



Innovation Pioneers

DIGITAL MEMBER MEETING – CREATIVE SESSION TO CO-CREATE INNOVATION PIONEERS 2021

December 8th, 2020, Zoom

This is a summary of the Digital Member Meeting on December 8th, 2020 on co-creating Innovation Pioneers 2021 and beyond. A separate report will follow on the IPx nr 52 hosted by CGI on December 9th, 2020.



PARTICIPATING COMPANIES & ORGANIZATIONS

Alfa Laval, CGI, Googol, Ideon Open, Ingka Centres Services, Lindab, OKQ8, Vasakronan, White Arkitekter.

This was the last digital initiator tank meeting for the year hosted by Innovation Pioneers, and the first where all member and initiator companies were invited. The conversation took place over Zoom with a focus on challenges and possibilities for 2021 and a need to re-invent Innovation Pioneers going forward.

INNOVATION PIONEERS 2020 - RECAP

Innovation Pioneers now consists of 51 member companies, and the group has grown year after year. This year, the focus has been on transitioning to new digital formats and finding ways for members to meet and co-create online.

VIRTUAL EVENTS OF 2020

28 Apr - IPx nr 49 Response & Rebound from the pandemic + Innovation Class VR/AR

3 Jun - Digital Initiator Meeting with OKQ8

4 Jun - IPx nr 50 hosted by Doberman – The State of Innovation in the Corona Crisis

15 Sep - IPx nr 51 hosted by Ericsson ONE – How to Walk the Talk with Inclusive Innovation

16 Sep - Digital Initiator Meeting about “Post Covid worklife” with Vasakronan

10 – 11 Nov - Innovation Pioneers Summit - “Changing the way we collaborate” A partnership between IP & The Swedish Institute

8 Dec - Digital Member Meeting – Creative session to co-create IP 2021

9 Dec - IPx nr 52 hosted by CGI – Accelerate Innovation with Human Connections

SHORT INTRODUCTION TO IPx NR 52

The digital tank meeting will focus on ‘human connections’ and the power of truly connecting with clients, partners, co-designers, and how technology and agility makes us accelerate change.

The participants will work with an assessment of how to work and lead with human connections in their own organizations. We’ll take part in different stories and discuss these to become better at understanding and working with human connections.

The format will be launched and tested at IPx nr 52 and give Innovation Pioneers members the possibility to learn, co-create and give feedback before it will be used internally at CGI and for clients globally.

CREATIVE SESSIONS – IP 2021

1. GOAL – CONTENT AVAILABLE FOR MORE PEOPLE

Reach more people within each member organizations to create more value.

DISCUSSION ABOUT THE SOUL AND PURPOSE OF INNOVATION PIONEERS

- The soul – to focus on the sharing of learnings. Focus on dialogues and co-creation to help each other.
- The physical meeting is in focus, to meet and network face to face.
- Through virtual events – we can include and reach more people within our members' organizations.
- Innovation is now a 360 approach for many organizations, the whole organization needs to be involved. We need to broaden our reach to more people within the organizations.
- Everyone can and should contribute to innovation within an organization.
- Use the power of the network – first discuss and learn from a case, but then work with a hypothesis and let the network work together to solve a challenge.
- Being able to 'test' things and ideas in the group, to better understand. "You can't find a better test group for innovation".
- In this forum we talk about the "I" and not just the organization – we become more personal and talk about our own successes, failures and learnings.
- You can speak about difficult things at our meetings – in a safe environment.
- You always leave an Innovation Pioneers meeting with new ideas and energy.
- If you can bring more colleagues to a meeting – then you can more easily continue the ideation process and discussion back at your own organization.
- Today, there are maybe one or two people from each company that is an enthusiast for the network, and the rest of the organization might not even know about Innovation Pioneers. The physical tank meetings mean that the hosting organizations employees learn more about the hosting member organizations and Innovation Pioneers.
- A possible growth strategy for Innovation Pioneers is to reach more persons within each organization.

