Leveraging Innovation to Thrive in the Next Normal

Visible Value®

SENTINEL RISK ADVISORS

Agenda

- Disruptive Innovation
- Keys to Successful Innovation
- Types of Innovation
- Case Studies
- Internal Innovation Program
- Q&A

Disruptive Innovation

BLOCKBUSTER

BORDERS

NETFLIX

Uber

amazon

Kodak

THOMAS B. ANDERSON
123 ANY STREET
ANYWHERE, NY 12345
SAMPLE VOID
Anywhere, U.S.A. 12345
OPEN

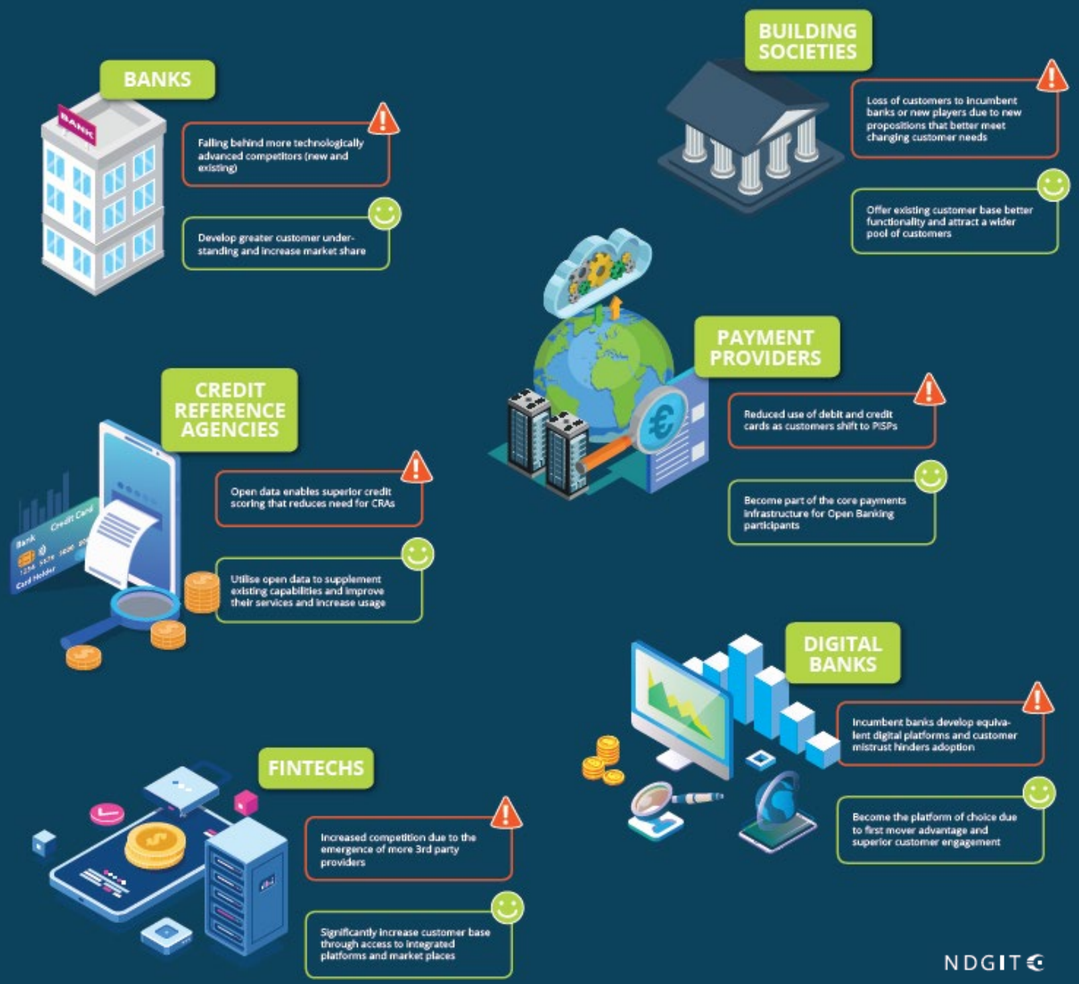
THE UNITED STATES OF AMERICA
ONE DOLLAR
THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE
WASHINGTON
SERIES 2003
E34112707E
WASHINGTON, D.C.
Secretary of the Treasury
Treasurer of the United States

