goto; conference aarhus

INNOVATION IN A CMMI 5 COMPANY – THE STORY

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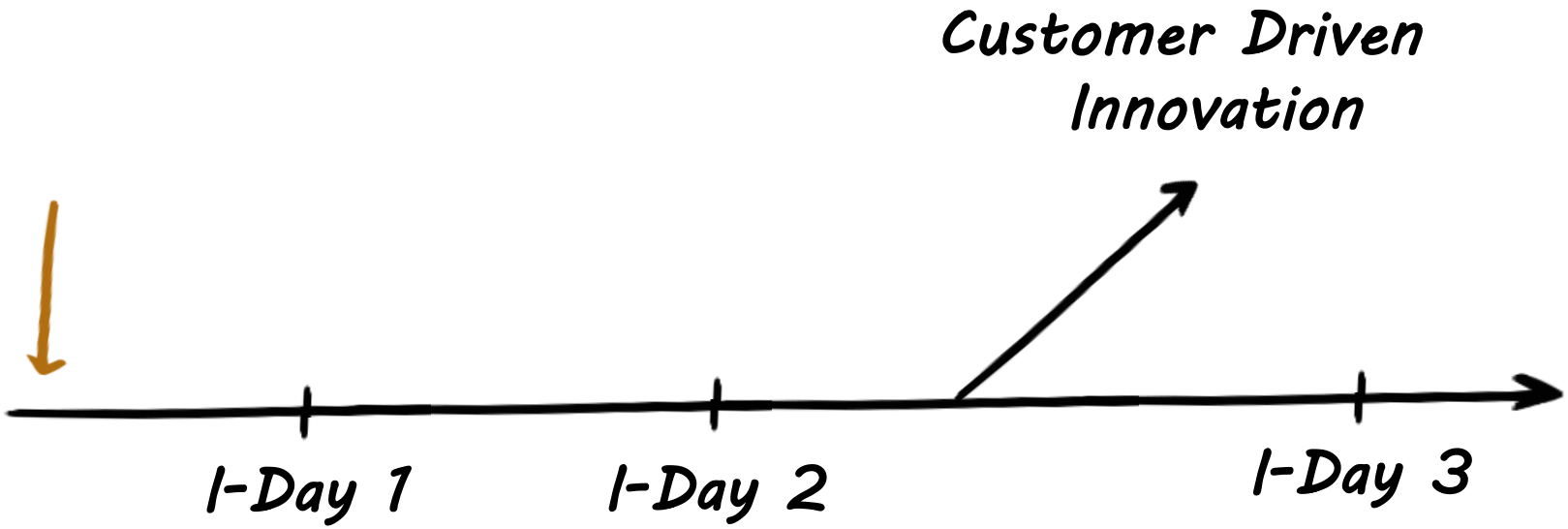
Systematic

INTERNATIONAL SOFTWARE DEVELOPMENT CONFERENCE

gotocon.com

The story



Creativity vs. Innovation

adjective
relating to or involving the use of the imagination or original ideas to create something:
change unleashes people's creative energy
creative writing
- having good imagination or original ideas:
a creative team of designers

verb
[*no object*]
make changes in something established, especially by introducing new methods, ideas, or products:
the company's failure to diversify and innovate competitively
- [*with object*] introduce (something new, especially a product):
we continue to innovate new products

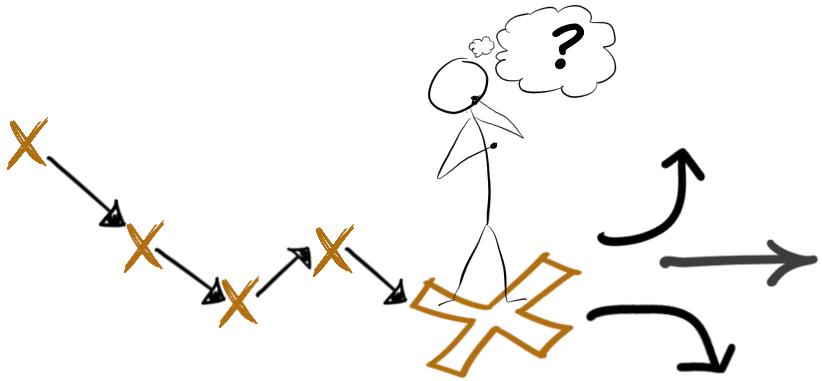
Creative

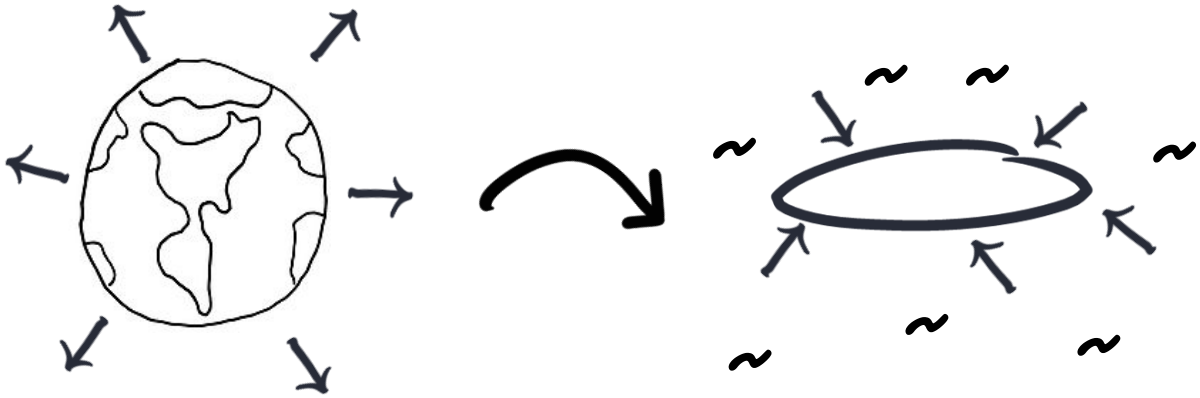
Innovate

Contingent world

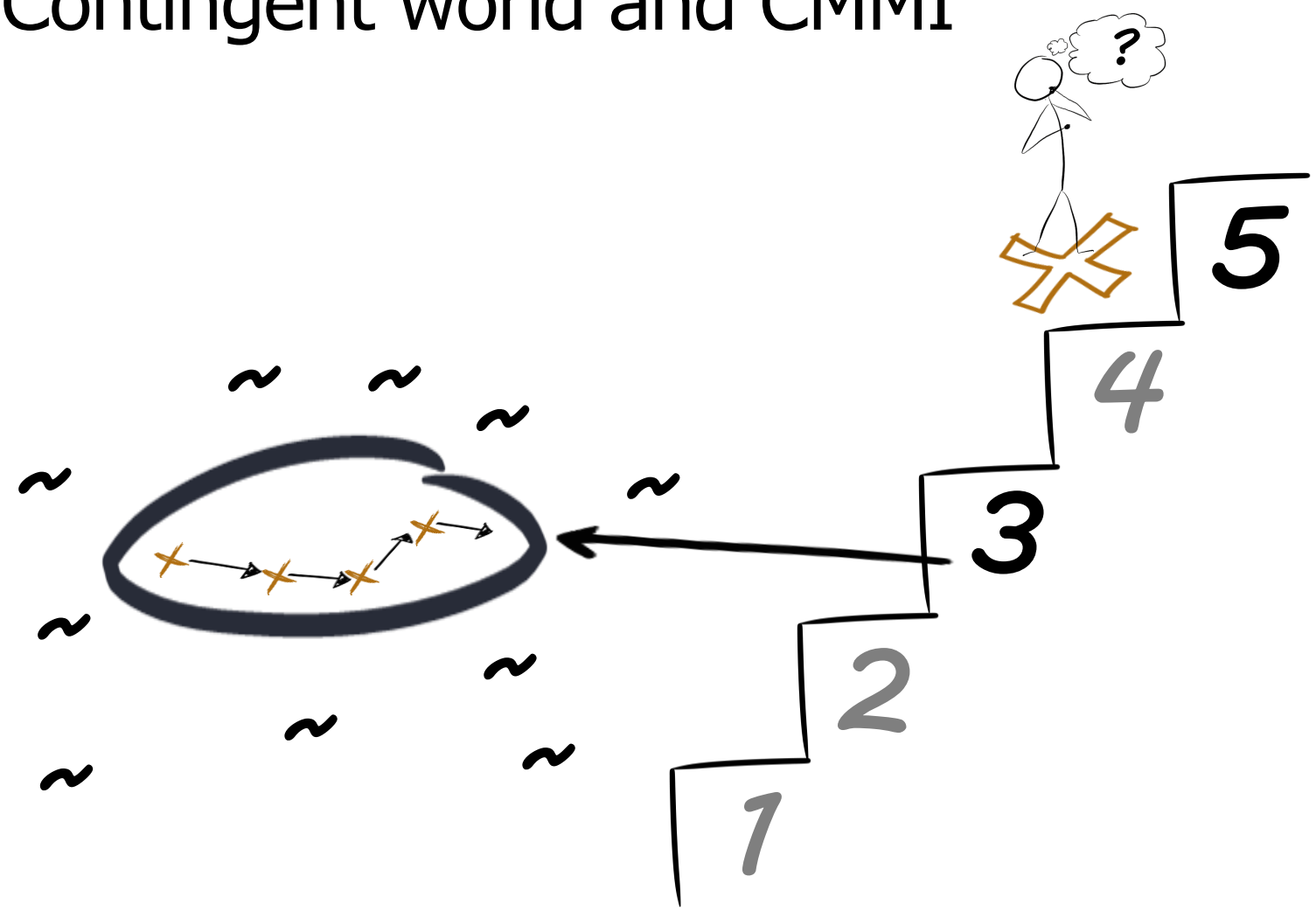
Aristotle on contingents:

