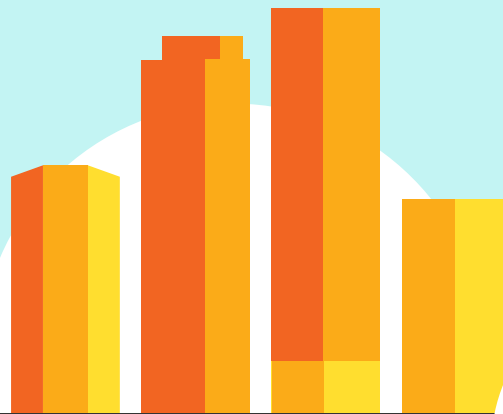
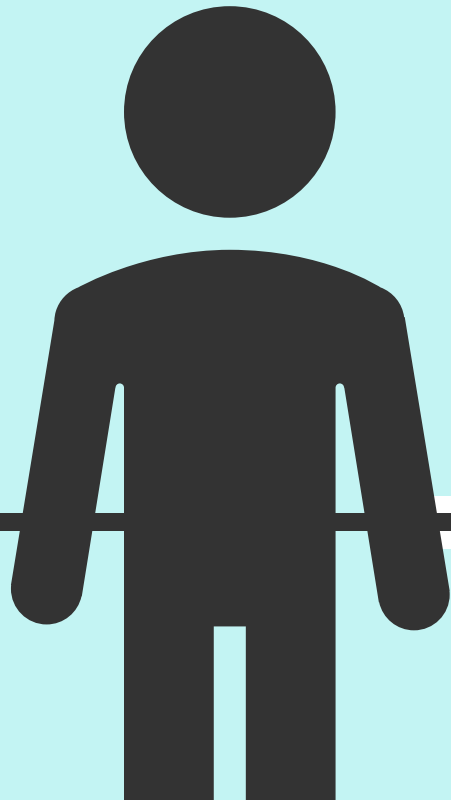


BEFORE YOU INNOVATE, SOLVE FOR BOB

Making Innovation Tangible



SKOOKUM DIGITAL WORKS

Josh Oakhurst

BEFORE YOU INNOVATE, SOLVE FOR BOB

Making Innovation Tangible



Before it's done, an innovation is an unknown. An unknowable unknown. You can't see it. You can't touch it. You can't talk to it. But you know who you can talk to?

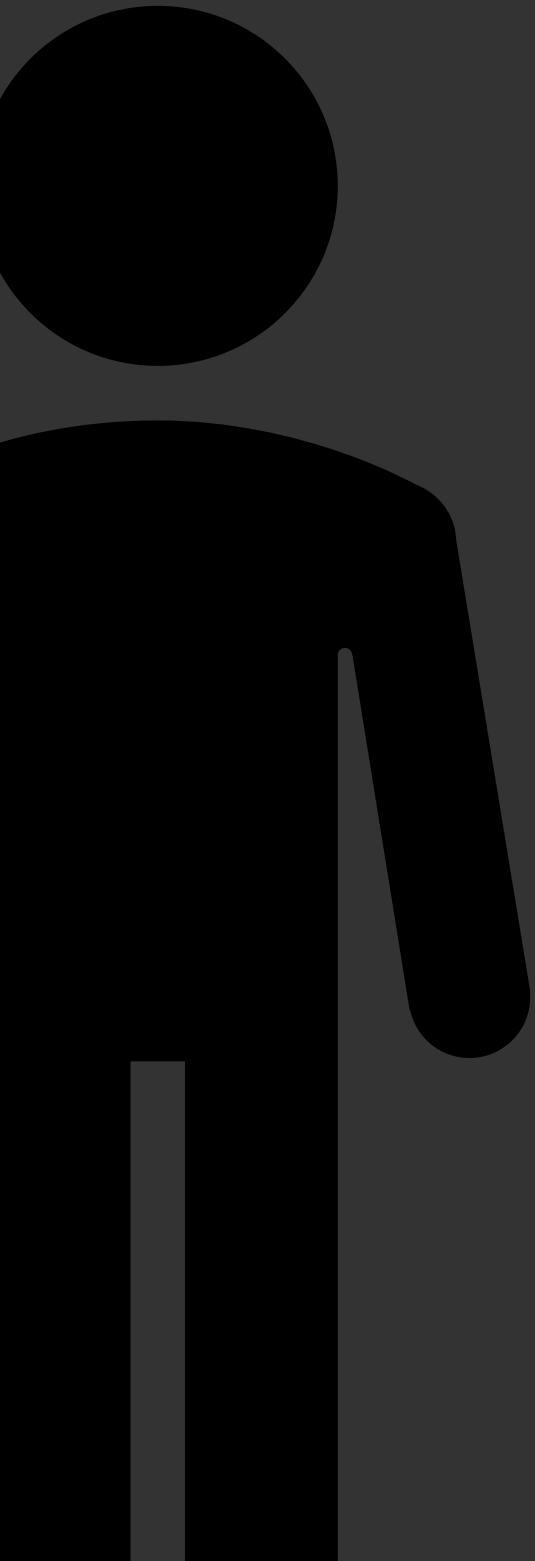
BOB.