CREDIT CARD
••••9010
DEBIT CARD

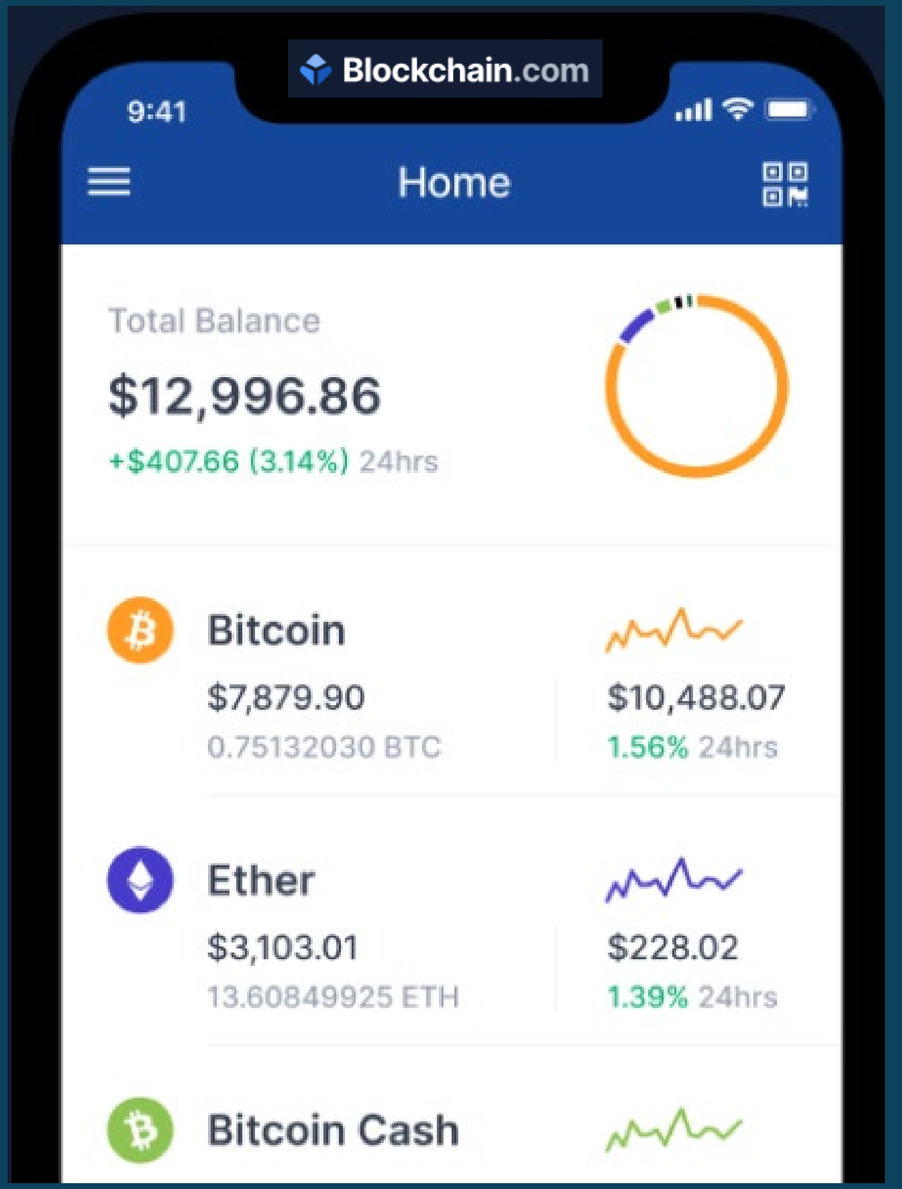
Zelle®
venmo

OPEN BANKING KEY THREATS AND OPPORTUNITIES

(NON-EXHAUSTIVE)



NDGIT



CHANGE
AHEAD

Keys to Successful Innovation

“Innovation is the ability to convert ideas into invoices”
--Lewis Duncan

STRATEGY

CULTURE & ORGANIZATIONAL DEVELOPMENT

CLIENT & EMPLOYEE EXPERIENCE

INNOVATION DEVELOPMENT& EXECUTION

STRATEGY

- Align with Mission & Vision
- Foster with Core Values
- Incorporate into Strategic Plan
- Establish specific goals
- Intentional, long-term value creation
- Fully supported by top leadership
- Gain buy-in from BOD, investors, owners