"unavoidable and potentially unmanageable presence of multiple possibilities"





Contingent world and CMMI



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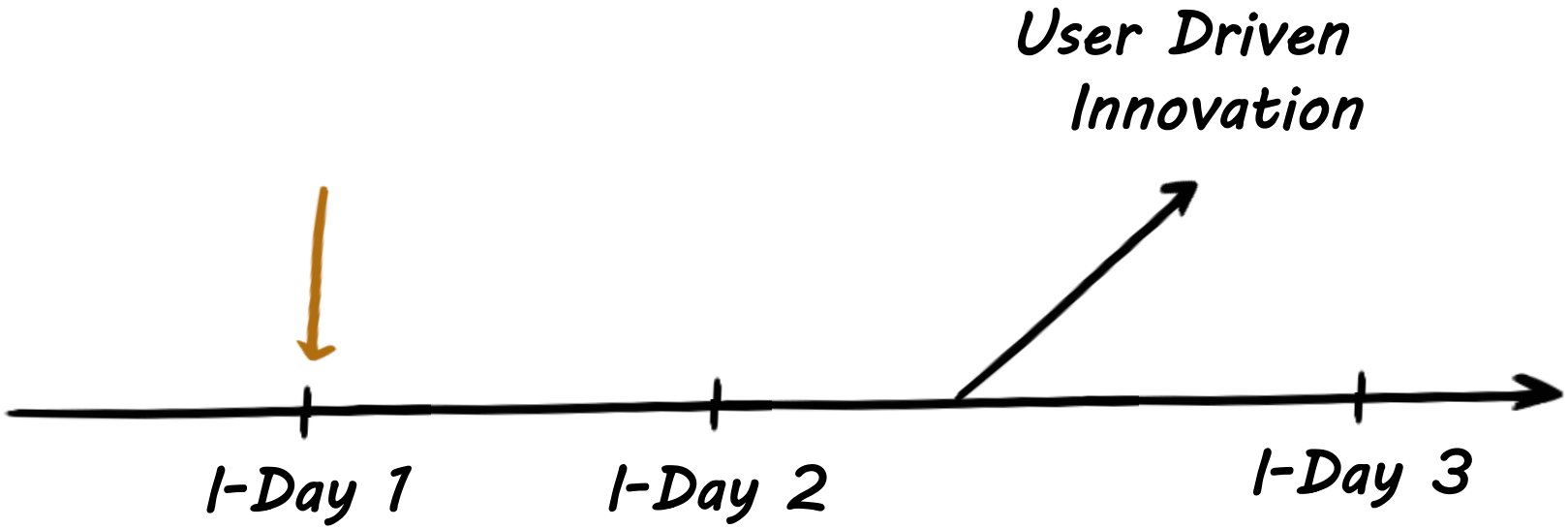
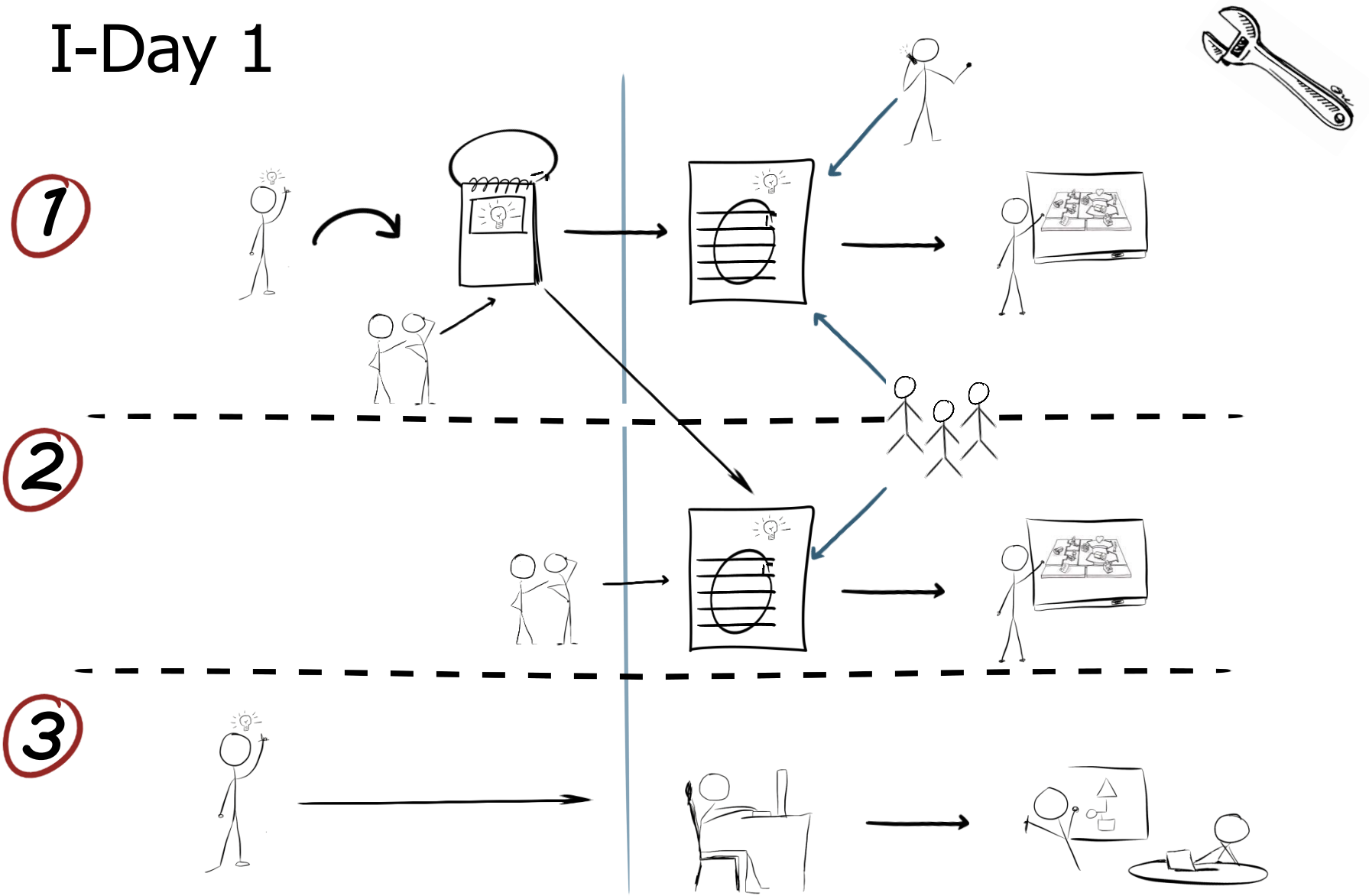


