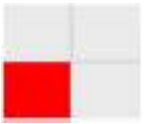


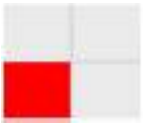
# Rapid Innovation through Large Scale Collaboration



# Large scale collaboration

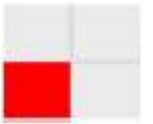
What?

Why?



## What?

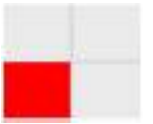
Many people (stakeholders)  
working together as equals  
to create something new  
that delivers (maximum) value



## Why? (1)

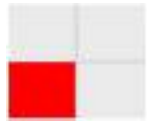
New voices ► new insights

Many new voices ► many new insights



## Why? (2)

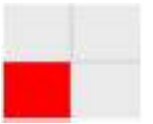
Minimum resistance,  
maximum ownership



# The backdrop

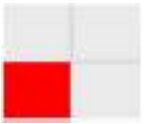
## Jeffrey Hyman's Holy Grail





# The five stages

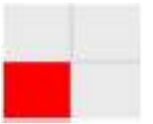
- Stage 1 Identify focal area
- Stage 2 Identify consumers' needs
- Stage 3 Ideation
- Stage 4 Consumer evaluation
- Stage 5 Implementation planning



Stage 1

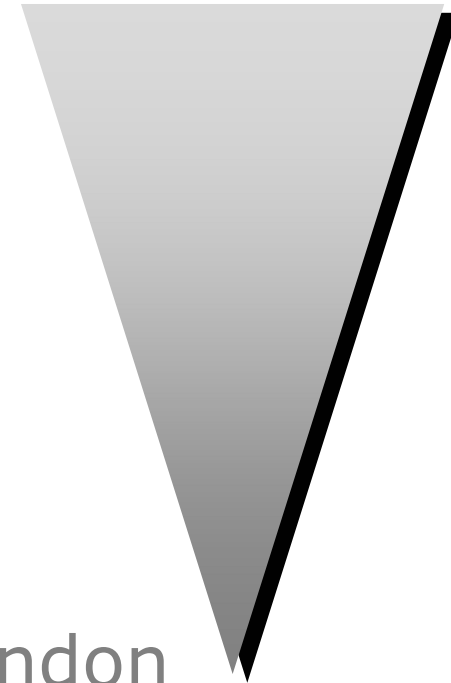
Identify focal area

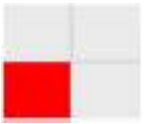




For example:

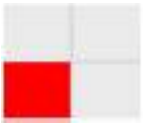
- Transport
- Public transport
- Bus travel
- Bus travel in London
- Bus travel in South London
- Children's bus travel in South London





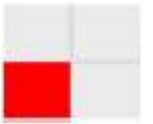
Stage 2

Identify consumers' needs



Method

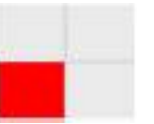
Open Space Technology

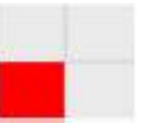


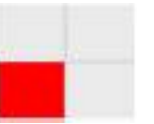
- No predetermined agenda
- Theme
- Passion and responsibility
- Four principles, one law
- Times and places to meet
- Offers, marketplace
- Sessions, reports



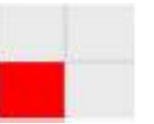
Amsterdam 1130	Brisbane 1130	Cape Town 1130	Denver 1130	Edinburgh 1130	Florence 1130	Goa 1130	Helsinki 1130	Istanbul 1130	Jeddah 1130
Amsterdam 1325	Brisbane 1325	Cape Town 1325	Denver 1325	Edinburgh 1325	Florence 1325	Goa 1325	Helsinki 1325	Istanbul 1325	Jeddah 1325
Amsterdam 1355	Brisbane 1355	Cape Town 1355	Denver 1355	Edinburgh 1355	Florence 1355	Goa 1355	Helsinki 1355	Istanbul 1355	Jeddah 1355





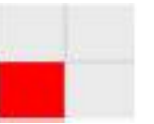


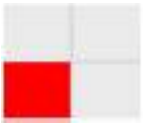




# Stage 3

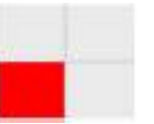
# Ideation

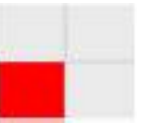


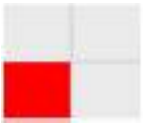


# Concept sheet

<b>Name your idea</b>	<b>What value does it create, and for whom?</b>
<b>Describe what it is and how it works</b>	<b>Draw your idea</b>

