

Online Innovation Challenge – Opportunity Brainstorming

The method of gathering improvement ideas via online challenges is very versatile, and can be applied in many situations. Below are some examples. Make sure to think through these success factors as you consider your options – a “no” or “not sure” on any of these questions may mean the opportunity should not be pursued.

* Will action be taken on the useful ideas (accountable sponsor assigns sufficient resources)?
* Is the community to be invited available and motivated?
* Is the topic appropriate for broad community consideration?
* Can the problem and goal be clearly scoped and described?
* Will leadership vocally and personally advocate participation?
* Is the topic strategic, relevant and meaningful to organization objectives?
* Are communication resources available to drive engagement?

Online Challenge Examples

How to increase productivity

New product or service

How to operate more efficiently

Service representatives share customer feedback

How to repeat proven innovations elsewhere in the organization

Articulate complex operational issues (define the problem)

Competitor insights

Bureaucracy Buster – cut the red tape

Business partner insights

Strategic planning process

New venture challenge

Environmental sustainability

What incentives motivate employees

Creative communication tools

How to improve awareness of our product/service

New businesses, services, products and processes

Six sigma

Customer focus

Idea implementation – how to make it stick

Blue sky innovation

Cost reductions & time savings

Expanding/declining market shares

Product launch innovation

Business process efficiency

CEO challenges

Business transformation

Problem identification

Crisis resolution

Meeting facilitation (including off sites)

Voice of customer (VOC)

Merger integration

Best practice sharing

Employee engagement

Expert identification and knowledge sharing

Project resurrection

Open innovation (outside with customers, partners or suppliers)

New market identification

“Needless or Necessary?” policy refresh