I-Day 1

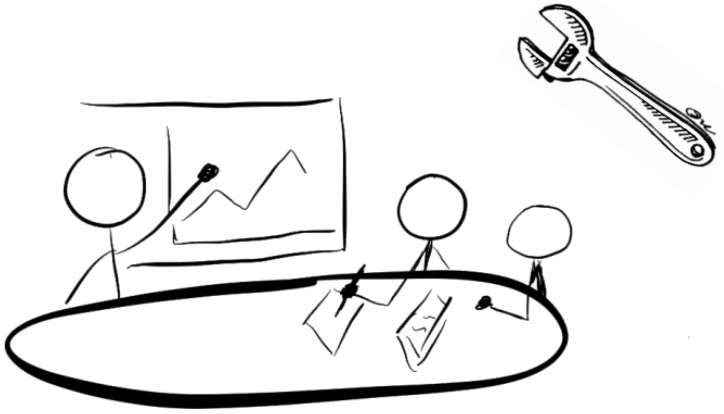


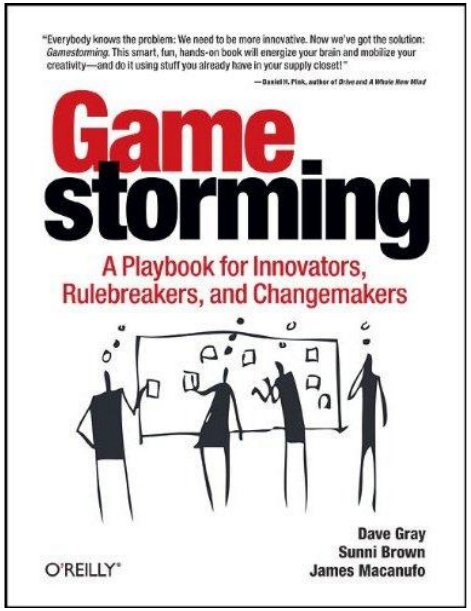
Ideation phase

- *It did not work*
- *Very few discussions*
- *Missing culture for ideation*

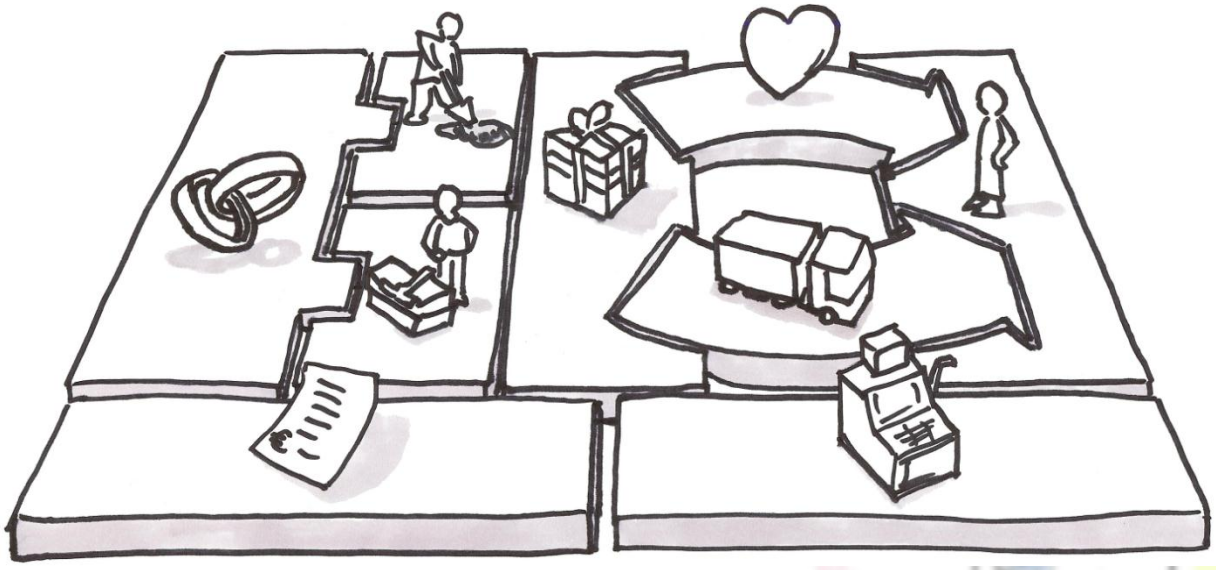
Facilitation

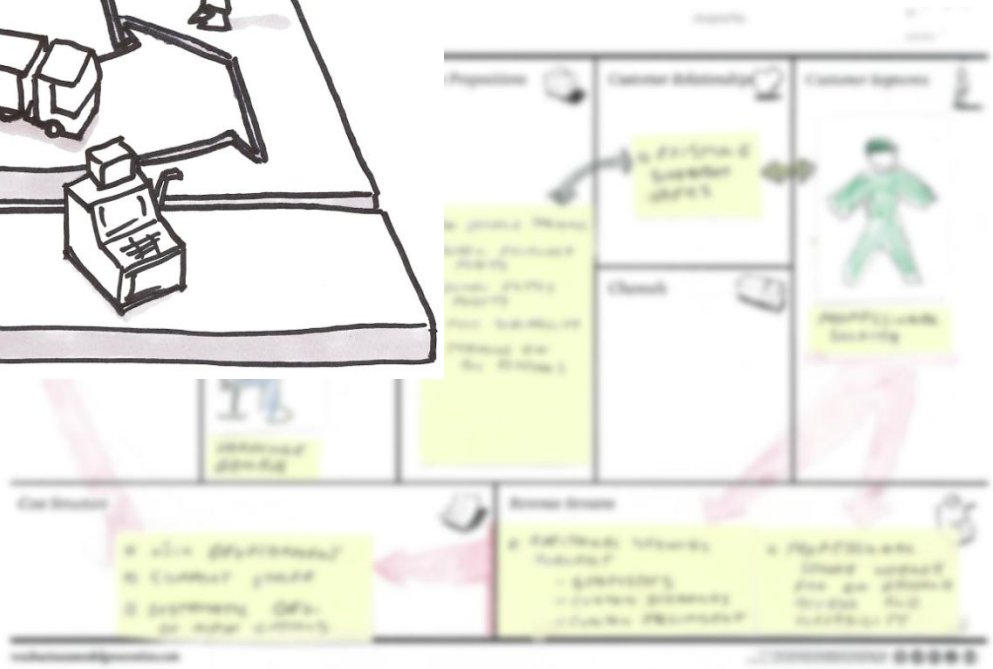
- Facilitation of groups
- Trained facilitators
- Have a good toolbox
  - Business canvas
  - Game storming