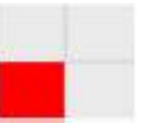


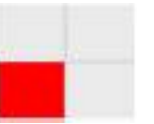




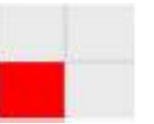
Stage 4

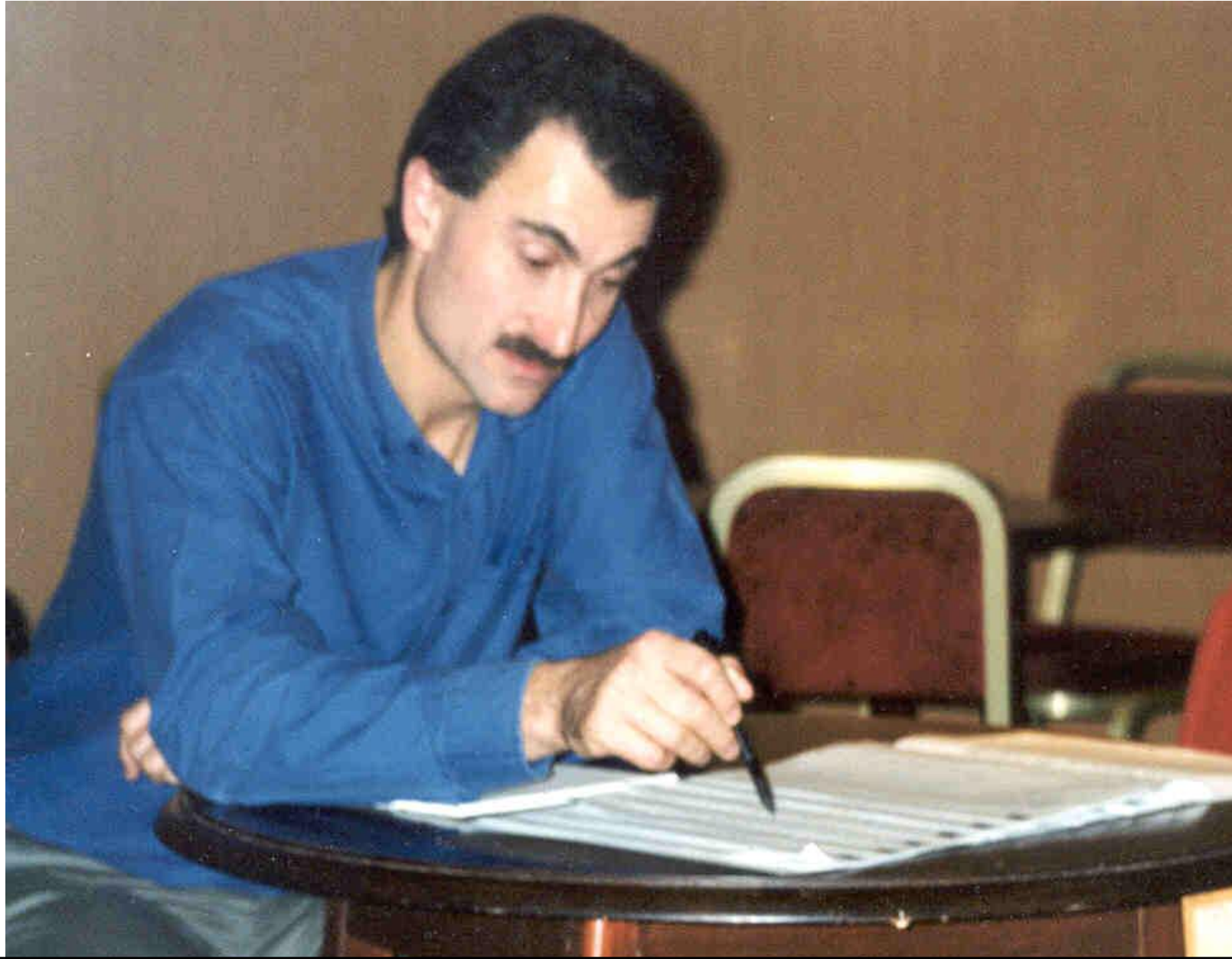
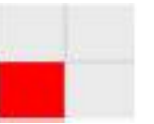
Consumer evaluation

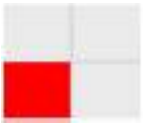






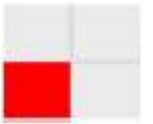




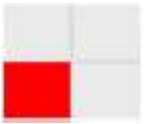


Stage 5

Implementation planning

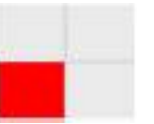


The supply-side people reconvene to develop plans for concept refinement, further research and implementation



# Results



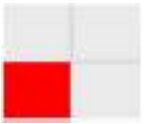




**The  
extraordinary**



**"Quick wins"**

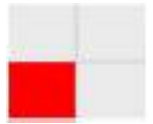


## Why do people believe it will be hard to complete Red Box projects successfully?

- Limiting beliefs
- Fear
- Lack of resources, data, time
- Multiple stakeholders with conflicting agendas
- No clear way forward
- Insufficient urgency
- No incentives

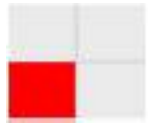
For more complete list see [www.martinleith.com/redbox](http://www.martinleith.com/redbox)





## Here are some of the ways of enabling the successful completion of Red Box Projects

- Ensure that the **leadership team is fully committed** to supporting the Red Box Project
- For each of the items in the Red Box, seek **“the idea that makes the idea work”**
- Have the project leaders form a **project leadership team** that meets regularly to review progress, issue progress reports to the rest of the organisation, address difficulties, share learnings and provide mutual support
- **Have someone from the top leadership team become a member of the project management team**, thereby ensuring that the Red Box Projects get ongoing management attention and access to resources
- **Provide coaching to project teams** to help them turn breakdowns into breakthroughs
- Or ...



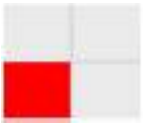
# Martin Leith Limited

*Delivering the extraordinary*

*through the fast and successful completion of Red Box Projects*

Martin Leith Limited, 1 Princes Road, Wells, Somerset BA5 2DT, United Kingdom  
01749 673999 (+44 1749 673999) | 07808 773713 (+44 7808 773713)  
martin@martinleith.com | www.martinleith.com

# Peers' Forum Next



Please have a comfort call, coffee and take your seats at the back of the room.