CULTURE & ORGANIZATIONAL DEVELOPMENT

- Trust in leadership = Adaptability
- Everyone must understand the “Why”
- Balance innovation with productivity
- Top leaders must be involved in innovation efforts
- Managers must support innovation efforts
- Celebrate innovation successes & failures
- Incorporate innovation & “smart risks” into leadership/talent development

CLIENT & EMPLOYEE EXPERIENCE

- Base innovation on specific and direct insights
- Innovation must improve client experience and/or employee experience
  - How does it make their lives easier or better?
  - What needs does it fill?
  - What challenges does it help them overcome?
- Consider how you can transform the market

INNOVATION DEVELOPMENT& EXECUTION

- Who is innovating?
- What are they innovating?
- When are they working on it?
- Where are they doing it?
- Why are they working on it?
- How is it being funded, prioritized, selected, managed, learned from, and celebrated?

Types of Innovation

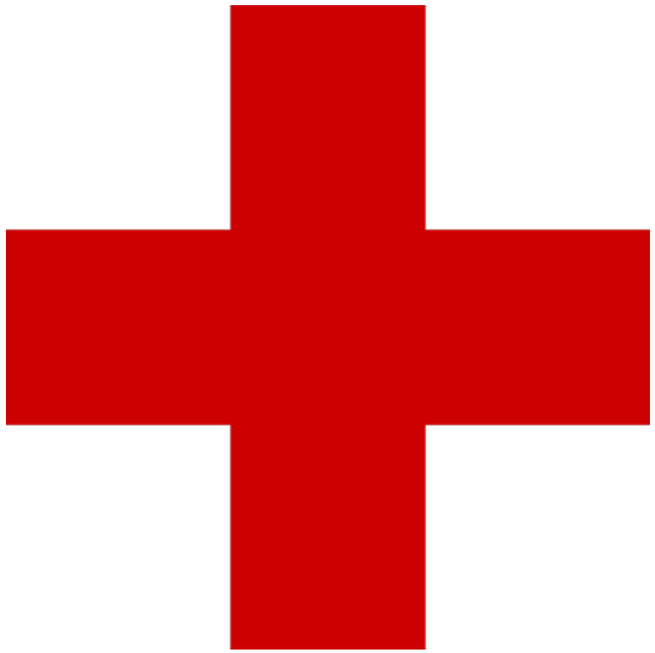
Non-Technological

Technological

Experiential

Business Model

Process



Internal Improvements

- What activities frustrate your team?
- Which tasks are repetitive and/or waste time?
- What processes haven’t changed in years and/or you don’t know why they’re done that way?

Client Improvements

- How have your clients needs changed during COVID?
- What goals do they have now and how can you help them?
- What challenges do they have that are unaddressed?
- What activities frustrate your clients – either working with you or others?
- Which tasks are repetitive and/or waste their time?

Strategic Partnerships

- How can your company and another partner to improve your clients' lives together?

"Vulnerability is the birthplace of innovation, creativity, and change." –Brene Brown

Case Study: Internal Improvement & New Venture

- Bonus program management frustrated managers and wasted lots of time
- Employees didn't feel empowered and were confused about bonuses
- We worked together to develop new method and program
- Led to 2X profit in less than 2 years
- Spun out into new SaaS company
- Created Internal Innovation Program

Case Study: Strategic Partnership & New Product

FIFTH THIRD BANK

Priority

- Decrease theft and increase employee safety

Additional Outcomes

- Reallocate employee time
- Improve cash flow
- Simplifies the number of relationships
- Increased informed business decision making
- Positive ROI for clients