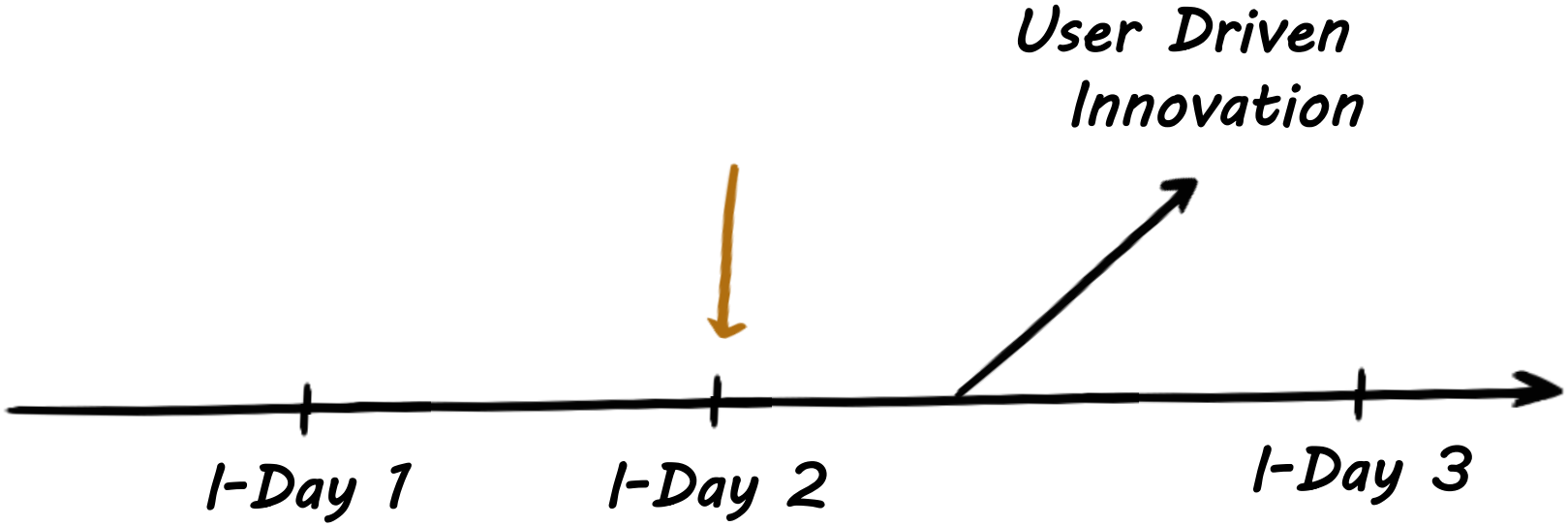


The business model canvas

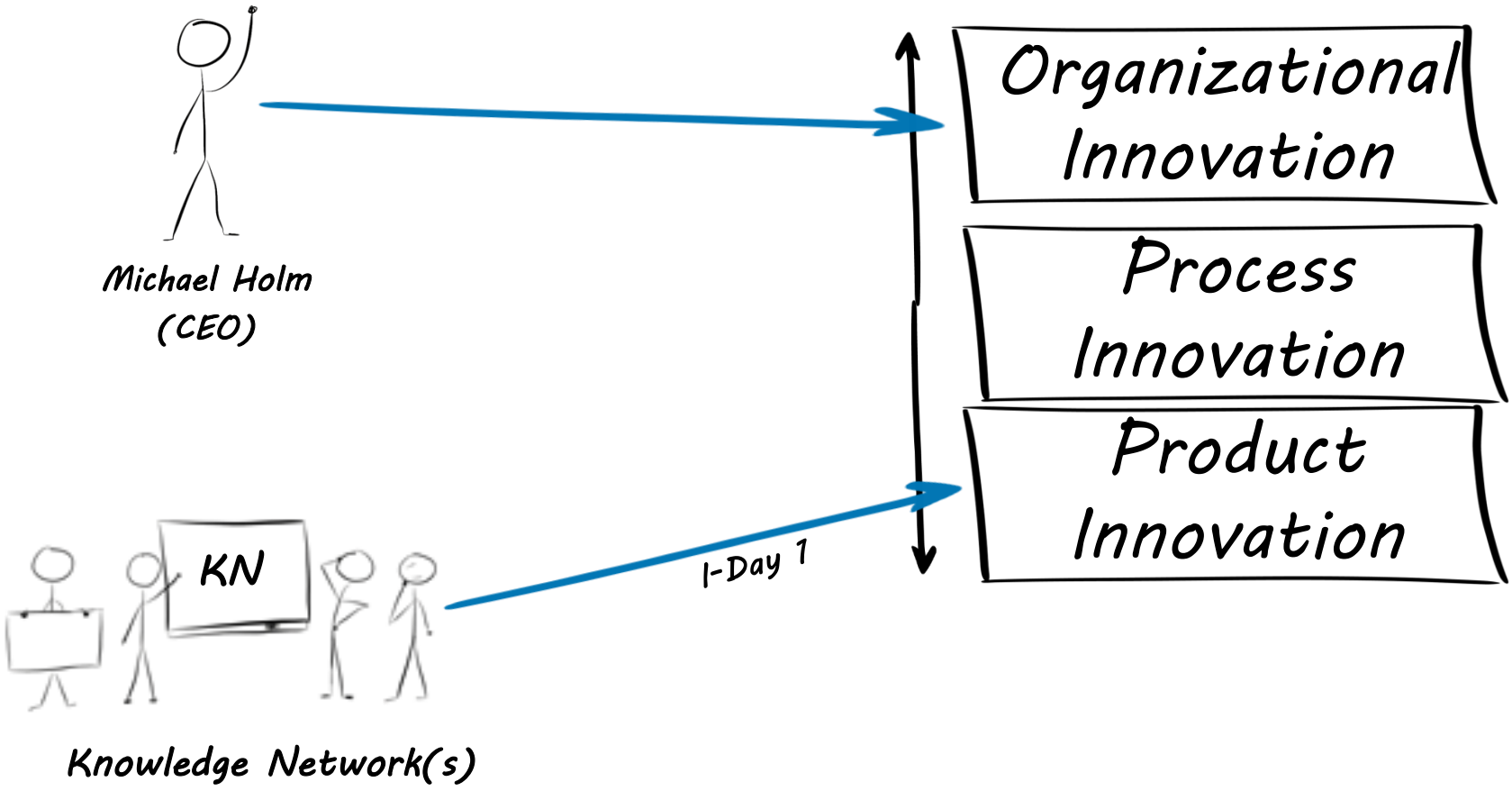




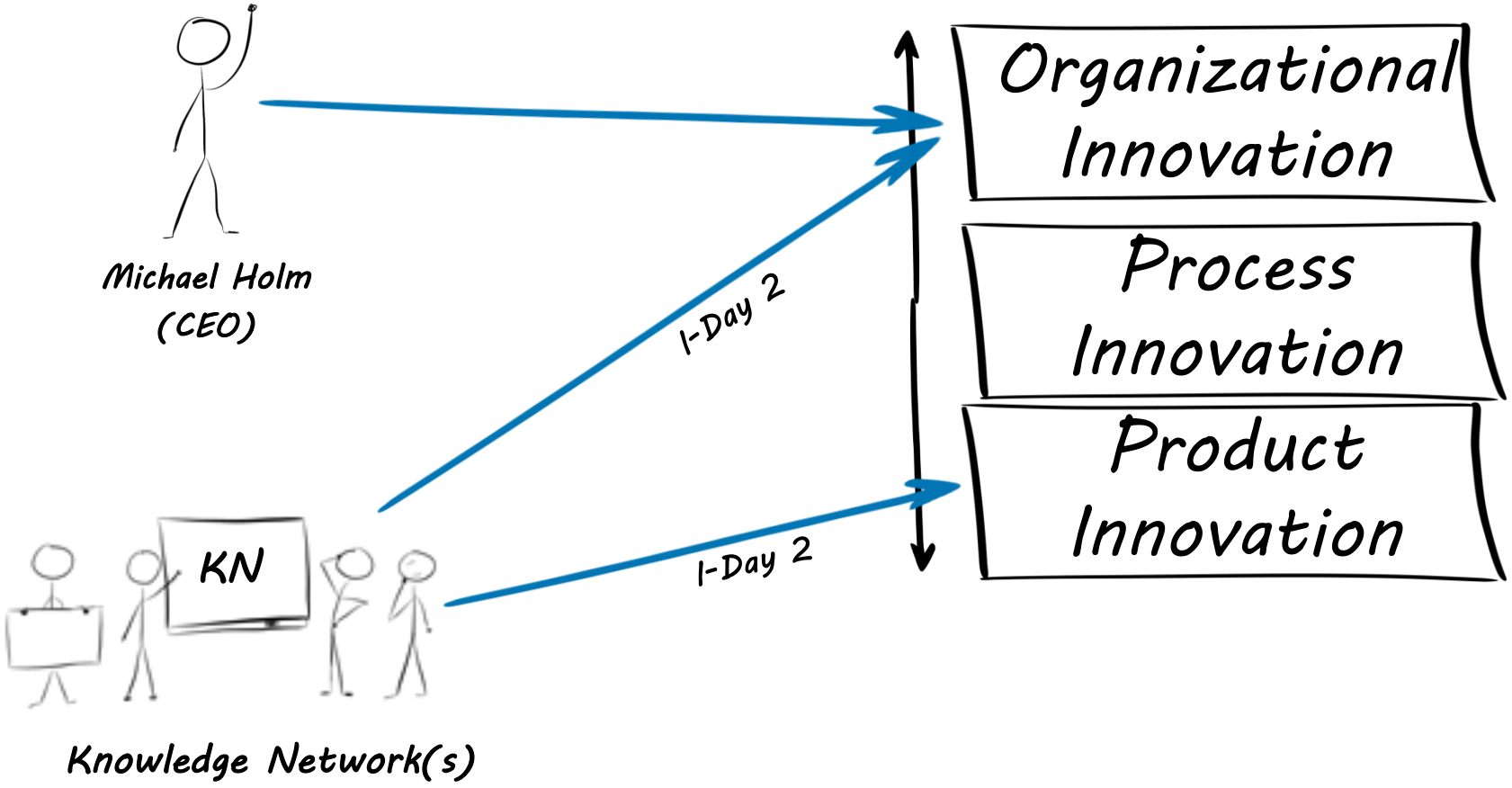
The story



Approaches to innovation

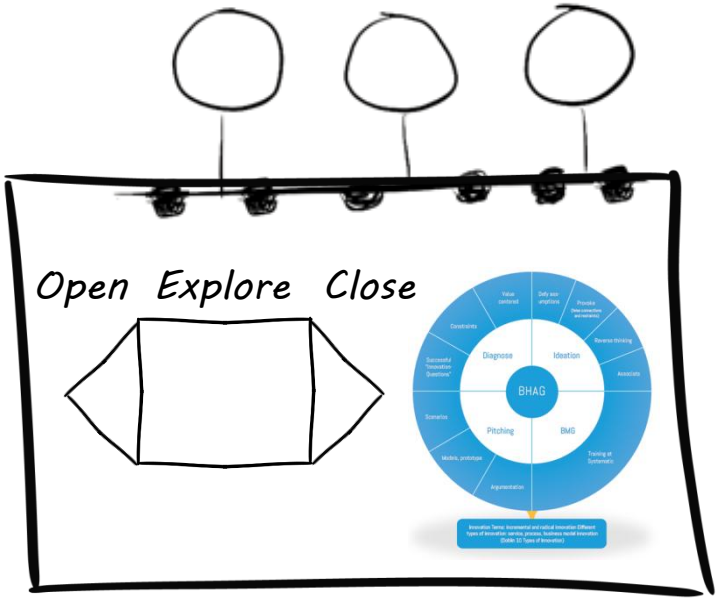


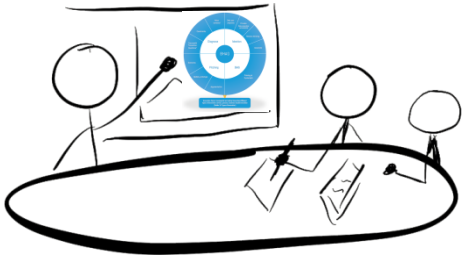
Approaches to innovation



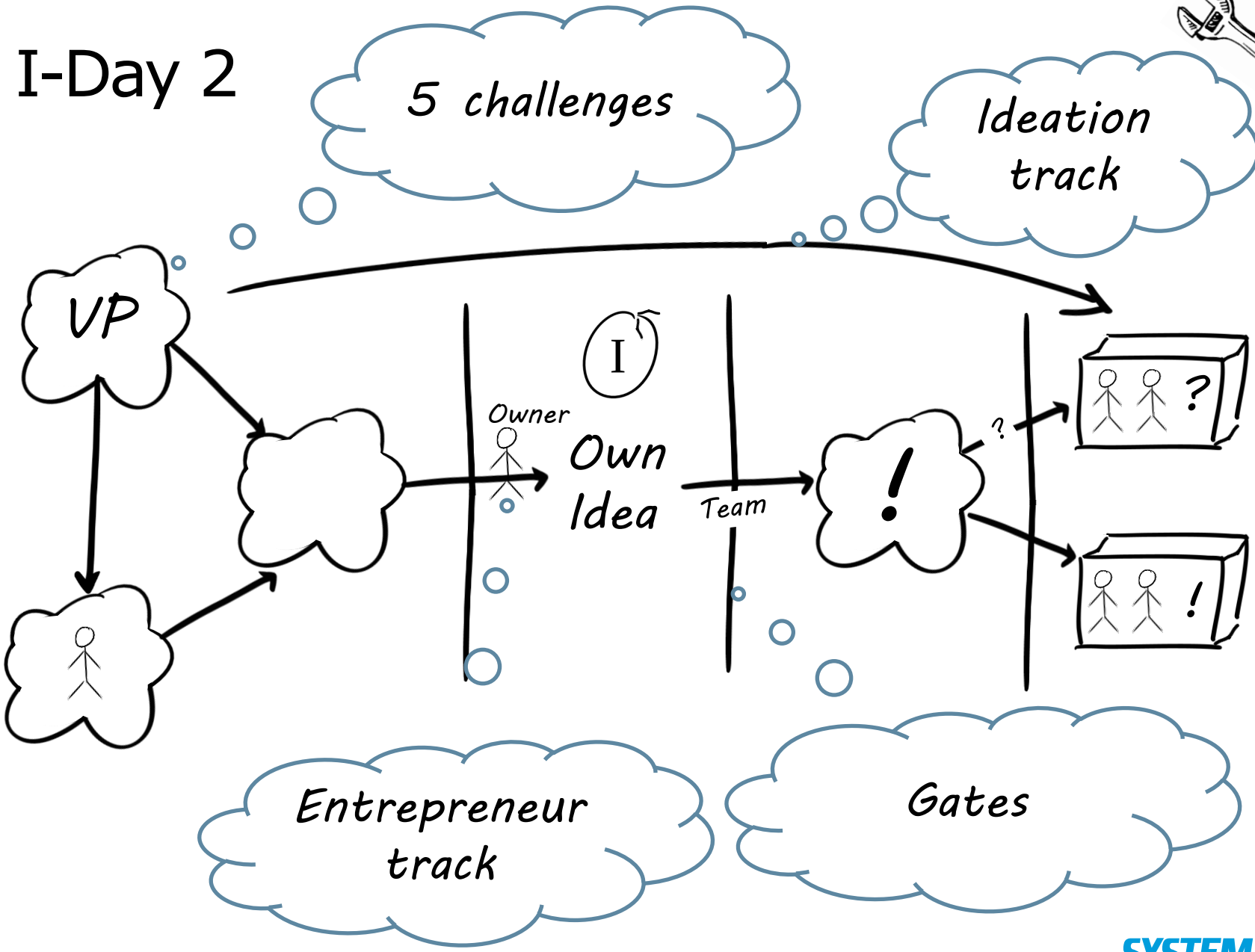