**NO MATTER
HOW COMPLICATED,
EVERY ORGANIZATION
HAS A BOB.**





**THE BEST
COMPANIES GOT
AHEAD LAST
YEAR BY SOLVING
FOR BOB.**



Bob is a lynchpin. He's a
system, a process, a rusty idea.

He's a she. He might be a he.

He could be a team of she-hes
kneeling on knees.

You know, because something
at your company is broken.
And Bob – once again – is
fixing it.



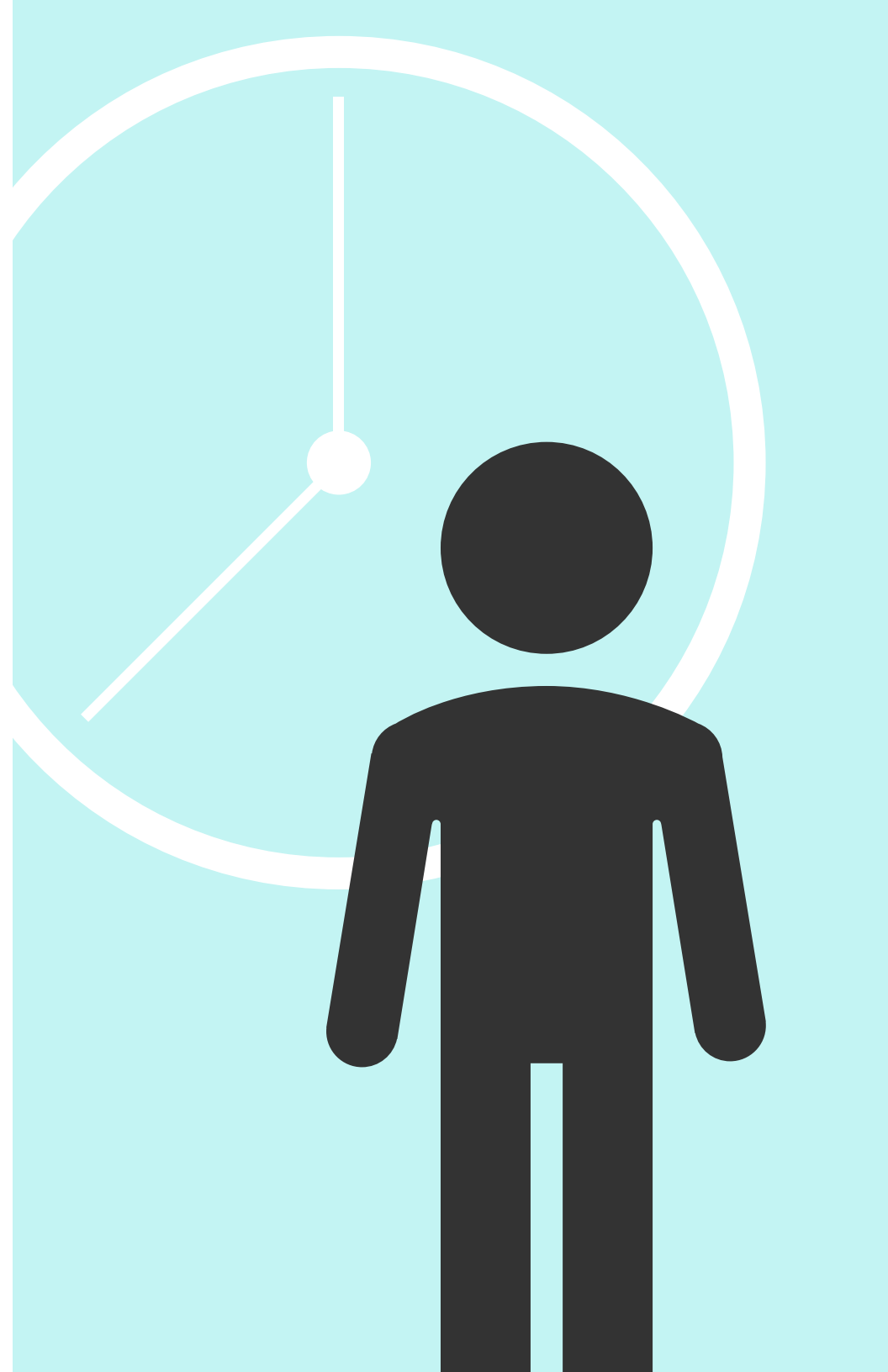
BOB IS A DOER.



