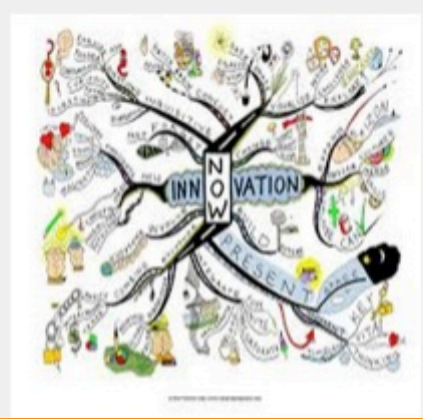


# THE VALUE AND FUNDING OF INNOVATION

Steve Dawson

6<sup>th</sup> SMART GRIDS & CLEANPOWER CONFERENCE  
3-4 June 2014, Cambridge, UK [www.hvm-uk.com](http://www.hvm-uk.com)





## The Innovation Pandemic:

- **Over abundance of proffered advice on how to ‘do innovation’.**
- **Confusing & Conflicting methodologies, Processes, Best Practice.**
- **Theoretical methodologies do not fit bespoke situations.**

**It's Snake Oil**

## Consider a Parallel – MRP Systems:

- **Careful, in-depth, collaborative analysis of company needs.**
- **Professional, tendered, owned, implementation with customisation.**
- **Ownership, ongoing management, critical to business operation**

**Remember The 7 P's**

## Innovation.....A calm and collected approach:

- **Don't Panic.....it's just problem solving**
- **Don't rush in**
- **Do it, and do it right for your business**

**Understand What Innovation Means To Your Business**

# P&G

# intuit



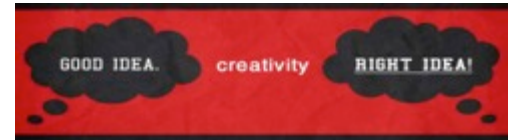
**Strength**



**Weakness**



**Innovation Action**



**Revenues +42%**  
**Profits +84%**

**Results**

**Revenues +47%**  
**Profits +65%**



“Everything should be made as simple as possible, but not simpler.”