Facilitation

- Advanced facilitation course
  - Defined reference process
- Pre-allocation of facilitator to team
  - Meeting before I-Day
  - Explain agenda for the day



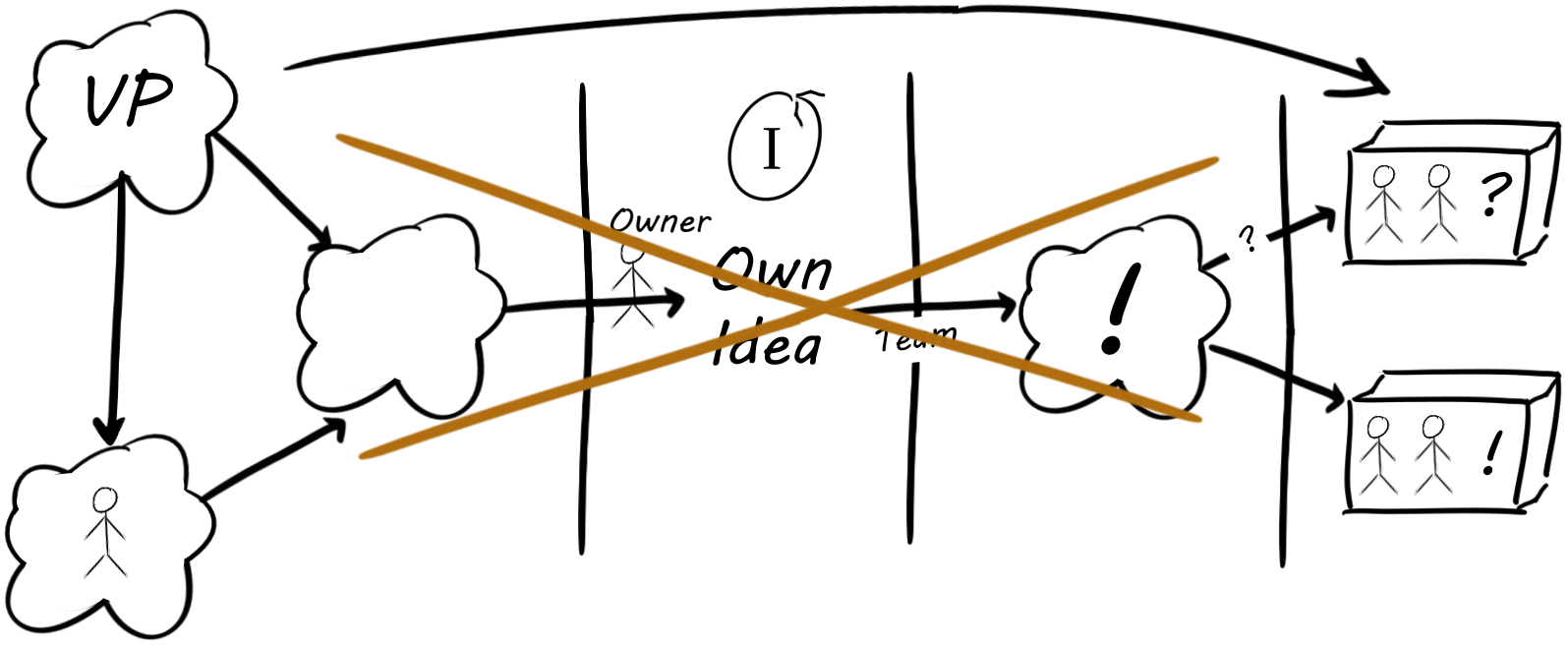


I-Day 2


5 challenges
Ideation track
VP
I
Owner
Own Idea
Team
!
?
?
!
Entrepreneur track
Gates