**THE MARKET KEEPS TELLING YOU TO
"INNOVATE!" BUT YOU "DON'T KNOW HOW!"**

BOB KNOWS HOW.

**INNOVATION IS NOT
3AM BRAINSTORMING.
RATHER, INNOVATION
IS TALKING TO – AND
SOLVING – FOR BOB.**



**BUT ALL THIS TIME, WHEN YOU
COULD HAVE BEEN TALKING TO BOB?**

Here's what you did instead:



No 1: Instead of talking to Bob...

YOU LET SILICON VALLEY FAIL YOU

While you gorged on yet more “news” of some Stanford dropout’s Lean-Faced-Tweet-McGram vaporware, Bob saved a bunch of money by solving problems that actually existed.

You see, unlike Silicon Valley, Bob is concerned with real money. (Yours and his.) Watching developments from the Silicon Valley Casino and hoping that some poker chips magically align with your business and make new customer acquisition a snap is folly.

In the Great Poker Game by the Bay, they think you are dead money.

**“And what over-hyped beast is
this, its hour come round at last,
slouches towards the Valley to
be born?”**

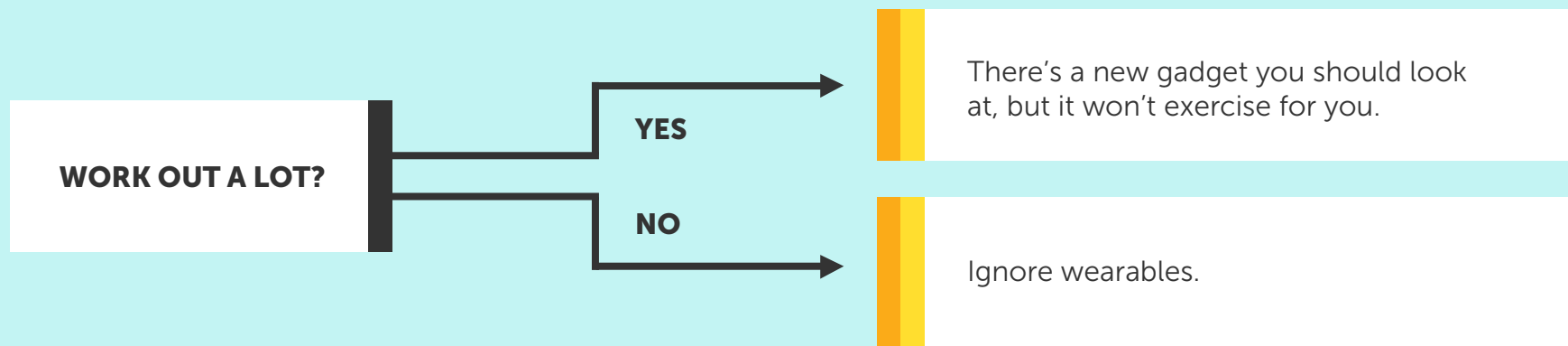
-W.B. Yeats (if he had lived long enough to see the modern tech mess)

No 2A: Instead of talking to Bob...

YOU'VE BEEN CONSUMED BY GADGET LUST AND/OR TERROR.

In addition to all the new smart pieces of glass and plastic, Google, Samsung, Nike & Kickstarter distracted you with wearables. Just as you started to get your head around mobility, BAM. Another "pervasive," "invasive," "disruptive" technology that will totally change everything!

