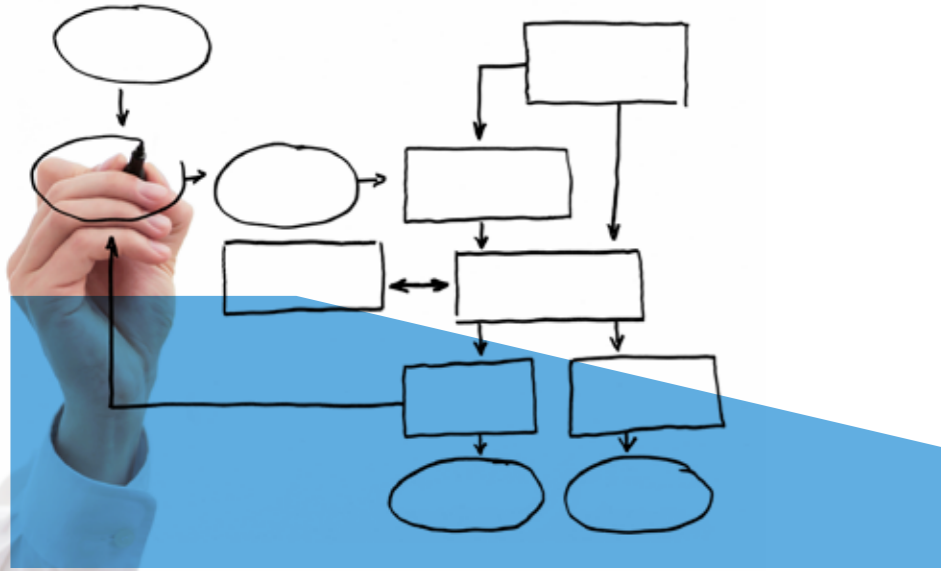


CSC POINTS OF VIEW WHO KILLED THE INNOVATION PROGRAM?

A CSC POINT OF VIEW

CSC





WHO KILLED THE INNOVATION PROGRAM?

THE INNOVATION T-SHIRT: HOW MANY TIMES HAVE YOU SEEN AN INNOVATION PROGRAM BE LAUNCHED WITH GREAT ENTHUSIASM? A LARGE PROCESS DOCUMENT IS WRITTEN, PROUDLY CIRCULATED, T-SHIRTS AND MUGS ARE PRINTED AND THE FAN FARE PLAYED. THE ORGANISATION IS NOW INNOVATIVE.

AND WHAT HAPPENS?

After a year, the program is talked about in quiet voices. The process lost its life, shelved somewhere for another, brighter day when more funds are available - next time it might work. There is a large spreadsheet list of ideas, but no success to boast about. And the Innovation Program Manager has left, had a baby or been pulled into special projects. People roll their eyes when innovation is mentioned, if they are brave enough to bring it up. And worse still, the money has gone.

SOUND FAMILIAR?

But why do we hear this story so often? In true innovation speak - there has to be a better way!

CSC BELIEVES IN INNOVATION

CSC believes Innovation is even more essential in the midst of a world where the term "Innovation" is in danger of becoming out of fashion and tainted with failure. We are in tough times, but then again, when are times easy!

As said by Senator Kim Carr, "Tough times demand creative solutions. It will help us transform challenges into opportunities, risk into rewards"

Innovation in both the enterprise and government organisations is essential for Australia to compete in the global markets.

FOR OVER EIGHT YEARS, CSC HAS BEEN PASSIONATELY RUNNING FORMAL INNOVATION PROGRAMS FOR CLIENTS. WITH SUCH GLOBAL REACH AND TECHNOLOGY KNOWLEDGE, WE FEEL WE HAVE A RESPONSIBILITY TO TAKE THIS KNOWLEDGE TO OUR CLIENTS. WE HAVE A STRONG COMMITMENT TO PROMOTING INNOVATION AS WELL AS IMPROVING THE WAY WE DO IT.

CSC'S APPROACH

Let's start with the words "innovation" and "process". Think of two magnets with the north's facing each other. Think of the way they repel. That is the way innovation and process should be. Process is great for six sigma improvement type programs, but to encourage creativity - really? Drop the process and you are free to be creative. Unleash the potential of your employees.