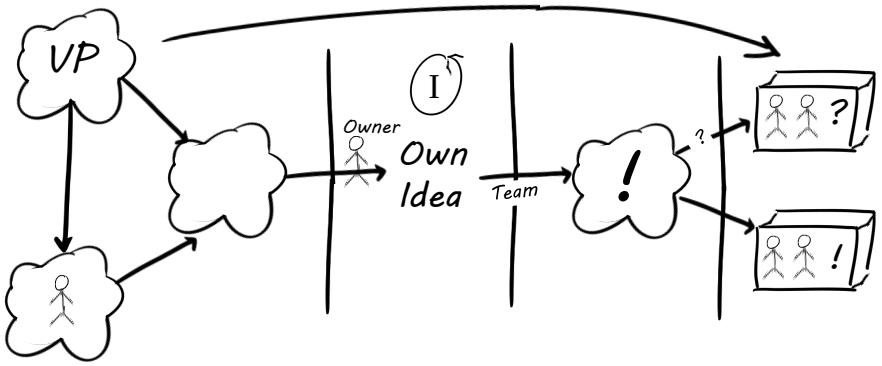
I-Day 2

Executed for I-Day 2



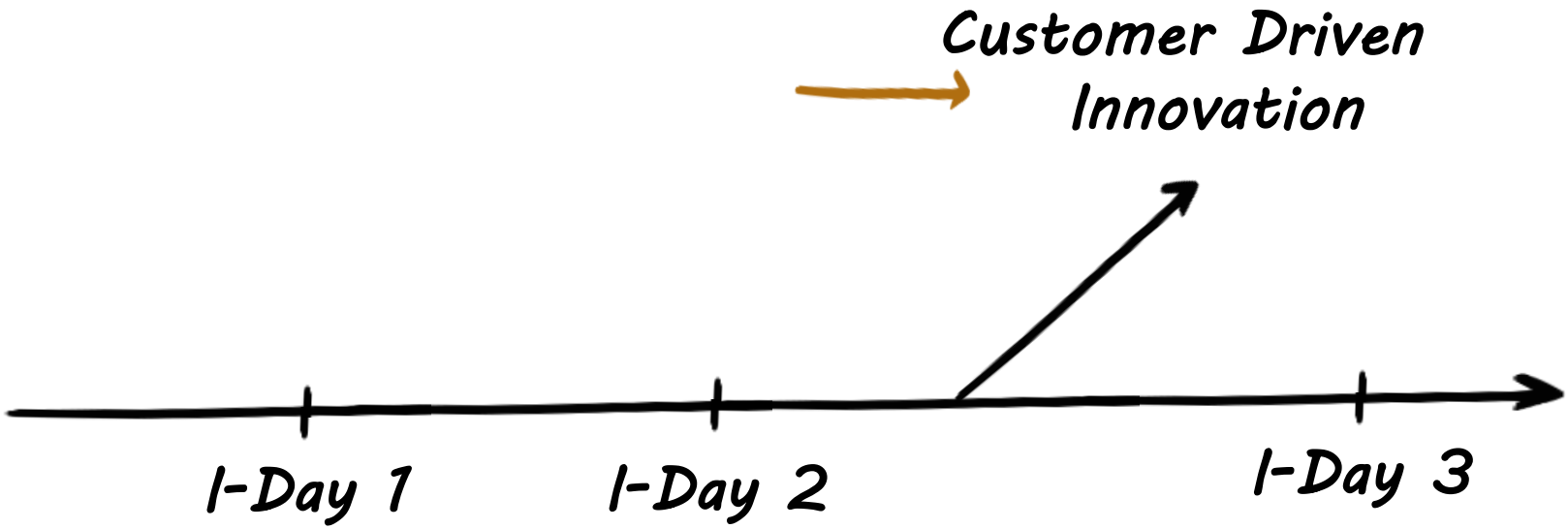
I-Day 2

Lessons learned

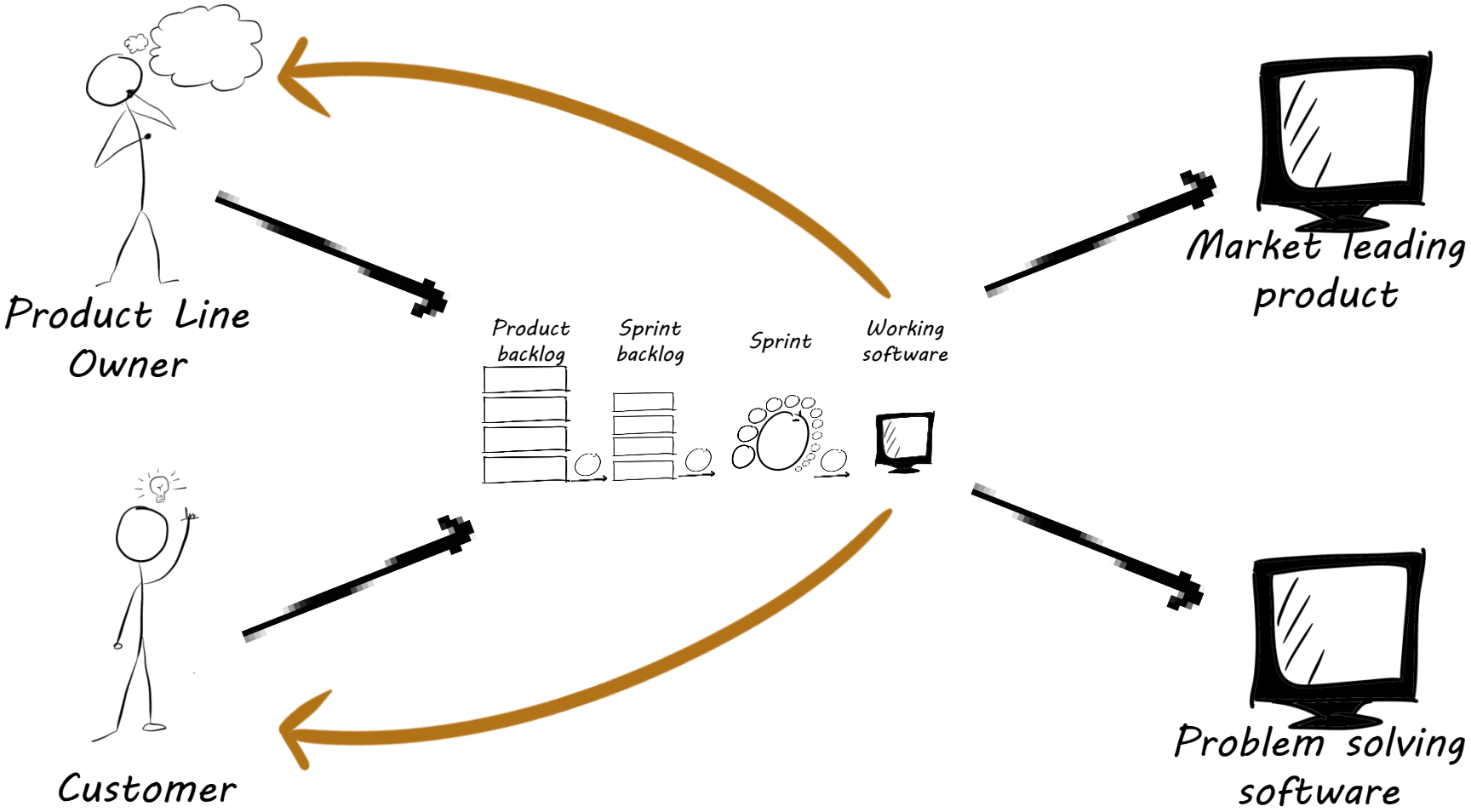


- *Involve management early*
  - *They must know the plan and have influence on it*
  - *Make clear what is in it for them*
- *Real sponsors must be present*
- *Challenges must be very good*
- *Ensure a shared vision by all organizers*