WEARABLES ANTI-DISTRACTION FLOWCHART



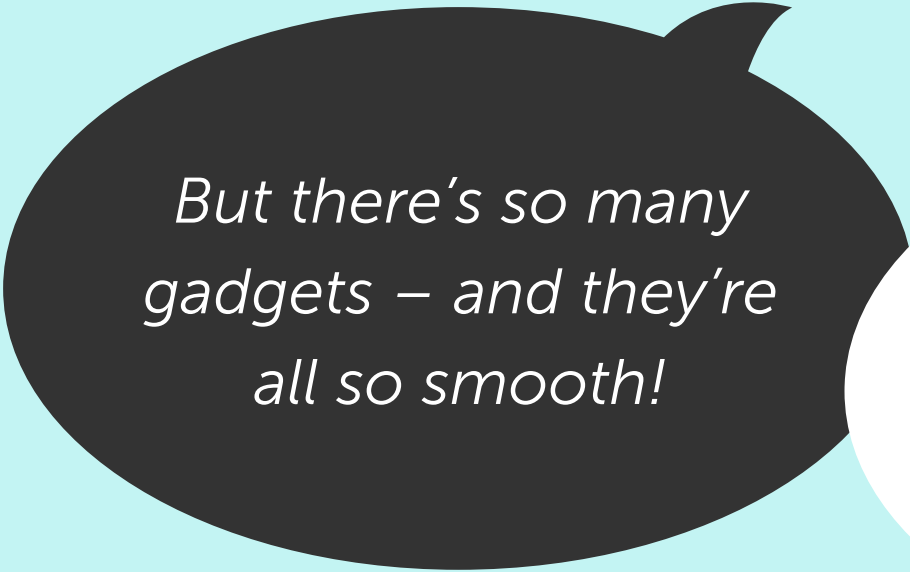
No 2B: Instead of talking to Bob...

YOU BECAME A GOOGLY-EYED CONSUMER

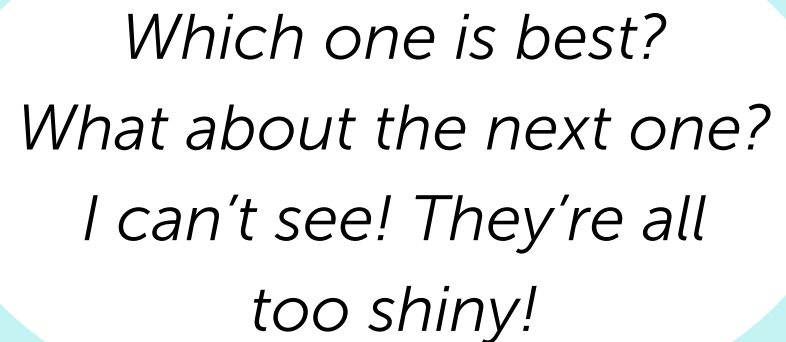
WHEN IT COMES TO INNOVATION, YOU'VE BEEN:

Focusing too much on shiny purchases

Overwhelmed by the steady influx



*But there's so many
gadgets – and they're
all so smooth!*



*Which one is best?
What about the next one?
I can't see! They're all
too shiny!*

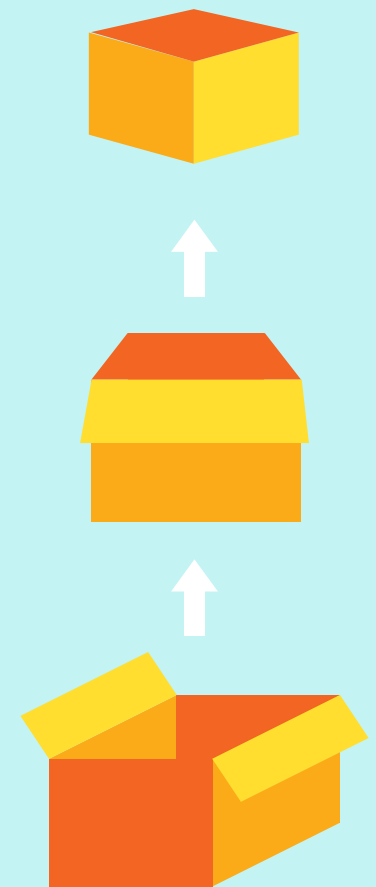
No 3: Instead of talking to Bob...

