

Cisco Innovation Academy

Why The Environment

What Customer Value ↔ Business Impact

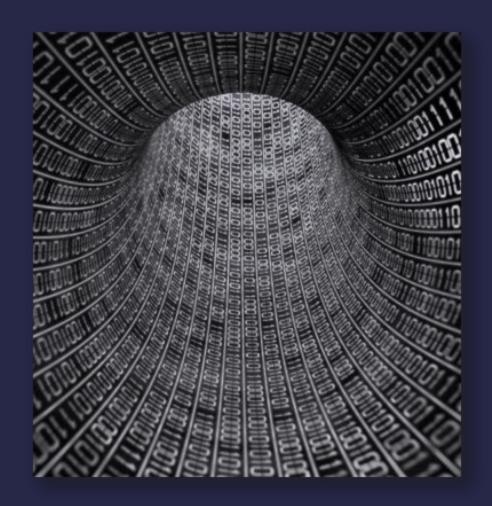
How Innovation Experience



Why

Innovation

The Environment



Cisco Innovation Academy The Business Environment

Growth & Productivity Opportunities

New Business Models User Experience & Expectations

Globalization

Security & Regulatory Compliance

Market Transitions

Enabling / Enforcing



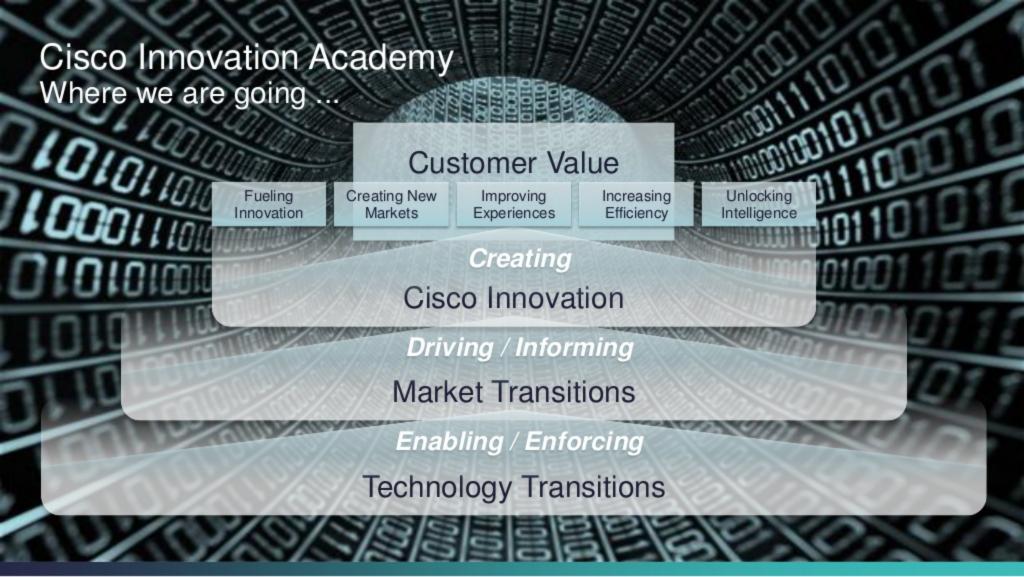








Technology Transitions



Cisco Innovation Academy What we are doing ...

Innovation is creating something significantly new, better, and of customer value.

That something can be many things; it can be a product, service, solution, technology, process, business model, customer experience.

It is not just an idea but the ability to bring it to life - and fast!

Sustaining

Disruptive

What

Innovation

Customer Value

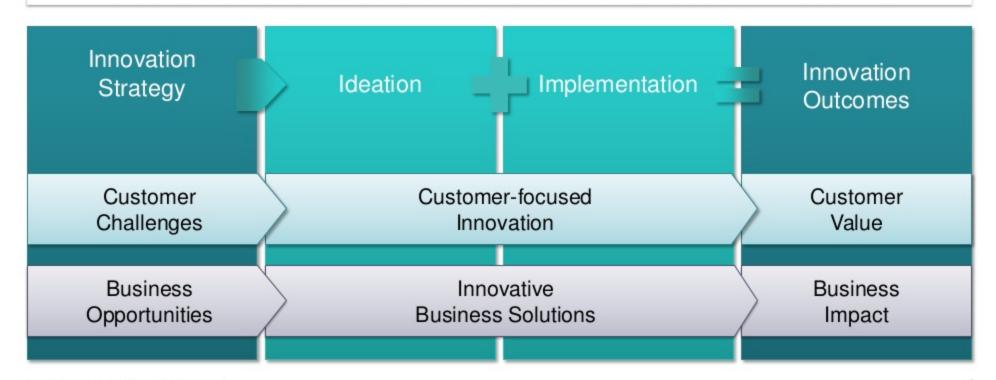
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Business Impact

