should be created for each parcel to be returned

Order No.* 

Email address*

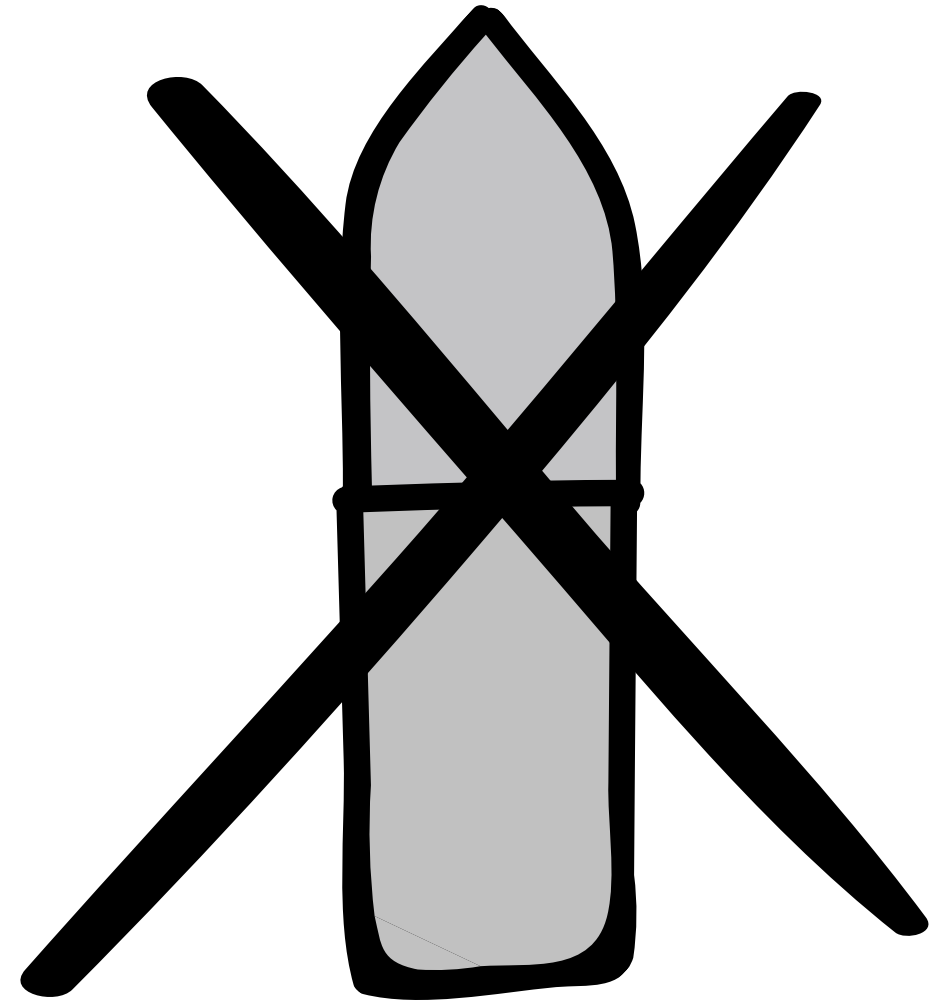
20,000+ Drop off locations

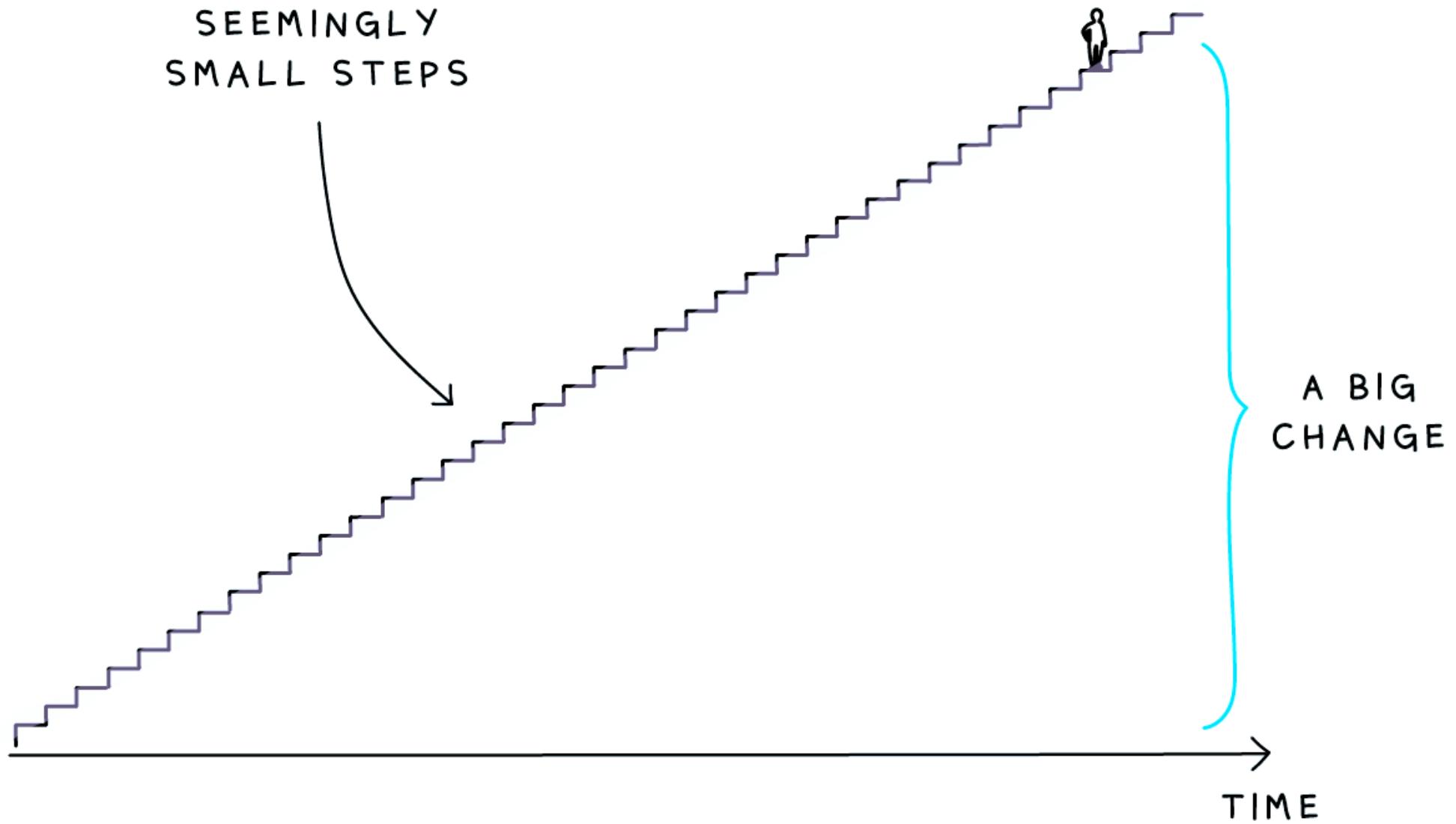


Next

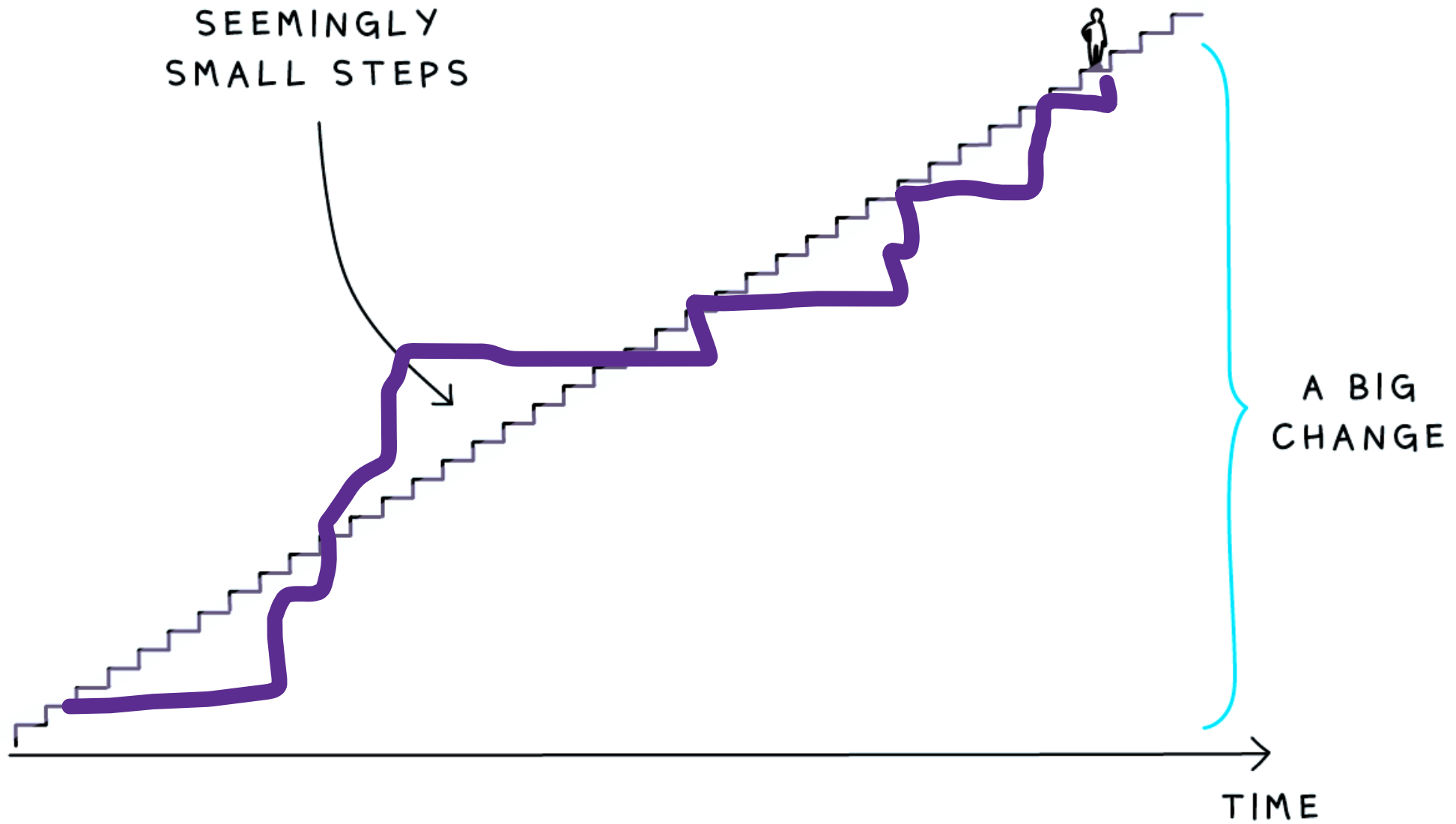
[See returns policy](#)

