

2013 INNOVATION FORUM

Speaker Takeaway Points

Rob Heebink, R&D Executive - Gallagher

- Develop deep customer empathy
- Grow capabilities to turn customer insights into great designs
- Product development is a collaborative learning process
- Innovation is 10%, and successful commercialisation is 90% of the work
- It is the people and the culture that drive your innovation

Steve Saunders, Managing Director – Plus Group Horticulture

- Embrace and nurture the wellspring of your creativity and passion. These are the pillars which support your gift of innovation and give it voice. Feed your passion to grow your innovative creativity.
- Avoid or discard those who seek to diminish or hijack your passion. Seek out those who embrace and recognise its potential and worth.
- Challenge the status quo and reject complacency.
- Honor and respect your supporters and sponsors
- It is my responsibility to create a platform to encourage enquiry, stimulate young innovators in my business to question, and allow them the freedom to explore, create, fail, learn and succeed.
- Innovative thinkers are integral for the success of my business. They are the future of my and New Zealand business. They are New Zealand's future.

Blythe Rees-Jones, Creative Director – Locus Research

- Great insights lead to great ideas - to gather such insights put yourself in the shoes of real people, live like they do, dial in your intuition and listen with your eyes. Then envision what you have learnt and reframe the big idea.
- A good process is instrumental - invest in your development process, it's your biggest asset and a key instrument to help you navigate your way from insight to market. But remember at times it will lead you and you will lead it, so always trust your instinct.
- Work at the intersection of innovation - be cross-functional by combining science with art, engineering, design and human factors. The normal approach is to place a project manager at this junction, but here where innovation collides, you need art direction.
- Execution is everything - to win on innovation you first need to win on communication, so make it look awesome.

Tony Hadfield, R&D Commercialisation Expert

- Innovation should always be about REALISING VALUE. The best outcomes are achieved by taking a structured approach and involving the right people.
- Innovation strategy is company / sector specific, but must always have company-wide buy-in.
- Metrics! At all stages from idea to value realisation, you need to be able to monitor progress against objectives. This is the essential driver for review/readjustment through the process.
- Keep your eye on the “market” – this is what ultimately determines returns from innovation.
- Take the risk to enjoy the rewards.

Ed Burak, User Experience Design Manager – THL

- Learn how to extract the gold from users – there is an art to interviewing for insights.
- Check your worldview at the door before going out into the field.
- Go out into the field!
- Cross functional contribution to the design process transforms into ownership (when it counts, at commercialisation)
- Pre-Prototype your ideas really early, at low resolution, and don't be precious with them. Not only is it fun, it's incredibly valuable.
- That place you call work, where people gather together, is really just a framework for social interaction. Leverage this to build a culture of innovation.

David Darling – Pacific Edge

- Innovation in NZ is alive, well and returning cash to investors
- To start and build a successful entrepreneurial business you need to have a clear vision that must be translated into your 'Big Hairy Audacious Goal'. You have to sell that BHAG to investors.
- Your innovative idea needs to be translated into a business opportunity with a business plan and contingency plans are a must.
- Investors will invest in people, recruit and surround yourself with the best that you can.
- You need plenty of energy and an outward representation of enthusiasm. Resilience is a prerequisite.
- You need CASH and plenty of it. Get as much as you can as often as you can. Remember 'Cash Is More Important Than Your Mother'.
- Listen carefully to your customers ("Your baby is Ugly").
- You can do this. Go hard, have fun and take your investors with you.