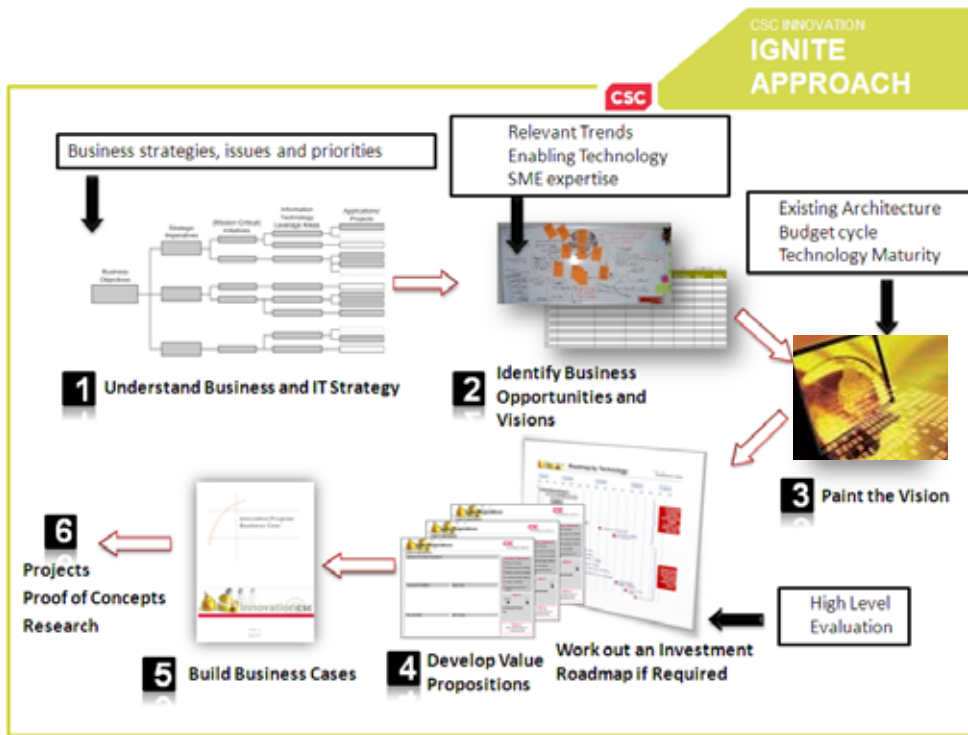
Create a culture where innovation is expected and fun. Creating this culture is not rocket science but is a journey that the organisation has to deliberately decide to take.

Mix with this cultural journey, a gentle 'approach' rather than a process and gradually, you will start to see some magical, wonderful and heartening results.

Innovation inside an organisation or government agency is expected these days. But it is different from the well tested, often talked about product innovation processes. Any new innovation manager looking into what to do will attend conferences and forums where

product innovation is widely talked about and promoted. Less is said about innovation inside an organisation. This is newer and so far there are few voices brave enough to speak up about their failures to transport this into their workplace. It is also not all about major inventions and discoveries.

For over eight years, CSC has been passionately running formal innovation programs for clients. With such global reach and technology knowledge, we feel we have a responsibility to take this knowledge to our clients. We have a strong commitment to promoting innovation as well as improving the way we do it. We have run many innovation programs in many different environments, seen failures and successes.



Success is achievable. Some of the magic in making this approach work includes:

- Understanding of what the organisation is trying to achieve, the trends and technology advancements and keeping on top of what others are doing. Bring in from the outside whatever you need to make sure you have the clearest picture that stretches thoughts and expectations
- Identification of creative individuals and nurturing the creative genius from collaboration
- Identifying business opportunities using the team based on the knowledge available
- Creating visions from one or a number of business opportunities
- Developing a roadmap as to how this vision can be achieved
- Developing value propositions for each element to the roadmap
- It doesn't have to be sexy, leading edge stuff. Just things that are going to improve the way things are currently done.

CONCLUSION - BREATHE THE LIFE BACK INTO YOUR INNOVATION PROGRAM

Chuck out the process, bring back your innovation manager and start taking advantage of the many opportunities that are out there to improve your business. Tell your manager they are free from the chains of a formally governed, constantly monitored process. Stop looking into the world of product innovation and start a new stream of honest, effective organisation - innovation that does not have to apologise for what it is.

Time is ticking and you could be 'doing things better right now'. Stop spending time writing processes and start innovating. It's time to get Australia back on the global map by making our government organisation's productive and innovative. Talk to CSC to start your journey to innovation success.

To find how CSC can help your worganisation, please visit www.csc.com.au

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