

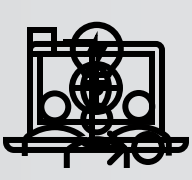
INDEPENDENT ELECTRICAL CONTRACTORS PRESENTS

2022 **business summit**

SAVANNAH, GA | JANUARY 24-26

HOW TO CREATE A THRIVING INNOVATION PROCESS FOR YOUR BUSINESS

Todd Hart | Director, Innovation | Graybar



INNOVATION @ GRAYBAR



PEOPLE

Training, incentives, communication, internal roles, and strategy

PROCESS

Stage-gate process for tactical and strategic ideas and KPIs

PLATFORM

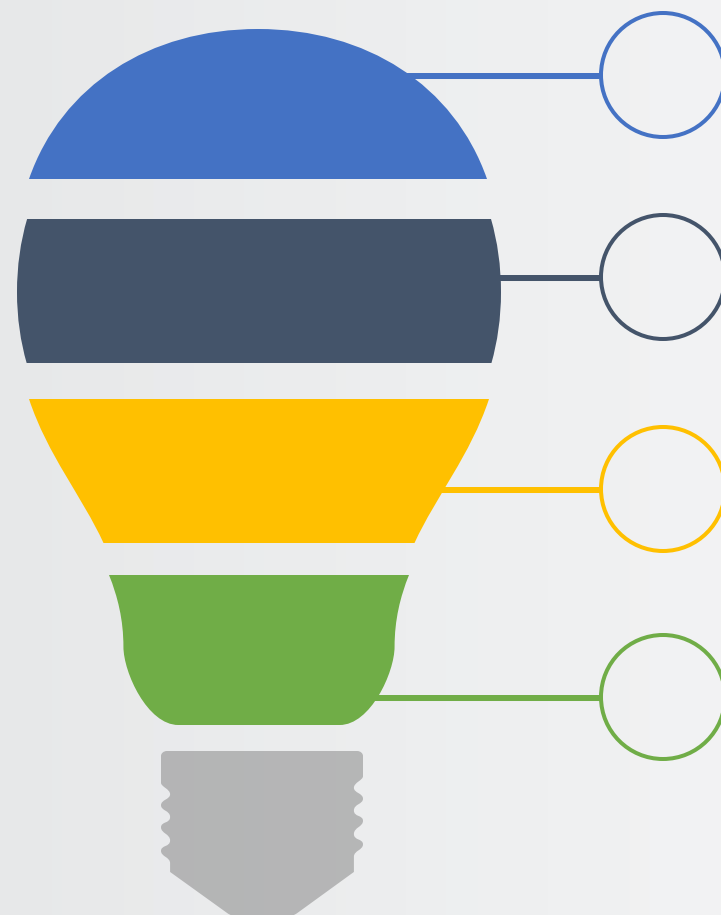
Companywide crowdsourcing and idea management solution (IdeaScale)

COUNCIL

Cross department steering group responsible for resource allocation

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A BUSINESS CASE FOR INNOVATION



GROWTH

New products and services help meet changing customer preferences

EFFICIENCY

Improve or replace business processes, many times through technology

DEVELOPMENT

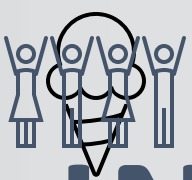
Employees want to be part of something that's exciting and growing!

DIFFERENTIATION

Helps make your value proposition unique in the marketplace

“Innovation distinguishes between a leader and a follower.”

-Steve Jobs



INNOVATION SHOULD NOT BE DATED TO
YOUR STRATEGY AND PART OF
YOUR COMPANY CULTURE

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THE IDEA FUNNEL



VOICE OF YOUR CUSTOMER (VoC)