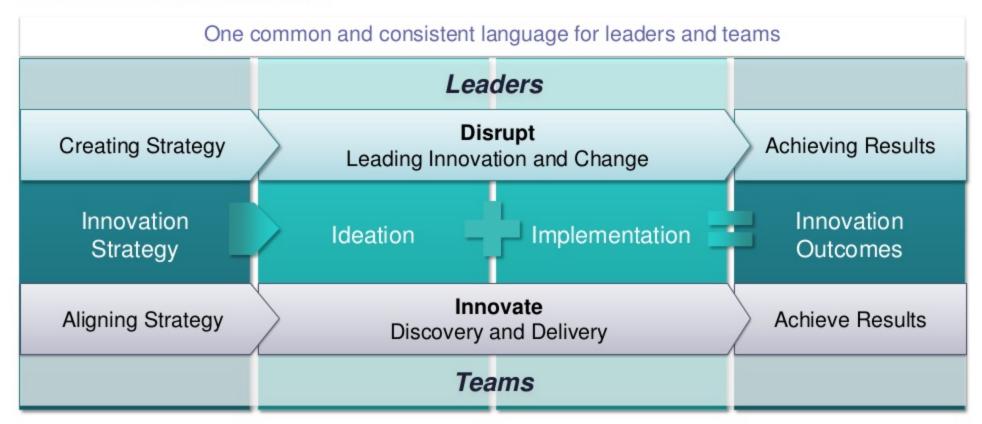


Cisco Innovation Academy Innovation as a Discipline

One systematic and consistent approach to understand, learn and practice innovation



Cisco Innovation Academy Innovation as a Skillset



How

Innovation as an Experience



Cisco Innovation Academy – The first place to go



Cisco Innovation Academy Academy UX Design & Delivery Principles

Awareness	Need	Find	Access	Participate	Apply			
Messaging targeted to roles and regions Timely messaging Alignment with corporate and functional messaging	Task-based needs (Visitor Center) Strategic Alignment Assessment / Self-Development / Development offerings	Self-explaining site structure Content consistency Navigation	Ease of access Selected content Less is more	Quality of Content Effectiveness Performance Platforms (Desktop/ Pad / Mobile) Role Relevance/ Impact	Community (Feedback / user-generated content / sharing / discussions)			
"Shibumi" Design Approach								

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Cisco Innovation Academy – Innovation Empowerment



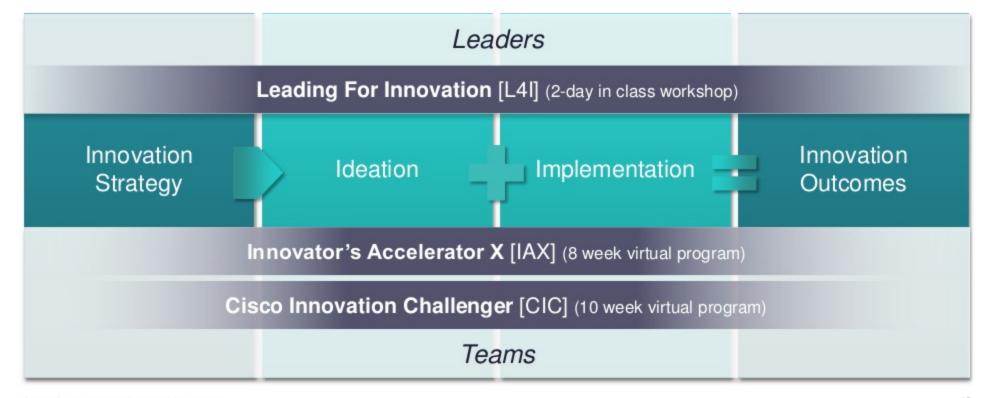
Cisco Innovation Academy - Consistent Skillset



Cisco Innovation Academy Academy Program Offerings

Learning Partners:

L4I Bacharach Leadership Group, BLG
IAX Apollo Lightspeed



Cisco Innovation Academy Program Design & Delivery – Core Principles

Prerequisites

 Focus on important and urgent customer challenges / business opportunities

Course

- Balance Idea Generation and Implementation
- Turn inside-out perspective to outside-in view
- Make Innovation become a manageable and practical experience
- Move from quick-solutioning to divergent thinking

Outcomes

 Focus on validation, feedback and implementation steps

- End-to-end business stakeholder engagement
- Addressing all employees across functions / regions
- Flexible approach to facilitate different types of innovative solutions (sustaining/disruptive)

Cisco Innovation Academy Team Programs - Set-up



Cisco Innovation Academy Leading For Innovation [L4I] – Program Flow

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Orientation	Pre- Work	Day 1 Harness Creativity for Ideation	Mobilize Support for Implementation	Action Planning	Follow- up
Why What How Q&A	Identify & share individual 'Touchstone' Innovation Initiative		 Overcome Resistance to Innovation Create a Coalition Map the Terrain Get Buy-In 	Individual action planning 'Touchstone' Innovation Initiative	Sharing Review Next Steps
1h virtual	Self-directed in advance	2-day face-to-t	Self-directed 6-8 weeks po	1h virtual	

Thank you.



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