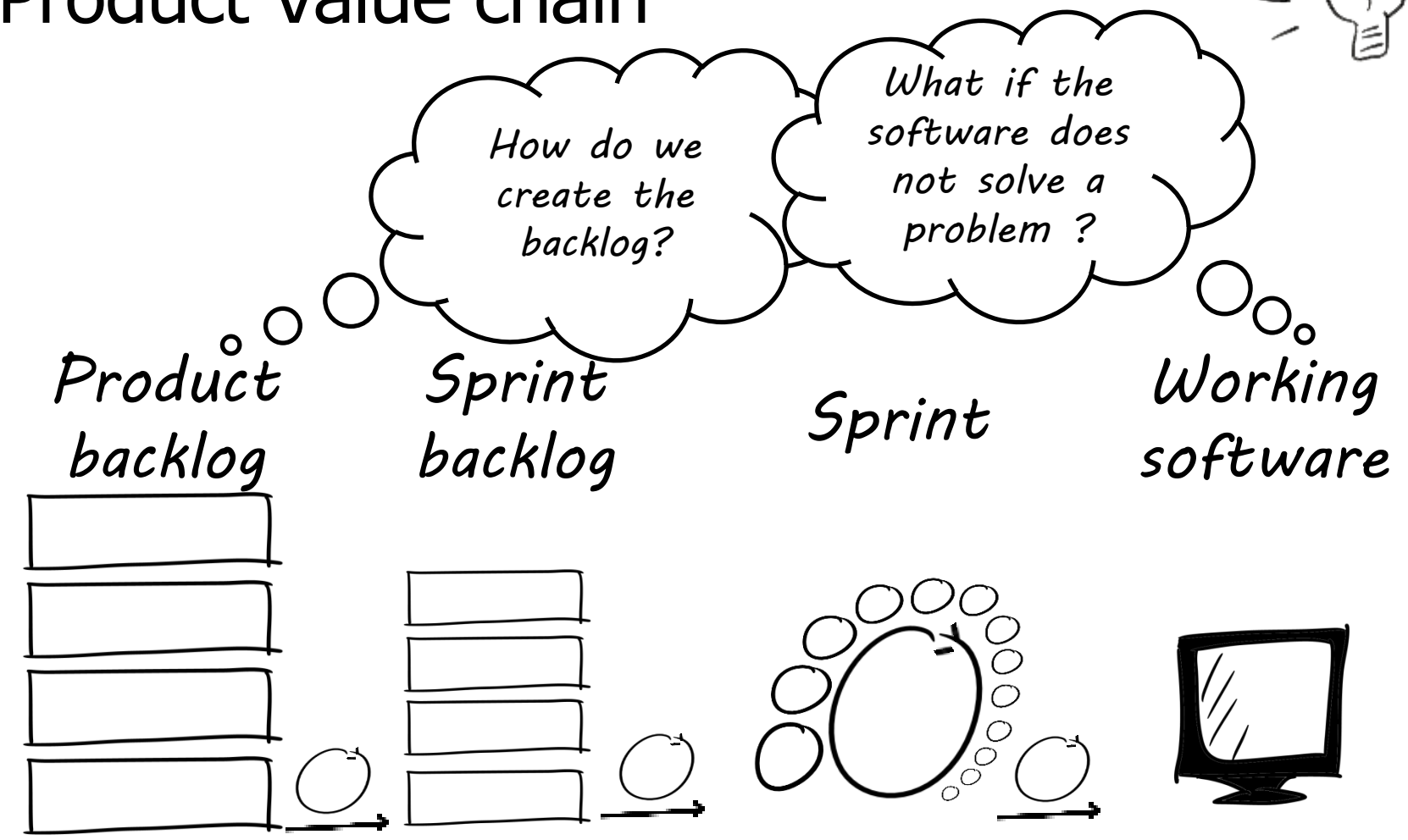
The story



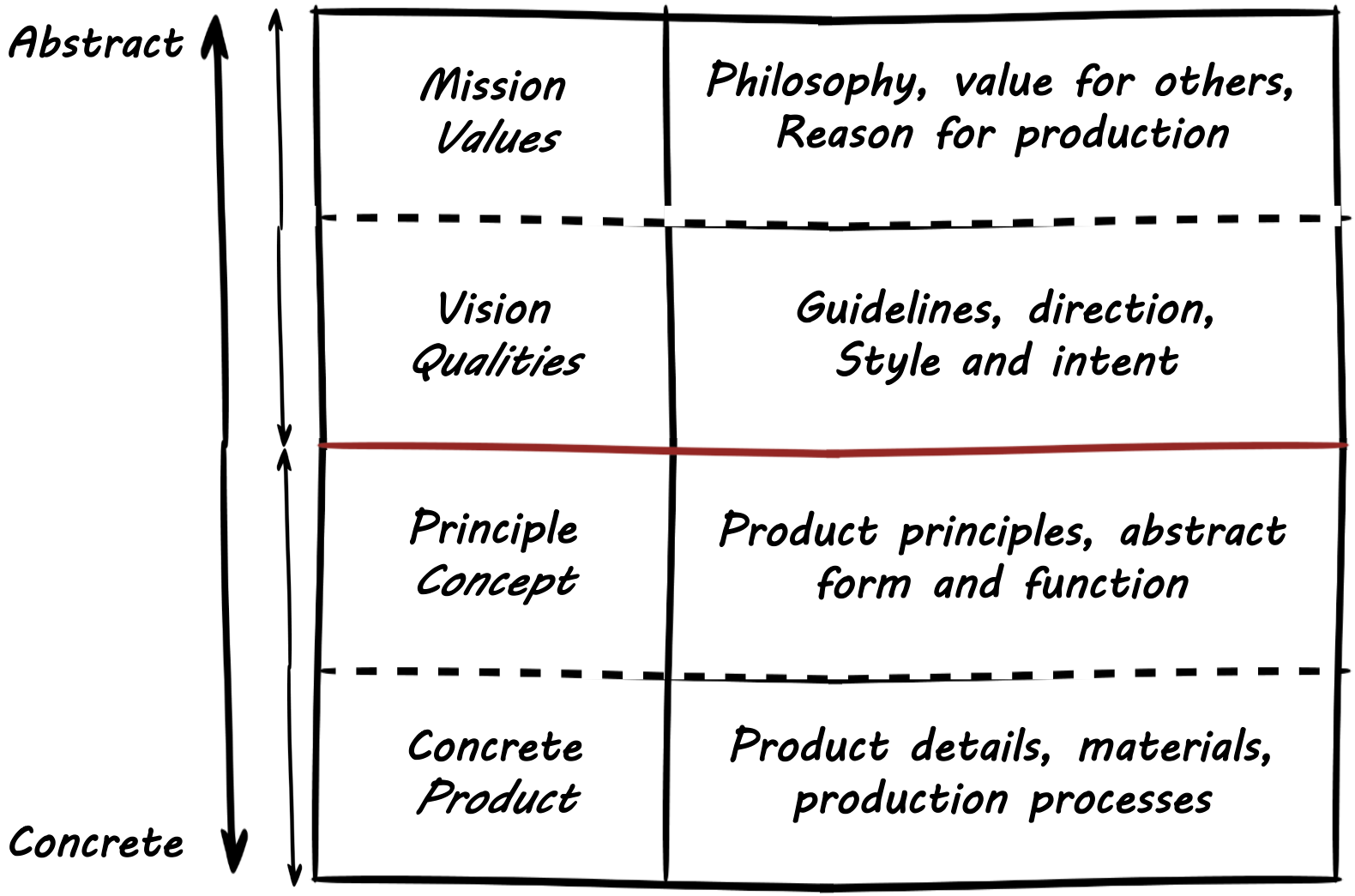
Software value chain



Product Value chain



Hierarchy of abstractions



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Problem orientated innovation

Abstract

Concrete

Challenge

Possibilities

Mission
Values

value for others,
for production

Vision
Qualities

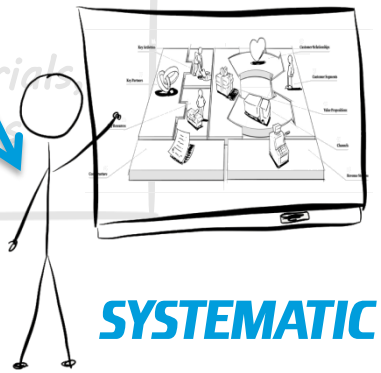
Guidelines, direction,
Style and intent

Principle
Concept

Product principles, abstract
form and function

Concrete
Product

Product details, materials,
production processes



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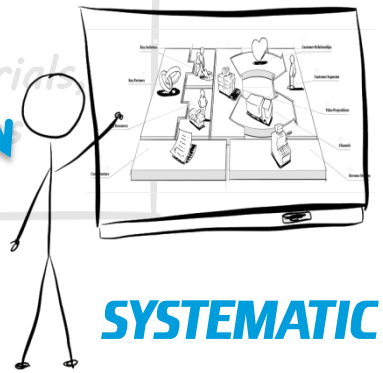