INNOVATION





Liz Fosslein



Liz Fosslein

3.

REMOVING BARRIERS



3.

REMOVING BARRIERS





**IN COLLABORATIVE
INNOVATION WITH
PARTNERS,
THE PRESENCE OF THESE
THINGS DRIVES SUCCESS,
ABSENCE GUARANTEES
FAILURE**

- 1. LEADERSHIP**
- 2. MINDSET**
- 3. REMOVE BARRIERS**

INNOVATION

should be
routine



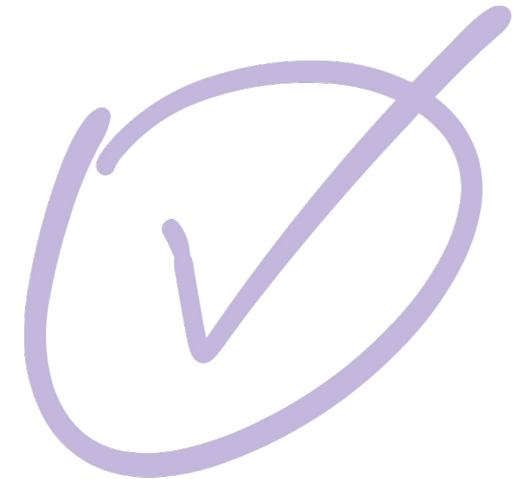
INNOVATION

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INNOVATION

Rights &
wrongs





Dodde

THANKS

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