A listening channel to capture what your customers are saying



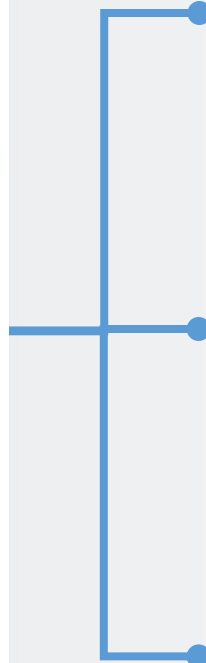
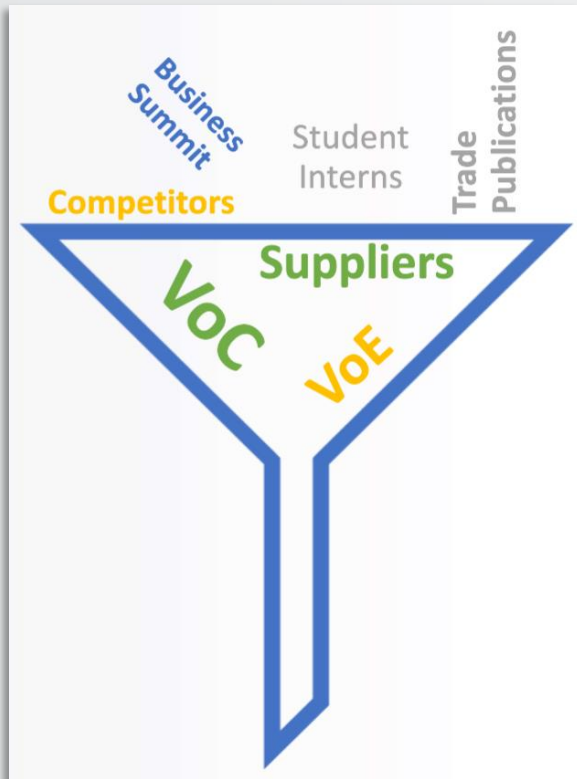
VOICE OF YOUR EMPLOYEE (VoE)

A listening channel to capture what your employees are discussing

- Stress that innovation is everyone's responsibility
- Promote openness and collaboration
- Reward risk-taking and experimentation
- Look for imagination and creativity when recruiting



COLLECT & CURATE IDEAS



INNOVATION CHAMPION

Someone waking up every day thinking about the program

IDEA MANAGEMENT TOOL

A way to capture, manage, and openly share and collaborate on ideas

CURATION PROCESS

- Number of votes ("pitch" to leadership?)
- Tactical or strategic?
- Does it align with your company strategy?
- Is there a potential idea owner?



Microsoft Excel
Worksheet

UNCOVER & VALIDATE THE NEED (OPPORTUNITY)

“DESIGN BRIEF”

1

- What’s the essence of your idea in ten words or less?
- Describe your 30-second elevator pitch.
- What’s in and out of scope?
- Who are your target users?
- How will you measure success?

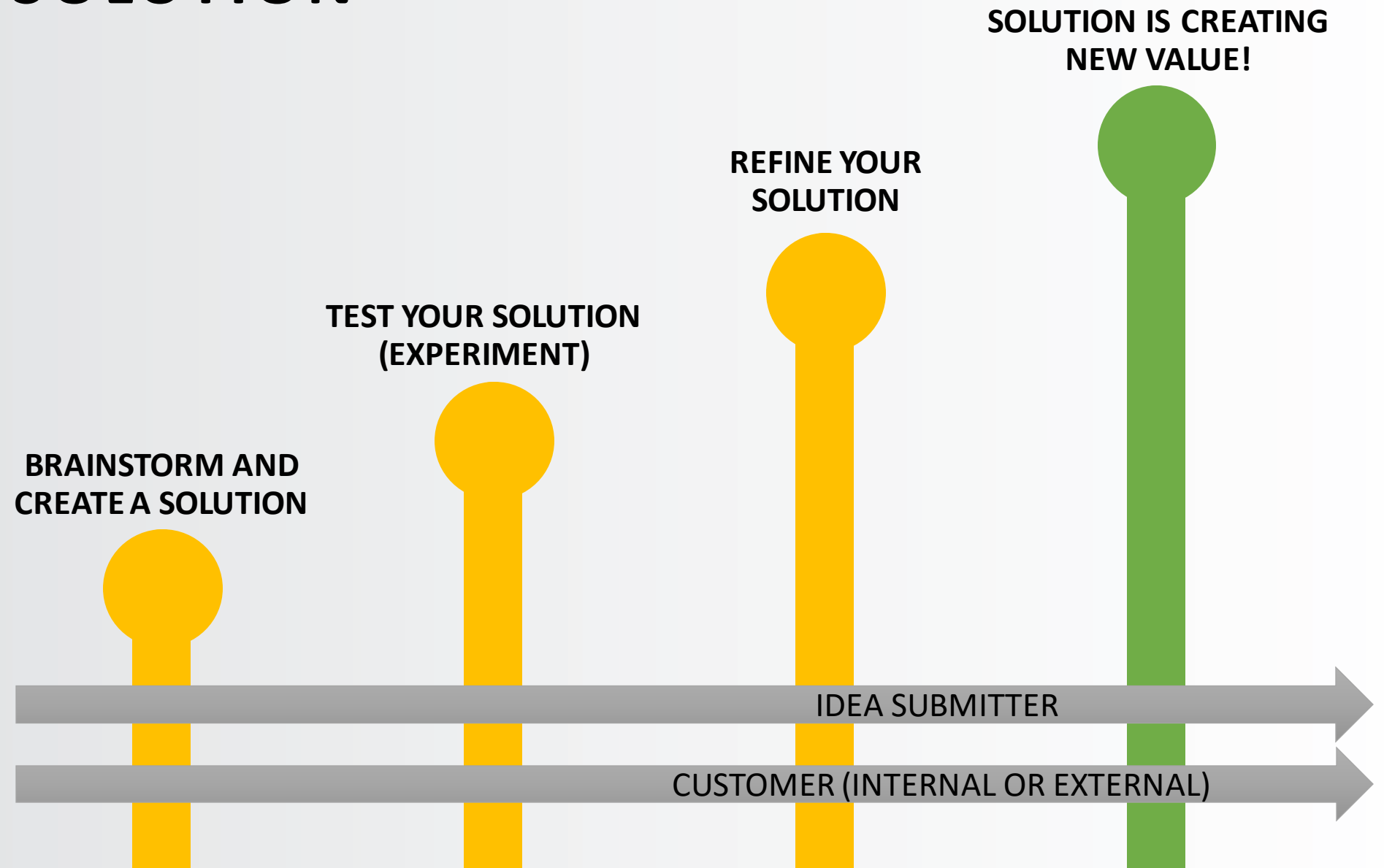
“RESEARCH PLAN”