2. CHALLENGES – MEMBER INPUT

- There is so much innovations initiatives being produced within an organization today, that there is a challenge to have control of them all to be able to choose and run the ideas / initiatives.
- How do you create a good innovation culture - how do you balance the day-to-day work with the innovation work? How do we coach the teams to work with innovation and focus on their ideas?
- The financing of innovation internally is also a challenge.



- Every leader I'm talking with has questions regarding 'the new normal / the new worklife' – both at work and outside of work. We've seen a movement from closed organizations to working more in an ecosystem – but it is confusing. Because of trends like the gig economy, remote work, tech as a catalyst for new behaviors. We are in a paradigm shift.
- The home has become an office. We now need to collaborate and innovate in a whole new way.
- We need to look at the future and try and understand what will happen going forward. How do we understand the people and what drives them in the new normal?
- The power of Innovation Pioneers is the diversity of perspectives and formats.
- The environment to innovate in "the new normal" is new for everyone – we almost need to start from scratch in different areas.
- 'Re-entering the atmosphere' is difficult – we know how to foster and start innovation initiatives, but struggle to bring the ideas and new initiatives back to the main organization.

INNOVATION PIONEERS' CHALLENGES

- If we have more members, it becomes more difficult to deliver value in the form of physical meetings to the members. If we are too many people, we need to turn people down to participate in tank meetings.
- We can't only focus on physical formats that reach maximum 1-3 people within an organization – we need to reach more people to be able to help our members to spread the learnings
- Our current business model needs to be adjusted to be able to serve the needs that our members have today and in the future

3. CREATE – BUSINESS MODEL, CONTENT FORMATS - HYBRID

INNOVATION PIONEERS INPUT

- We need to use more hybrid formats next year, where online and physical formats is combined, but also separately
- Innovation Pioneers Summit 2020 was our first open virtual event, that gave us a lot of valuable learnings and created greater reach and awareness for the network
- We want to keep the soul, but also use and leverage the power of the new digital tools that is out there
- How do we find balance between virtual and physical meetings?
- Formats need to follow how the innovation leader role is evolving – where more people within an organization become an innovator. At the same time, the innovation level and culture differ a lot from organization to organization

NETWORK INPUT

- We are in digital meetings all the time which leads to "Zoom fatigue" – so there is a even bigger need to meet in person now
- How do we balance focus on new tech vs innovation capabilities

- For the hosting organization of a Innovation Pioneers session – means we create formats that can be re-used for other purposes, like internally at the company or with clients. It becomes easier to duplicate and create more value for members
- The type of meeting format we choose, depends on the type of challenge the hosting organization has. We are all facing similar challenges at the moment – like adapting to the ‘new normal’ – how do we meet that in a good way in different formats?
- It is through the use of different formats that we can really stand-out from the competition. Create new formats that create even more value for the members.
- How do we work in a collaborative and creative way with digital formats?
- Virtual formats can be a challenge but are democratic – everyone has the same size square in Zoom, you can’t take over the whole room, you can connect with people from the whole world in a more natural way. How can we bring those positive aspects with us to the physical meetings in the future?

NEW MEETING FORMATS?

- We should still strive for mostly physical meetings
- Possible to start sessions virtually and combine with smaller physical break-out rooms/walks/dinners with people that are closer geographically, either at people’s homes or offices, with follow up again virtually later.
- Thematic conversation sessions? We pick a subject and curate a discussion in smaller groups.
- Freedom to host smaller events throughout the year for members on a local level – ‘walk and talk’ sessions.
- Can Innovation Pioneers become a test bed for trying out new meeting and workshop formats together with the other member organizations?

MEMBERSHIP FORMATS

- Should we keep the member and initiator setup – where only initiators are able to host tank meetings and digital tank meetings? Or should we transition to just one membership form? Probably yes.
- One suggestion - could the membership cost be more progressive – based on the turnover of the member company?

OTHER DISCUSSIONS

- Identify industries that we are missing today?
 - New fintech companies
 - Gaming industry

CONTACT

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