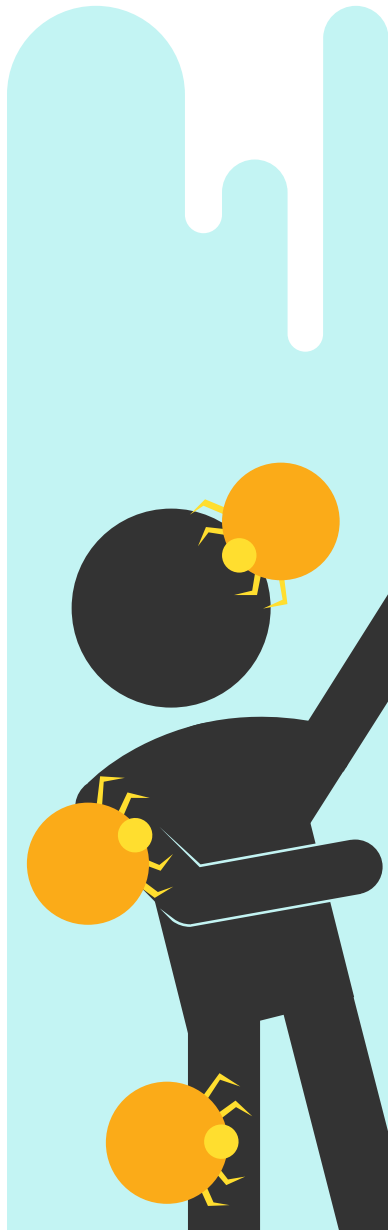
YOU'VE BEEN SLOWPLAYED BY BIG TECH

Cisco spouted off about the market cap of Internet of Things. They were right, but they didn't help anybody figure out what it means for their business. IBM, Oracle, SAP, Accenture, HP, VMWare, Microsoft, et al. were no better.

When you asked for innovation, they asked to service what they had already installed (and if you'd like to extend that licensing contract). More fees and modules would be great if v9.5.5r7 could actually transform your business.

But it won't. And the worst thing is:
Everybody knows it.





No 4: Instead of talking to Bob...

YOU FOCUSED ON THE *NEW* NEW

If you have fallen for this one, don't blame yourself. Blame evolution. We're wired to pay disproportionate attention to new things. Which makes sense. When something new comes along, you have to make sure it's not going to eat you. But this instinct is problematic when it comes to innovation.

Real innovation isn't exactly about the new. At least not the *new* new. It's about solving problems. And problems aren't sexy, or shiny, or fun.

Ideas are the result of a process. There is no lightbulb moment without discipline and toil.

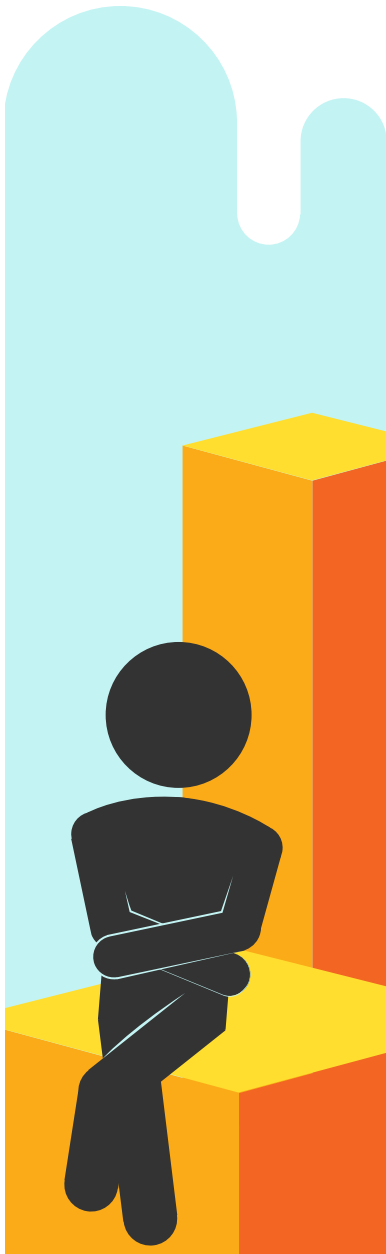
Problems – real problems – aren't easy. They're not obvious or superficial. In fact, problems are buried in the details of your business, like an engorged tick.

"Another flaw in the human character is that everybody wants to build and nobody wants to do maintenance."

