

Thinking Outside the Box: The Multi-Faceted Role of Ideation

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Who We Are





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Discussion Points



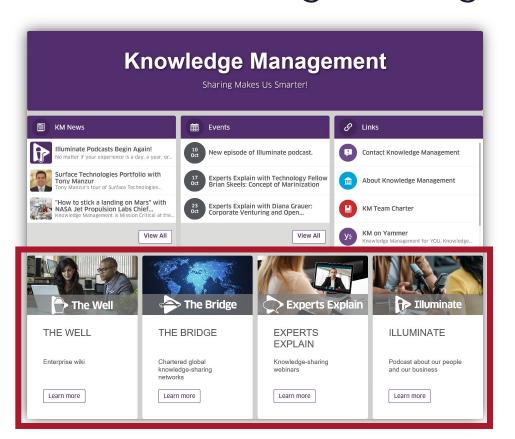
- Take 5 Moment
- TechnipFMC at a Glance
- Keys to Success
- Use Cases
 - Discussion and Q&A





Take 5: Knowledge Management Portfolio





Safety | Integrity | Quality | Respect | Sustainability



The Well

Enterprise Wiki



The Bridge

Chartered Global Knowledge-Sharing Networks



Experts Explain

Knowledge-Sharing Webinars



Illuminate

Podcast about People and Business



Facilitated Collaboration

Crowdsourcing Ideas and Solutions



TechnipFMC at a Glance



We are a **global leader** in the energy industry; delivering projects, products, technologies and services

2 segments





Surface



20,000 Employees



102Nationalities



Stock exchange listings



41Countries



Vessels



\$6.4bnFull year revenue (2021)

uli year revenue (2021)





Keys to Success





Best Practices in Crowdsourcing Ideation

planview.

ACCELERATE TO COLLABORATE. INSPIRE. GROW.

- Provide guidelines, not limitations
- Establish evaluation metrics
- Deploy a communications plan with touchpoints before, during and after
- Coach and involve sponsors
- Minimize bias
- Employ cross-functional teams
- Understand external forces impacting audience





Example: Idea Lifecycle

Committee **Evaluation**

- Leadership invited to perform pairwise
- Challenge and evaluation teams apply criteria to top 10 ideas and sign off on Top 5
- Top 5 ideas submitted to the consideration.
- to rank-order qualifying stories
- executive leadership team for

wins People's Choice Award

• Employees invited to challenge

and comment on submissions

• For each, moderator notified via

• Idea with highest number of votes

• Ideas are submitted; employees vote

email to ensure challenge continuity

Employee Ideation/Voting

- Representatives from (3) business units serve as SMEs and evaluate ideas against established criteria
- Each idea is evaluated by two SMEs
- Ideas with an average score of 3 or higher graduate to pairwise
- Team validate ideas prior to pairwise

Management Selection

- Leadership receives advance report summarizing each of the Top 5 ideas
- Executive leadership meets to select Top 3 winning entries
- Winners announced per approved recognition strategy



and efficacy

Recognition Strategy:

- · Announce winners; Yammer / email
- Email from leadership with signed certificate; manager copied
- Podcast and/or webinar
- Intranet article detailing top three ideators
- 4-6 mo: Success story and Take 5 moment



