
Innovation Partnering

To Improve Business Outcomes by :

- Increasing the Rewards from Innovation
- Reducing Risk Associated with Change



The Challenge & Opportunity

' Innovation ' and ' Culture ' have developed a mixed reputation.

They are ubiquitous in daily business speak, but they often mean many different things.

When combined in one phrase, you compound vagueness and ambiguity !

.... and make it difficult for Enterprise Executives to seriously sponsor Innovation initiatives.

To address this issue and realize the opportunities in Business Innovation, the contributions of everyone in the Innovation ecosystem is needed – especially those in the *Innovation Network* so we have -

- more ways to engage and evolve the Client relationship
- more options to add value, increase stickiness, etc. with the Client
- more insights to evolve the business and make good on opportunities
- more ways to make impact and \$

.... at the beginning, in the middle, or end of an innovation initiative



The Partnering Opportunity

Partnering enables us to expand Innovation opportunities and better perform for Clients -

A. with *Innovation Colleague Partners*

- for complimenting capabilities
- to leverage our respective skills
- to build the “ Innovation Team “

.... That respects Client needs – initially and over time

.... To improve the probability of better Client business outcomes

B. By *Partnering with others who benefit from Innovation initiatives*

- Companies in - AI, BI, Cognitive Computing, Analytics, Mobile, IoT, Big Data, Solution Providers, etc.
- Consulting Organizations in - Business Strategy, Planning, etc.



The Need



1. To **Celebrate Innovators**
 - those who have imagined and launched new products / services / businesses + those whose innovations or experiments failed
2. For **Meaningful and Extensive Collaboration** - Internally and Externally
 - with the removal of boundaries / barriers to Innovation
 - and avoid the 'handoff' - where projects are passed around with a 'we'll take it from here' attitude
3. For Clients to **Develop an Entrepreneurial Culture** with a shared vested interest in the process and outcomes of Innovation - on a sustainable basis
 - with Incremental, Sustainable and Disruptive Innovation
4. To **Make Innovation More Rewarding**
 - new / additional revenue, higher profits, competitive advantages, a better business model, higher innovation success rate, etc.
5. To **Manage the Risks Associated with Change**
 - with people / culture, the current business / management / processes, new products / services, evolving and new markets / technology, etc.



Why Partner with CAIL

1. For " *Disruptive Innovation* "

- To improve business outcomes by - increasing the rewards from innovation
- better managing risk associated with change

2. To leverage expertise and insights in -

- A. The Startup ecosystem
- B. The VC community
- C. Enterprise environments - Business and IT

3. To increase demand for Partner capabilities

- A. since the CAIL focus is innovation with Clients to deliver -
 - new products / services / business / business model / value / revenue / etc.
 - with the associated ideation, market / technology / team assessment and adjustment considerations, metrics, biz dev strategy, monetization, etc.
- B. since CAIL does not do Innovation - Education, Training, Coaching, Workshops, Software, Process, etc.



Thank You

For additional information on Innovation with CAIL, please visit -
www.cail.com/IWC , www.cail.com/mob-inno

To view the CAIL Innovation presentation to Clients, see www.cail.com/CBIFP

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