-Kurt Vonnegut (who had no idea he was talking about technology innovation)

**EVEN THOUGH YOU'VE WASTED A LOT OF TIME
WAITING FOR SILICON VALLEY, GADGETS, BIG
TECH, OR ONE GENIUS MOMENT TO BRING
INNOVATION...**

THINGS CAN CHANGE.



TO MAKE INNOVATION TANGIBLE, SOLVE FOR BOB.

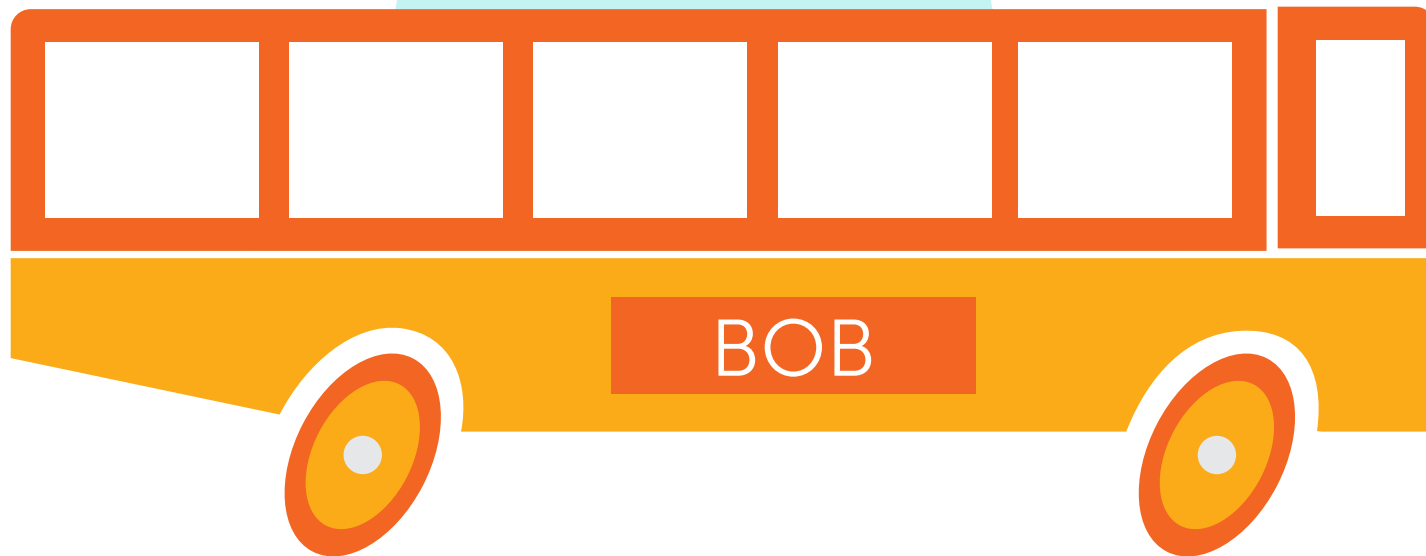
Every Enterprise has a Bob. He's good at what he does. In fact, he is so good at what he does, he's a liability.

All of those recurring issues at your organization? Bob is the guy who solves them, again and again, every time they come up.

The black and green screen that runs your plant and shuts down once a week? Bob's on top of that. The weird thing the database does when Terry from accounting misnames a file? Bob is the only one who can fix it.

Bob also knows how to get the ordering system, the tracking system, the job processing system, and the shipping system to talk to each other.

WHAT HAPPENS IF BOB GETS HIT BY A BUS?



It's out there. It has his name on it.