Internal Innovation Programs

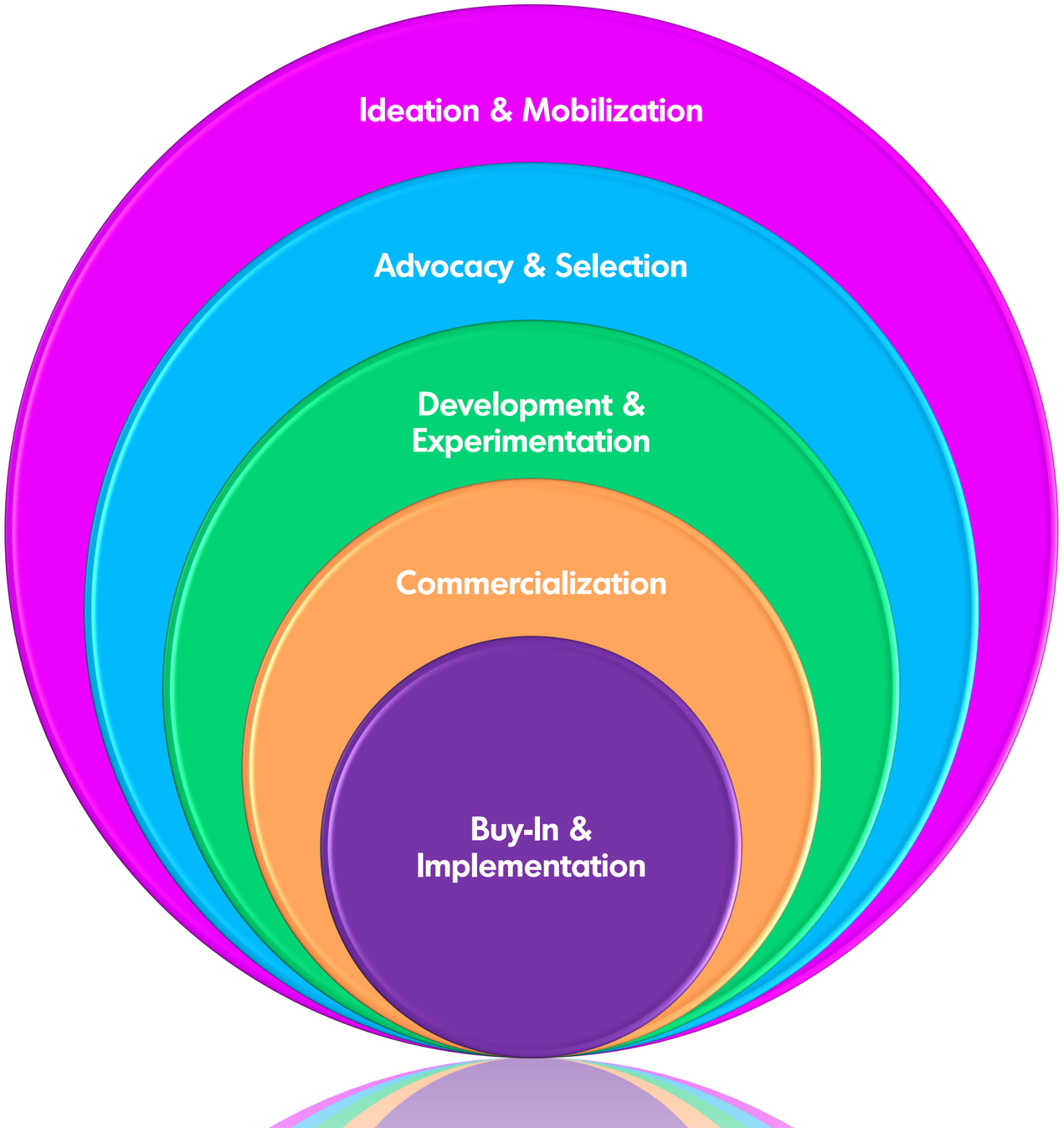
Innovation Effort

- Strategy
  - Strategic company goals
  - Specific innovation goals
- Budget
  - Funded by revenue, profit, other resources
  - Consider tax credits & incentives
- ROI
  - Long-term value creation

Innovation Process

Evaluate steps & determine:

