

MAKING  
SHIFT  
HAPPEN



AN INNOVATIVE WHOLE-BRAIN COACHING COMPANY

**Top Tips to Inspire Innovation**  
**In Your Organization**

**Dr. Jay Chopra**

**[www.makingshifthappen.ie](http://www.makingshifthappen.ie)**



# *Pharma Experience*

- Prior to setting up Making Shift Happen, ca. 15 years experience in pharmaceutical industry
- Helped deliver mega-million dollar technological innovations – new API routes from early development to full-scale manufacturing
- 6 years service on the Pfizer Global Supply Innovation Leadership Team (ca.25,000 workers) - responsible for helping to create an innovative culture across worldwide footprint
- Collaborated on Innovation with Dr. Edward DeBono, Google, Intel, GSK, GE, and ABN AMRO





## TOP TIP #1

**ALIGN THE ORGANISATION BEHIND  
ONE CLEAR DEFINITION OF  
INNOVATION**

**DEFINE**



# Innovation Definition

Google innovation definition

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Dictionary

innovation

innovation

/ɪnəˈveɪʃ(ə)n/ ⓘ

noun

the action or process of innovating.  
"innovation is crucial to the continuing success of any organization"  
synonyms: change, alteration, revolution, upheaval, transformation, metamorphosis, reorganization, restructuring, rearrangement, recasting, remodelling, renovation, restyling, variation; More

- a new method, idea, product, etc.  
plural noun: innovations  
"technological innovations designed to save energy"

Translations, word origin, and more definitions

Feedback

What is innovation? definition and meaning - BusinessDictionary.com

**173 Million hits  
on Google for  
Innovation  
Definition!!**



Innovation is the **habit** of creating and implementing valuable **ideas** that positively impact your business

- Habit implies establishing innovation as a business norm across the business e.g. in technology, in manufacturing, in finance, in quality, in supply chain etc.
- Innovation is about generating small ideas and big ideas



## TOP TIP #2

**CHALLENGE THE BELIEF THAT  
QUALITY REGULATIONS STOP  
INNOVATION**





# Fly Freely in a Gilded Cage

Google



Real Constraints V's Imaginary Constraints



## TOP TIP #3

**HAVE A STRONG ORGANISATIONAL  
WHY? FOR INNOVATION**







# ***Business Impact* - the why for innovation**

- **More impactful technological innovations**
- **Tangible business value (thousands of euro to mega-million euro - cost savings / revenue generation)**
- **Leads to more imaginative and impactful process improvements**
- **Fuels Agility – good ideas are the currency of agile organizations**
- **Builds people capability**
- **Increases engagement levels – ignites imaginations**
- **Helps develop empowered leaders at various hierarchical levels**





## TOP TIP #4

**EMPLOY DIVERSITY TO DRIVE  
INNOVATION BY BUILDING WHOLE-  
BRAIN TEAMS**





**INNOVATES  
USING  
ANALYSIS**

**INNOVATES  
USING  
IMAGINATION**

**INNOVATES  
USING  
PROCESS**

**INNOVATES  
USING  
COLLABORATION**

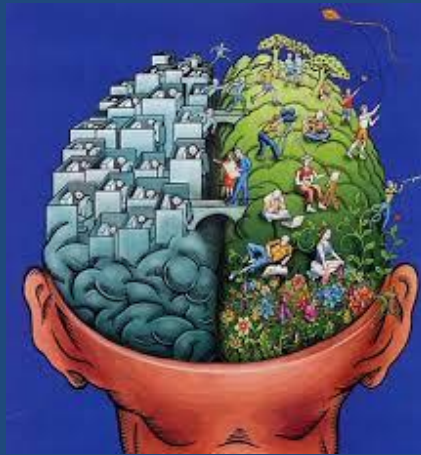
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*Based on Ned Herrmann's whole-brain thinking model*



## TOP TIP #5

**USE A WHOLE-BRAIN APPROACH TO  
INSPIRE INNOVATION**





# Whole-Brain Innovation Approach

## PROCESS, EQUATION AND TOOLS

**I**  
**N**  
**N**  
**O**  
**V**  
**A**  
**T**  
**I**  
**O**  
**N**

$$= \text{KNOW (the problem/opportunity)} \times \text{CONNECT (to get insights)} \times \text{GROW IDEAS} \times \text{ACTION (make innovation happen)}$$

Tools

## CREATIVE HABITS



INDICATING



SPARKING



FUELLING



COURAGE



PLAY



MODELLING



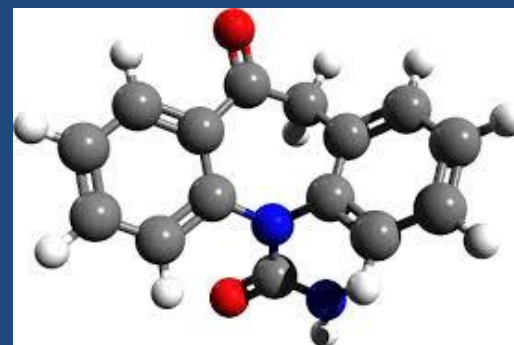
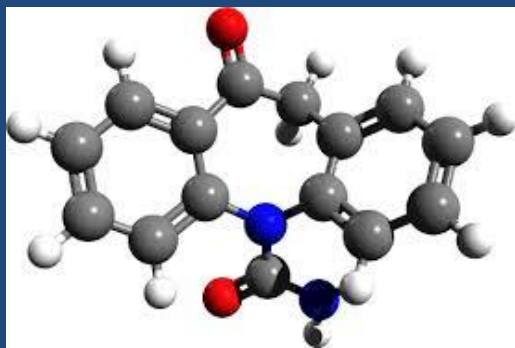
THERMOSTATING

Innovation Catalysts inspiring whole-brain teams to deliver business value



## TOP TIP #6

**USE A STRUCTURED APPROACH TO  
BUILD  
AN INNOVATIVE  
CULTURE**



# Whole-Brain Innovation Culture Builder

## GOVERNANCE

- Decision making structure
- Funding
- Metrics Reporting
- Goals

## VISION

- Innovation Ambition
- Innovative Leadership

Metrics – each  
dimension  
measured v's  
criteria

## IMPLEMENTATION

- Project Pipeline
- Process and Tools

## PEOPLE

- Stakeholder engagement
- Recognition
- Recruitment
- Support Networks
- Creative Habits
- Training



# TOP TIP RECAP

**#1 ALIGN THE ORGANISATION BEHIND ONE CLEAR DEFINITION OF INNOVATION**

**#2 CHALLENGE THE BELIEF THAT QUALITY REGULATIONS STOP INNOVATION**

**#3 HAVE A STRONG ORGANISATIONAL WHY FOR INNOVATION**

**#4 EMPLOY DIVERSITY TO DRIVE INNOVATION BY BUILDING WHOLE-BRAIN TEAMS**

**#5 USE A WHOLE-BRAIN APPROACH TO INSPIRE INNOVATION**

**#6 USE A STRUCTURED APPROACH TO BUILD AN INNOVATIVE BUSINESS CULTURE**