IF YOU WANT REAL INNOVATION, FIND BOB

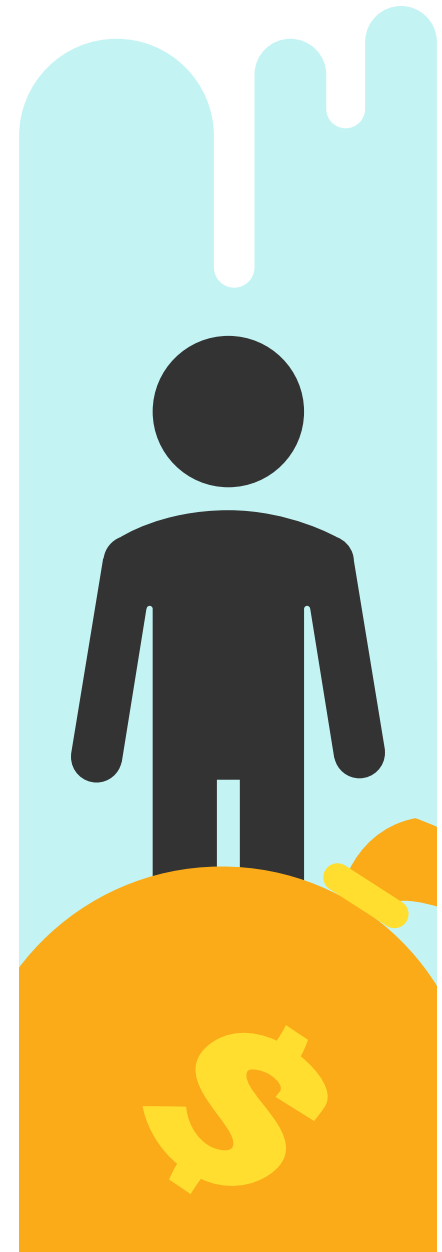
Find all the Bobs. Smoke out every little process that Bob and only Bob knows. Have him write down his fixes. The results will surprise you. Actually, the results will scare you. But in a good way. A rollercoaster, falling-in-love, lowering costs, raising profits kind of way.

NOW, HAND BOB THE BUDGET

Crazy thought, right? But here's the thing, Bob will make your enterprise stronger by making his own life easier. Automating one of Bob's solutions is a real, tangible innovation that will build you a better, stronger company.

That's solving for Bob.

Bob is very clever. He has a granular level of knowledge and the ability to solve business problems. The interesting question isn't "What's Bob doing now?" The interesting question is...



WHAT'S BOB GOING TO DO NEXT?

You know, after you take the bullshit off his plate?

