



Why idea management?



Caring for our assets



Our competition is beating us to the punch

- November 17, 2003 at 9:23 a.m.
- PhotoStamps versus Gary Pratt



Creativity is difficult to
standardize

Of 350 GREAT ideas

- 2% from brainstorming
- 23% from hallway discussions
- 43% when the idea author was alone

Yet...we choose brainstorming



Family Tree

Idea was generated in 1991

2003 revenues = *\$13.9 million*

*First to market = 30% **more** revenue*



Bag 'o ideas



The same old ideas



1,000 ideas to get to 2

- Requires bringing more minds to the game



What if you're not invited to the Brainstorm?

Example:

Heart of Motherhood



Cost versus return



Managing ideas



Ideas based on strategy



What is the Idea Spot?

- Customizable on-line tool for the way we handle ideas
- Sponsored by Creative Resources and Innovations R&D
- One of our tools for idea management
- Focused on idea events
- Standard of excellence for the way ideas are:
 - submitted, analyzed, selected, forwarded



What the Idea Spot is not

- Substitute for all other idea generation
- A system that runs itself
- A suggestion box
- Unfocused idea generation



How the Idea Spot works

- Anyone who is a registered user can
 - Submit ideas
 - See and build on others' ideas
 - Sponsor an idea event and ask for ideas that you need for your projects



What's in it for you?

- Make a difference
- Connect with others
- Own it
- Document your ideas



Look what other companies
are doing



Picture success

- Increase revenues
- Become famous



What is needed from you

Ten minutes a week

“Plus” others’ ideas

Give us feedback

Sponsor an idea event

Analyze ideas in your department

Forward ideas to others



Participation



What we need from you