Employee

Pairwise

Example: Communications Plan Example



Challenge Launch

Sponsor invitation email to participants describing objective and expectations

Post challenge info where participants work and collaborative site

Take 5 and info pack for management to encourage participation

During Challenge

Sponsor provides encouragement; spotlight ideas and send reminders

Reminder to participate includes metrics, objective and close date

Virtual webcast, team meetings agendas / daily huddles, lunch-n-learns

Post Challenge

Winners recognized per approved reward and recognition plan

Spotlight winner in Yammer, Experts Explain or Illuminate podcast

Send thank you note from sponsor with complete list of winners





Use Cases



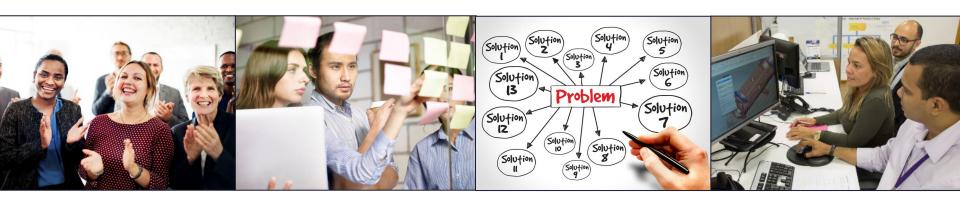




Innovation and Ideation Use Cases

- Problem solving / issue identification
- Lessons learned / best practices
- Engagement and change management
- Culture alignment
- Product development and innovation

- Merger integration
- Lean process improvement
- Awards and recognition
- Feedback
- Requirements definition





Employee Alignment





6,217 **IdeaJam Visits** REGISTER

333 IdeaJam **Entries**















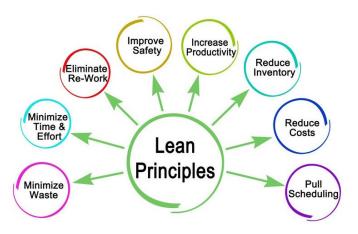


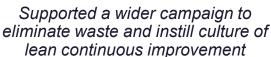
Lean Challenges Underpin Culture Shift

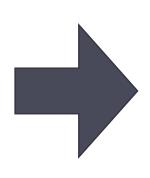


First Challenge

Discover Lean Opportunities







Second Challenge

Celebrate Lean Successes



Rewarded employees for demonstrating behaviors that aligned with creating a culture of lean continuous improvement





Employee Ingenuity Feeds Innovation

- Product innovations
- Process improvements
- Issue identification and resolution
- Training opportunities







Example: Marketing the Challenge

- S ave money
- P rotect our people
- Iiminate Cost of Non Quality
- ccelerate delivery times
- M nowledge sharing
- ncover improvements
- P articipate, vote, comment

Engineering is investing in your good ideas

Engineering is partnering with the Global Sourcing and Procurement team to invest in your qualified ideas.

Whether it's a change to product design, process or quality requirements or to streamline the business, we want to hear about it!

After all, who better to make improvement suggestions than the experts who work every day in the field?

So speak up! All ideas are welcome!

Accept the challenge at:

Sourcing & Procurement NewschipfMC

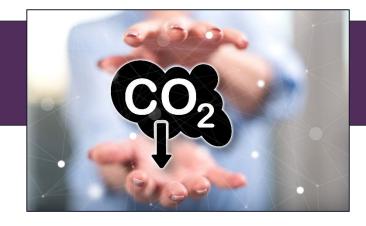


Environmental Commitment Sparks Ideation

Teams compete in Global Hackathon on how to reduce carbon emissions

New energy transition challenges spur employees to think outside the box.







- ✓ Commitment targets 50% reduction in Scope 1/2 CO₂ equivalent emissions by 2030
- ✓ New Energy Ventures division drives innovation



Naming Contest Kicks Off Campaign





- Integrated marketing campaign to create brand identity around the winning name
- Increased engagement and generate buzz around new initiatives; make them a part of something
- Helped employees to internalize the purpose of the platform





Key Takeaways





Know Your Audience

- Cross functional teams
- ✓ Identify external forces
- ✓ Compensate for bias
- Provide a safe collaboration space



Position for Success

- Objective driven goals
- ✓ Defined criteria
- ✓ Position how results will impact organization
- ✓ Create an Idea lifecycle



Strong Comms Plan

- Coach sponsor
- Before, during and after
- ✓ Integrated campaign
- ✓ Channels employees use most





Let's Talk!







Thank you and stay in touch!

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