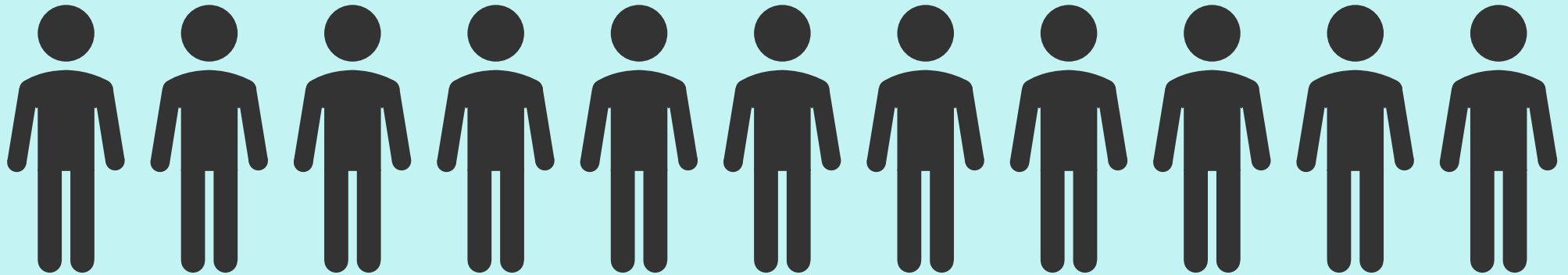


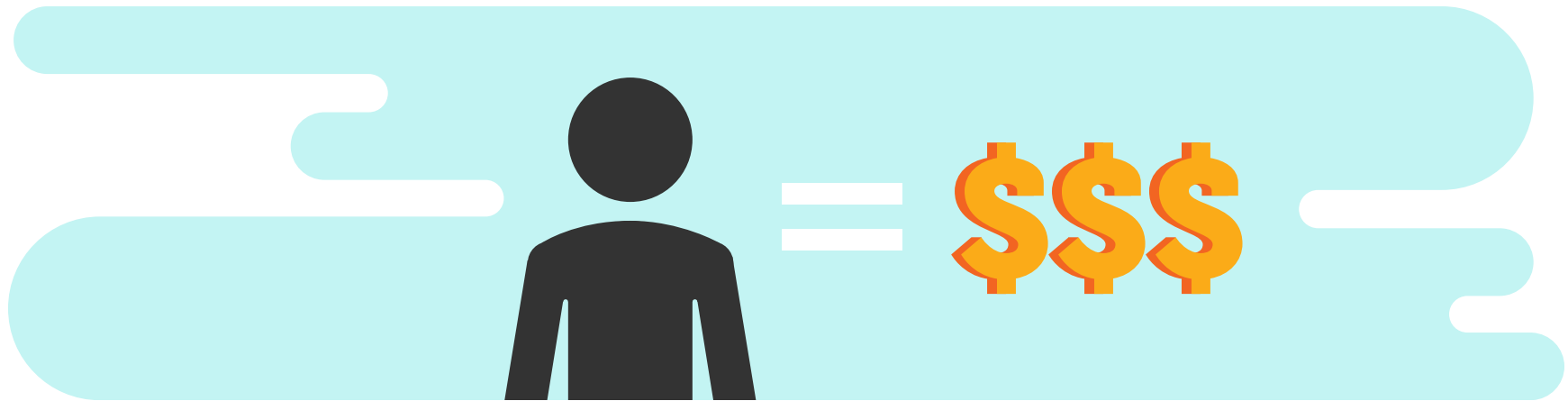
A dark silhouette of a person's head and shoulders is centered in the background. The head is a large circle, and the shoulders are a wider, rounded shape below it. The entire image has a dark gray background.

**BOB IS GOING TO
GO AND INNOVATE
SOMETHING ELSE.**

It's in his DNA.

**HOW MANY BOBS DOES YOUR
COMPANY HAVE?**



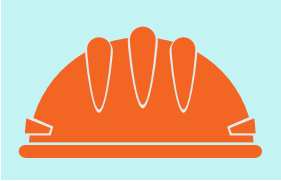


COMPANIES THAT SOLVE FOR BOB HAVE THE HIGHEST RETURN ON TECHNOLOGY INVESTMENTS.

Talk to Bob for a few minutes; you'll find innovation is real, possible, and closer than ever before. Solving for Bob is not incremental change. It's a new undertaking, one that will propel growth, inspire employees, and create a better company.

By contrast, no one ever got rich refreshing TechCrunch.

SOME BOBS WE'VE KNOWN



Despite Bob having all The Answers, power plants needed him to stop being a 600 page scientific report. Instead, they wanted Bob to be in every maintenance worker's back pocket.



Once, Bob had no idea he was Bob. The manufacturing facility employing him also had no idea poor Bob was single-handedly responsible for \$100MM/year of order processing.



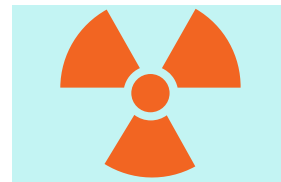
Among other turned-over-rocks, a huge CPG found Bob hiding under a \$40MM/year mountain of paper coupons stuffed into envelopes.



Inside a huge healthcare technology company, Bob asked if consolidating some of systems 1-37 made more sense than just adding piece-of-expensive-software #38.



At a bottling plant for refreshing sodas, Bob quit. Forever frustrated, he was tired of all his customers reminding him that the other soda company did things better.



Though Radioactive Bob was scary, his only protection came from binders full of safety certifications. Paper, stacked so high, ex-linebackers were employed to manage the weight.



60 years old with one single product line, a team of Bobs thought it might be wise to create a second product (and a third, and a forth).



At NASA, Bob was retiring. Turns out, Bob Jr. had no interest in using his predecessor's tools from 1985.



THIS YEAR, SOLVE FOR BOB.

Go find Bob. Hand Bob the budget. Pick a fight with Bob's enemy. Forget what you've been "taught" about innovation. Turn inward, then act decisively.

Don't waste time on inNOvation. Choose to be a better company, then look to technology to improve your processes.

We're living in last year's future. It's time to act on all those promises you've made.

After all, you're the head innovator.

SKOOKUM DIGITAL WORKS

- Helps companies make wise tech investments
- Breathes new life into old infrastructure
- Performs "Skunkworks" R&D
- Designs, builds, deploys & maintains custom business software
- Enables you to both find & solve for Bobs

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Josh Oakhurst, Chief Strategy Officer for SDW, frequently speaks about blending technology and commerce. Corporate development means new revenues and new efficiencies, and he wants you to be the boss on the next earnings call.

Along with being a former developer & ad man, he is said to give good email.

@joshokhurst

Mel Shields, designer for SDW and keen illustrator. Finding so many wonderful overlaps between art, design and technology is my passion.

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