2

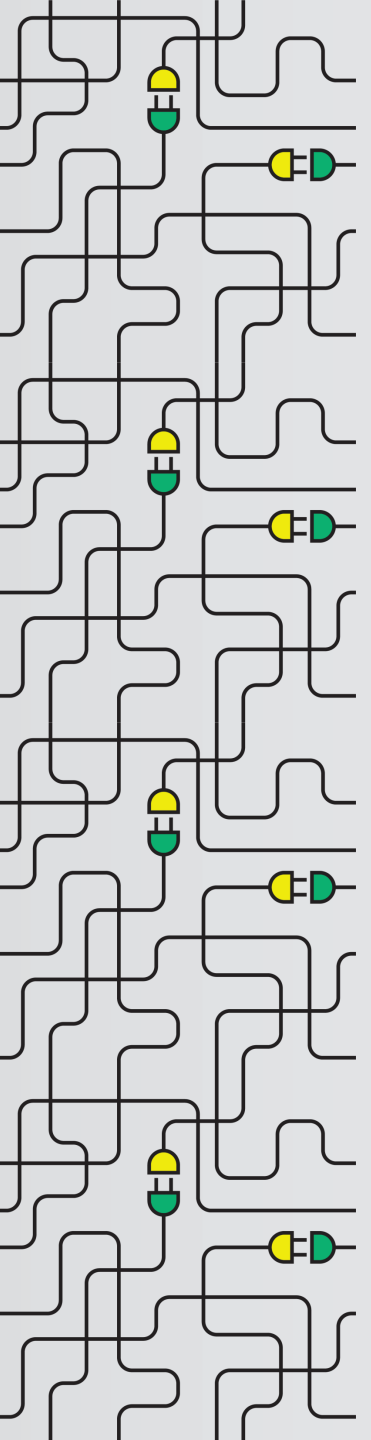
- What’s your hypothesis?
- What questions need to be answered?
- Who will you talk to and when?
- Who’s responsible for the plan?