Albert Einstein

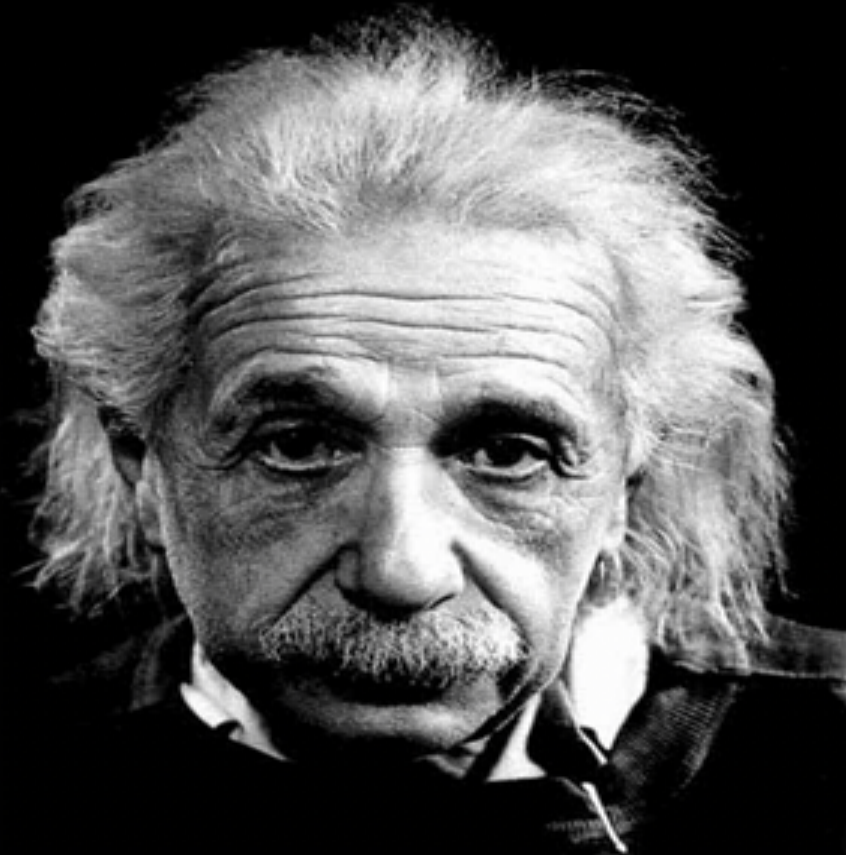
**Keep it simple:**

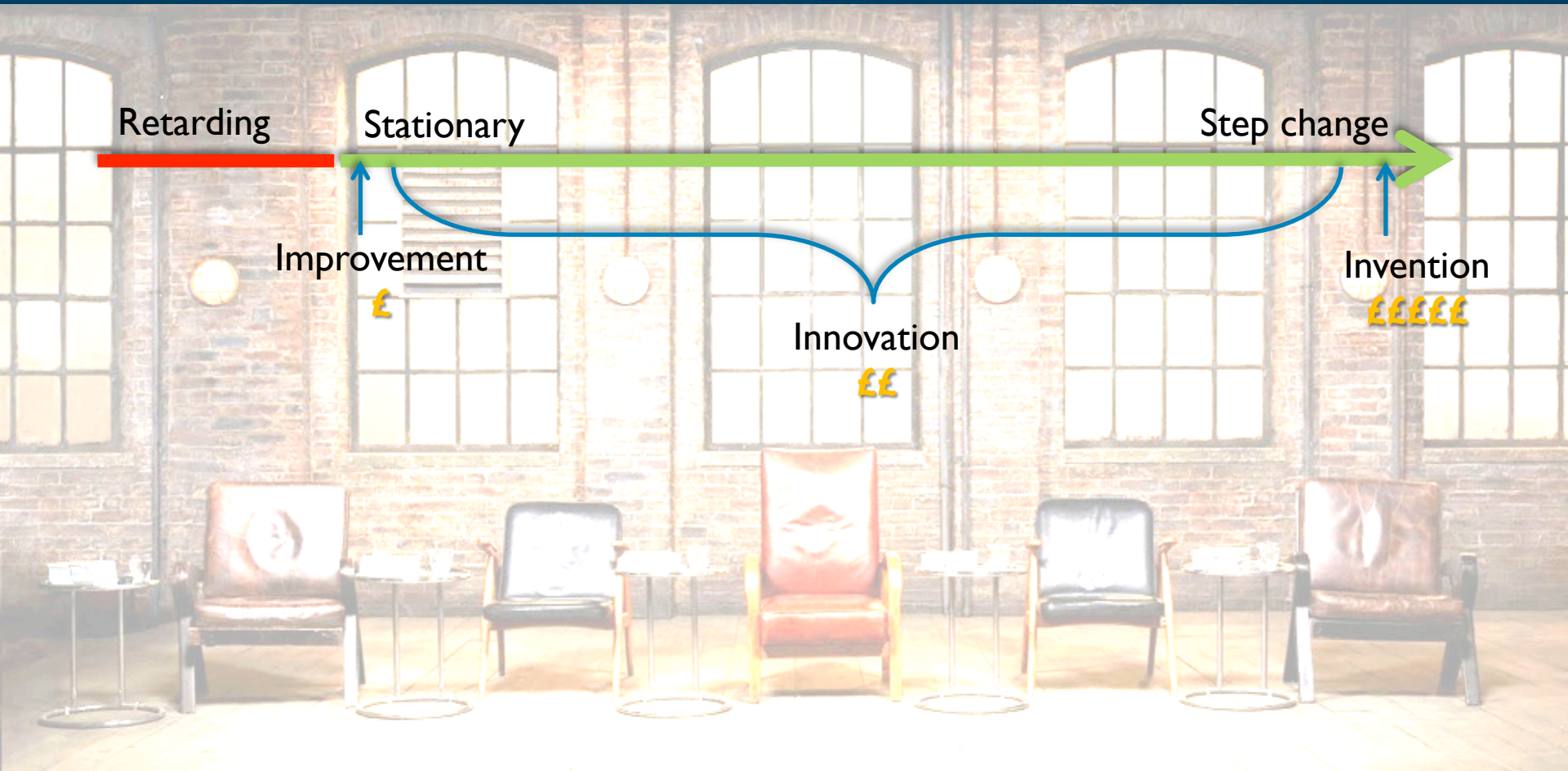
**Solve the right problem,**

**with the right people,**

**the right tools,**

**and the right partners**





**Customer service is an attitude NOT a department.....**

**'Funding' your idea is an attitude not an action.....**

**Don't panic "Innovation" is just problem solving**

**The value of innovation is in understanding what it means to your business**

**Funding your idea is an attitude NOT an action**





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