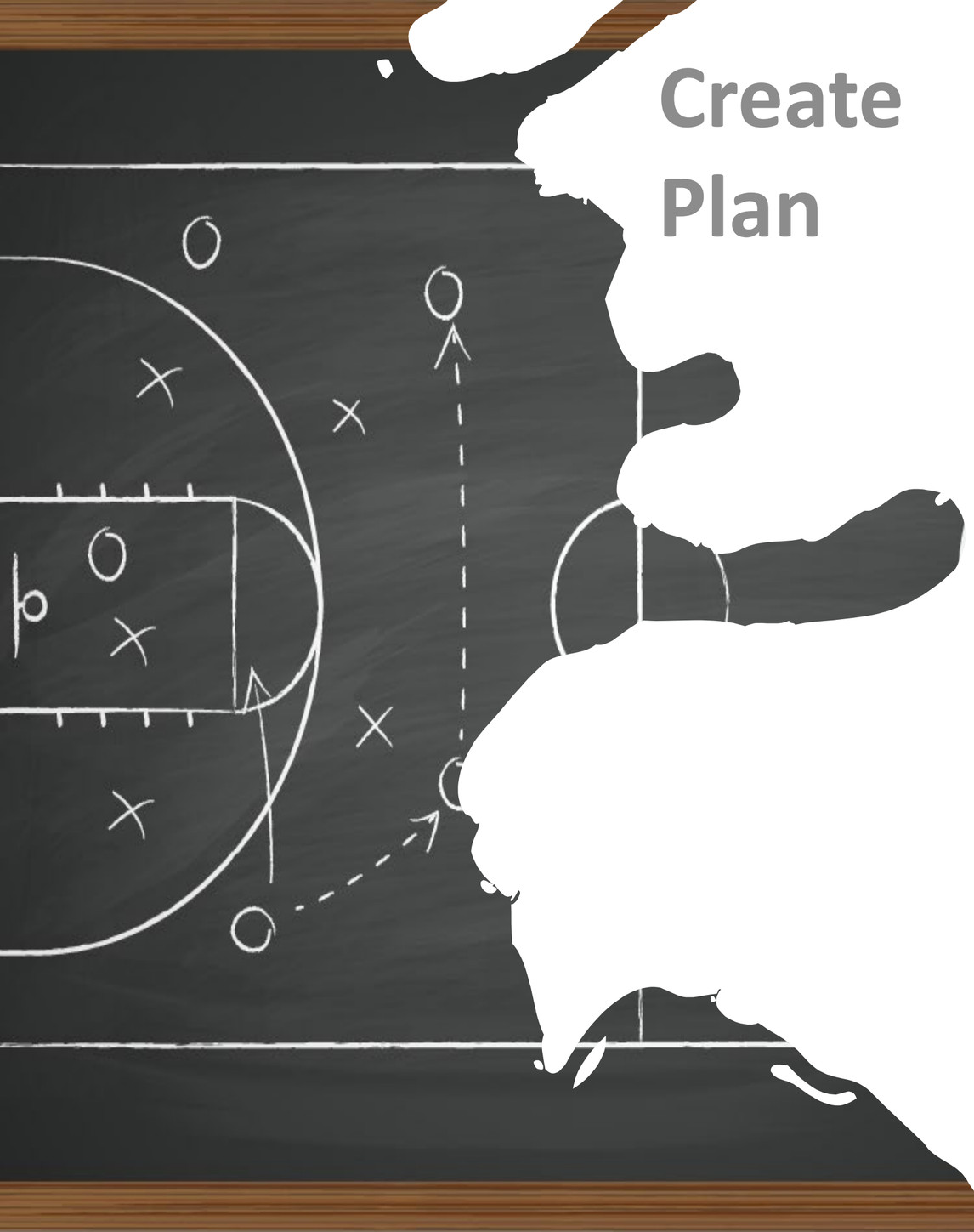
- Who is innovating?
- What are they innovating?
- When are they working on it?
- Where are they doing it?
- Why are they working on it?
- How is it being managed, learned from, and celebrated?



Project Selection

- Alignment with goals
- Established
- Fair & consistent
- Reasonable

- ROI Potential
- Soft ROI Potential
  - Brand Awareness/Reputation
  - Clients Experience
  - Employee Experience
  - Strategic Partners



Create Plan

- Evaluate culture & organizational structure
  - Innovation department or open to all
  - Leadership & management roles – executive sponsor
  - New roles
  - How is it managed, learned from & celebrated?
  - Link to incentives & career paths
- Develop process & resources for employees to submit ideas
  - Concept/Business Plan
- Determine process for further development & execution *(fail fast!)*
  - Form team
  - Establish budget
  - Set timeframe, milestones & ROI expectations

Rollout

STRATEGY

CULTURE & ORGANIZATIONAL DEVELOPMENT

CLIENT & EMPLOYEE EXPERIENCE

INNOVATION DEVELOPMENT& EXECUTION

We invite you to explore how we can create disruptive innovation together

cstorrusten@visiblevalue.net | +1 919.533.2444 | visiblevalue.net
lprather@sentinelra.com | +1 919.609.6141 | sentinelra.com