30-60 DAYS

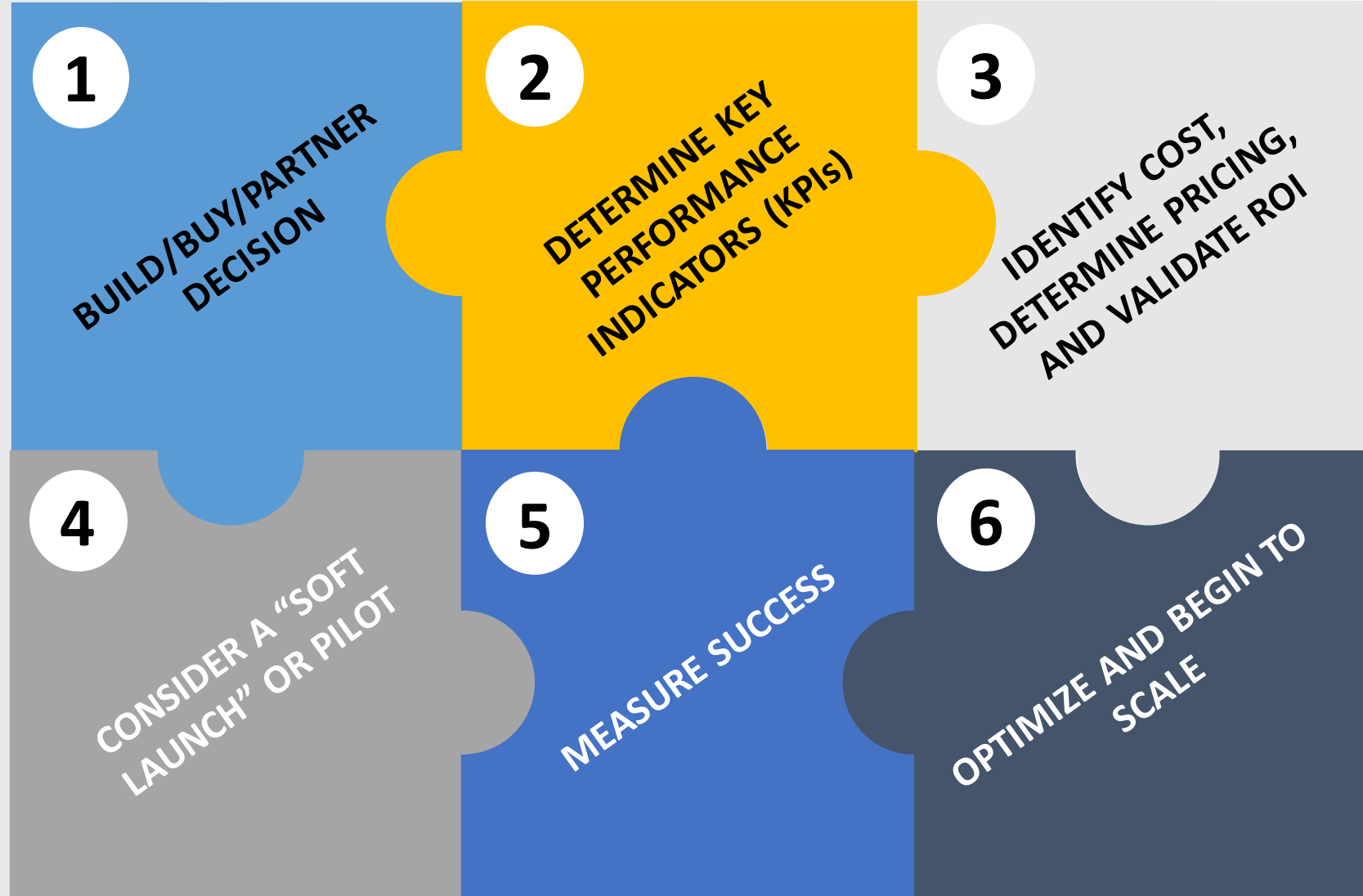
DISCOVER & VALIDATE THE SOLUTION



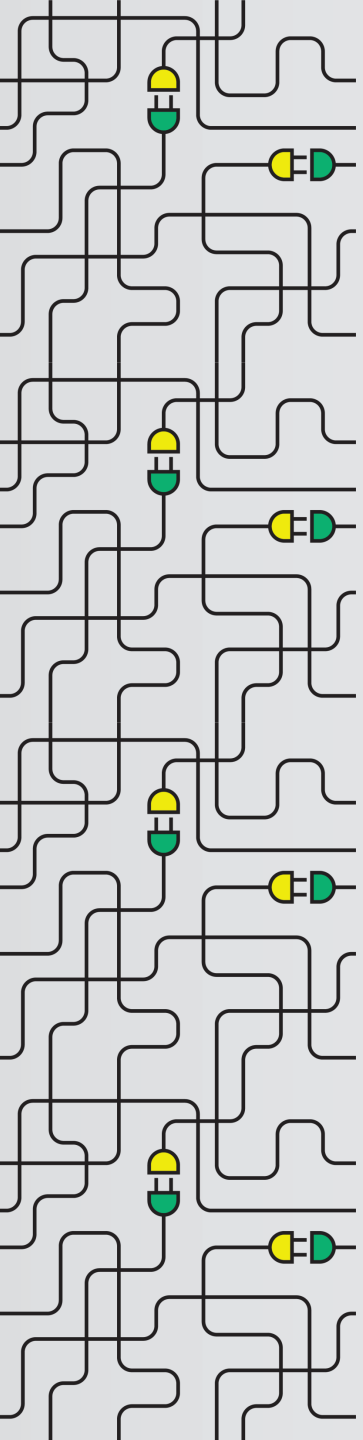
60-90 DAYS

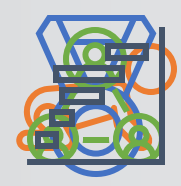


BUILD, LAUNCH, GROW



90-120 DAYS



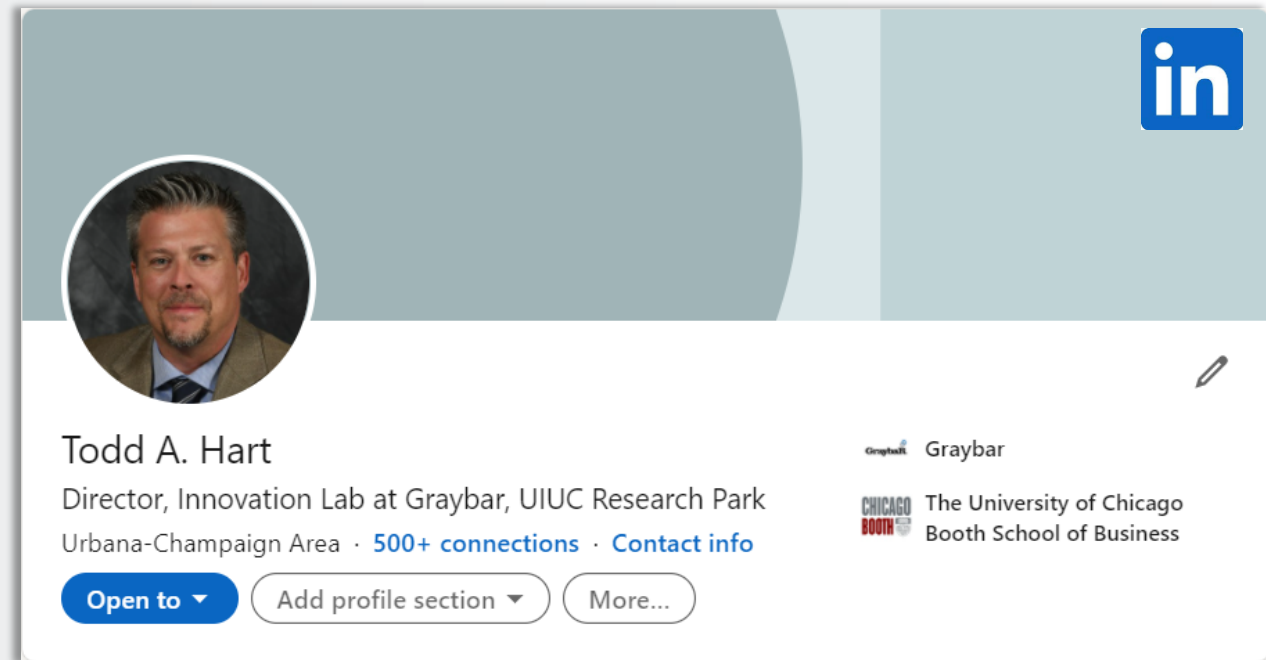


FINAL THOUGHTS





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THANK YOU VERY MUCH! QUESTIONS?



A screenshot of a LinkedIn profile for Todd A. Hart. The profile includes a circular profile picture of a man with a goatee, a blue header with the LinkedIn logo, and a white bio section. The bio lists his title as Director of the Innovation Lab at Graybar, UIUC Research Park, and his location as Urbana-Champaign Area. It also shows he has over 500 connections and provides a link to contact information. On the right side of the bio, there are logos for Graybar and The University of Chicago Booth School of Business. Below the bio are three buttons: 'Open to', 'Add profile section', and 'More...'. A pencil icon for editing is visible in the top right corner of the bio section.

Todd A. Hart
Director, Innovation Lab at Graybar, UIUC Research Park
Urbana-Champaign Area · [500+ connections](#) · [Contact info](#)

 Graybar
 The University of Chicago
Booth School of Business

[Open to](#) [Add profile section](#) [More...](#)

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