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Problem orientated

Test other possibilities

Abstract

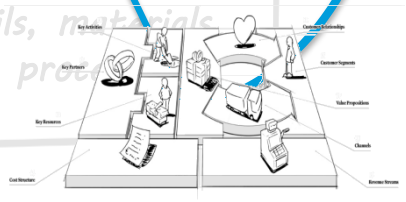
Possibilities

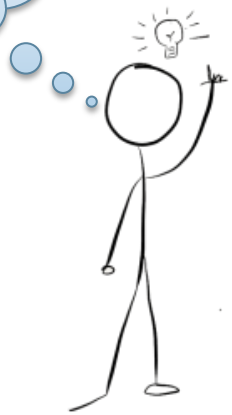
Problems

Repeat process

Refine idea

Concrete





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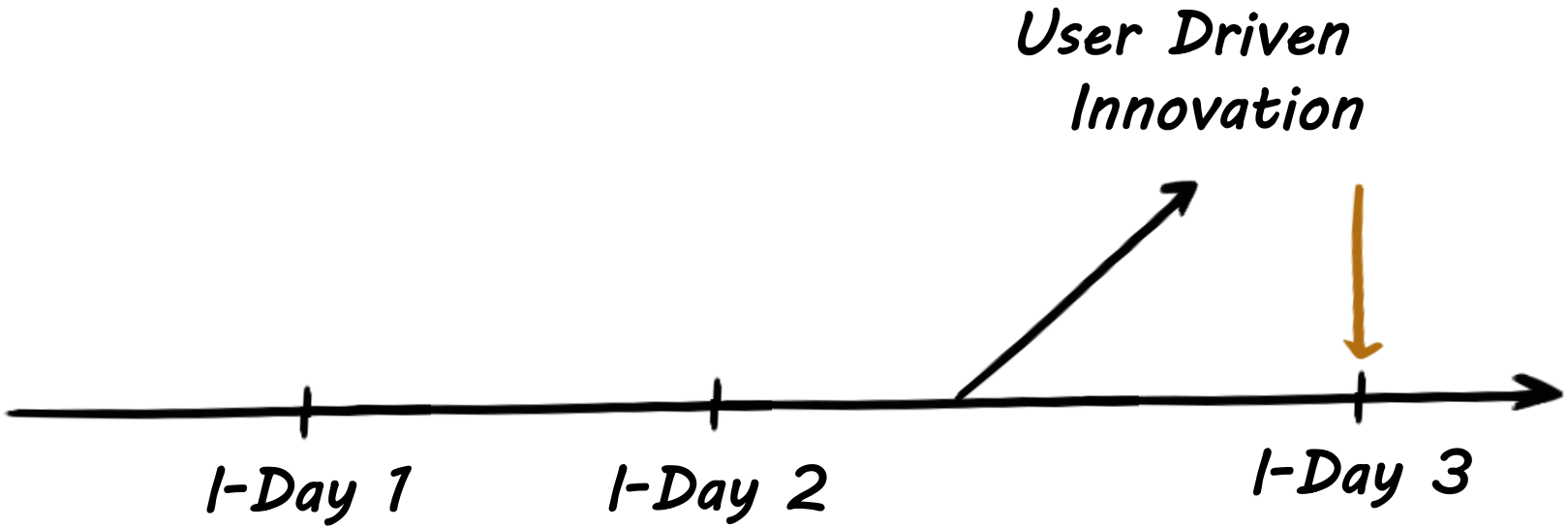
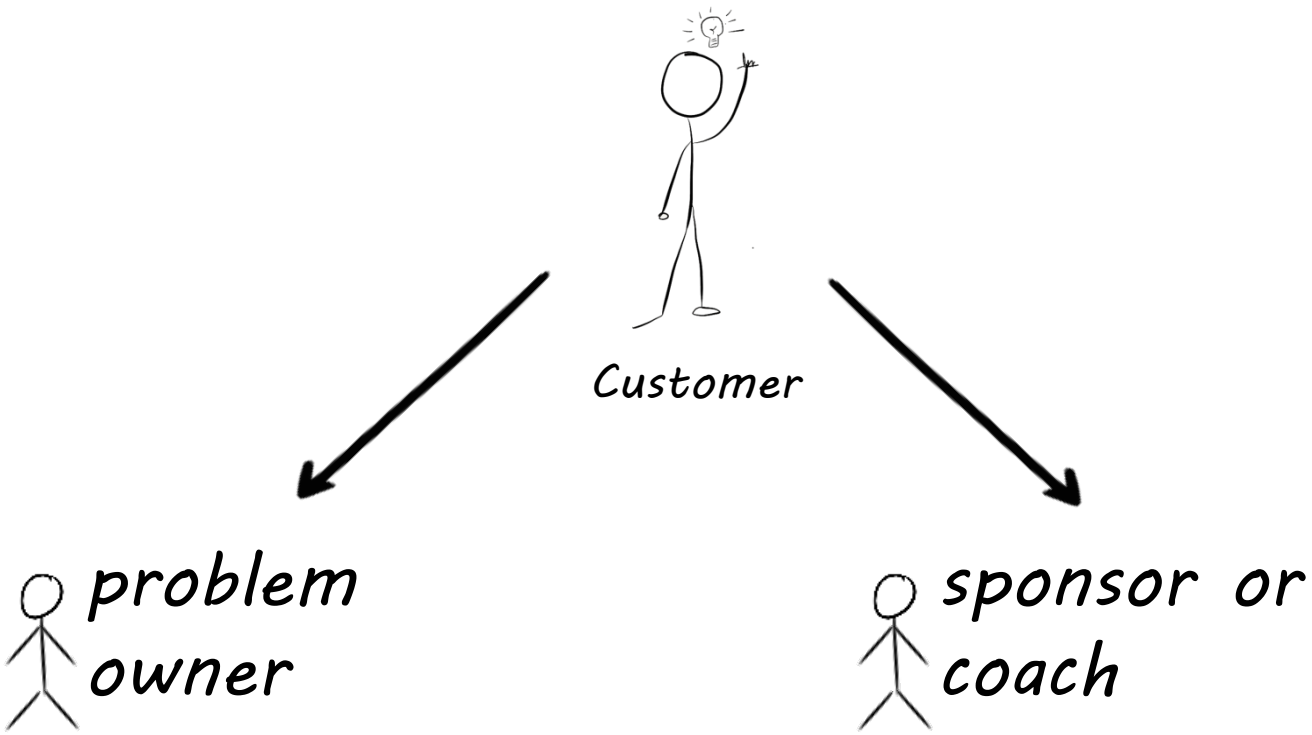
The story

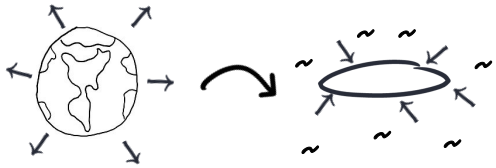


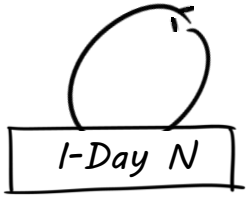
Customer involvement

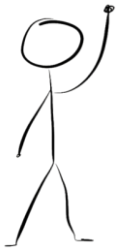


Takeaway's

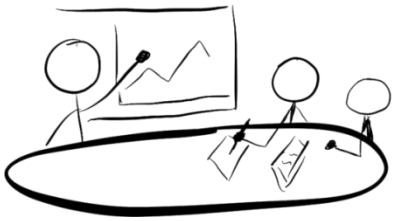
- Innovation is important
- Innovation is difficult - it requires practice
- Be sure to have the necessary commitment from management
- Have trained facilitators
- Be sure to have the real sponsors participating



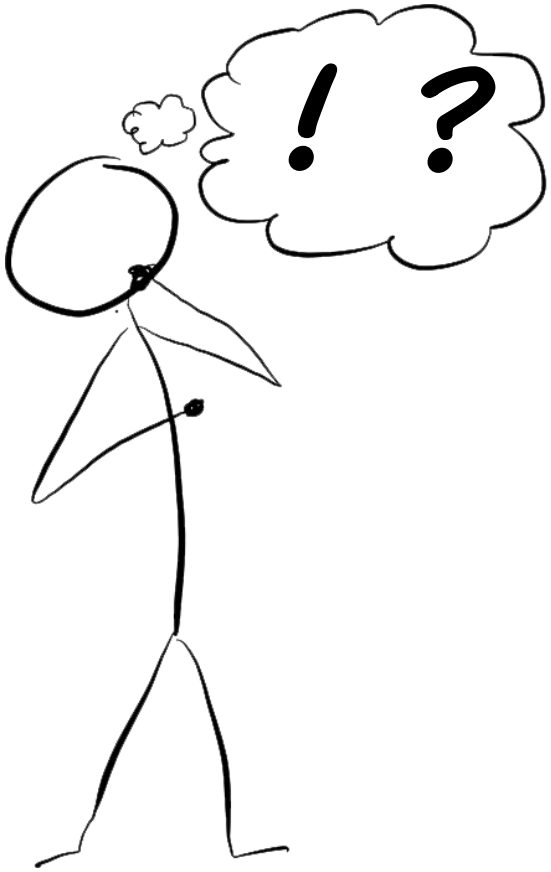




Michael Holm
(CEO)



Comments & questions



Literature

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