



SAE's "Bad Idea" for Product Innovation

Steve Ezar

Head of Product Innovation

2024

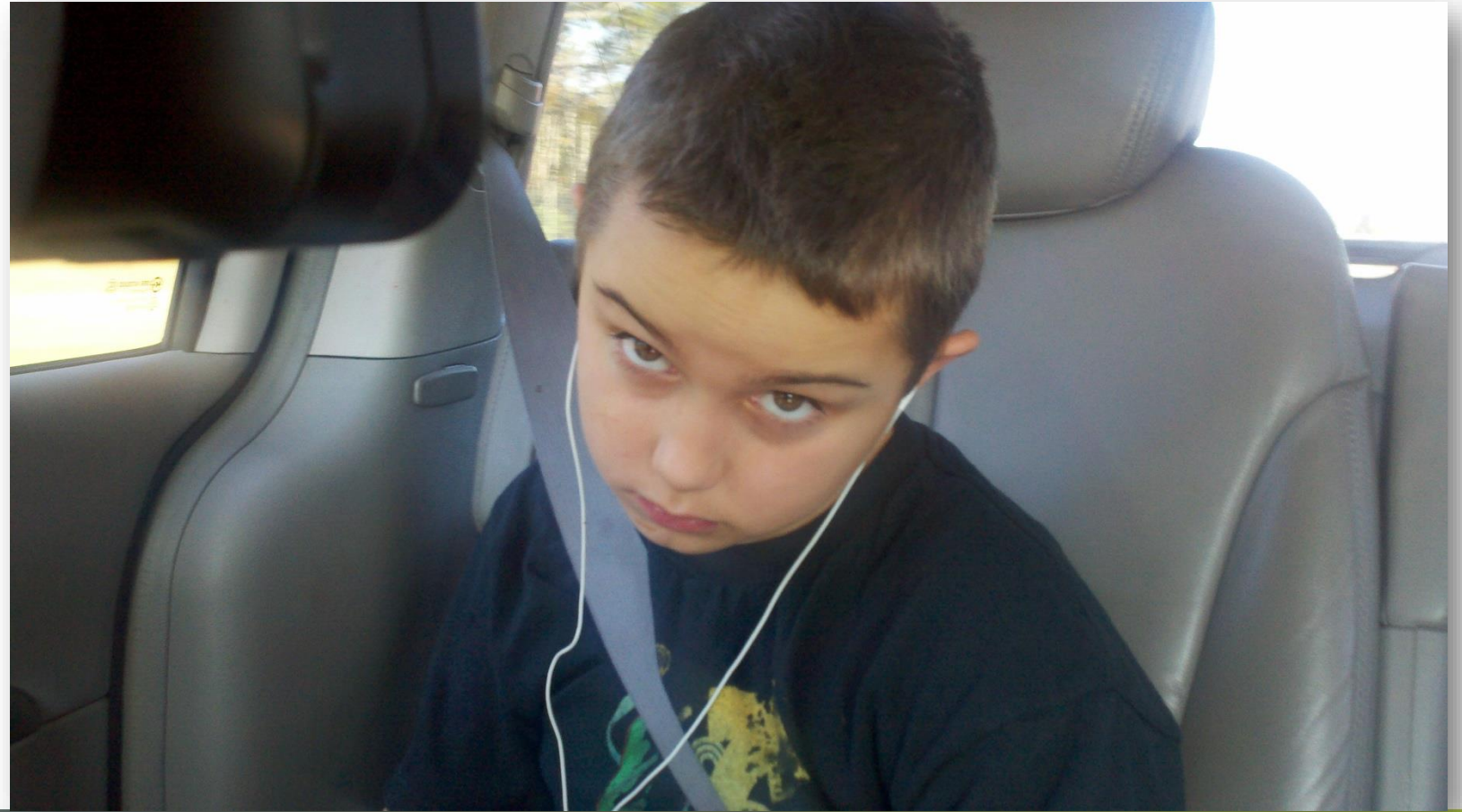
**INSPIRE INNOVATION CONFERENCE
& JPIM RESEARCH FORUM**

Kid-on-Hike Mapped to Innovation

- I. Plant the Seed
- II. The Journey
- III. The Last Mile

I. Plant the Seed: Kid-on-hike

Subtitle: Get in the Car...It will be fun!



I. Plant the Seed: Product Innovation



II. The Journey: Kid-on-Hike

Subtitle: Cross the creek and up the Hill



II. The Journey: Kid-on-Hike

Subtitle: Cross the creek and up the Hill



II. The Journey: Kid-on-Hike

....and up the Hill



II. The Journey: Product Innovation

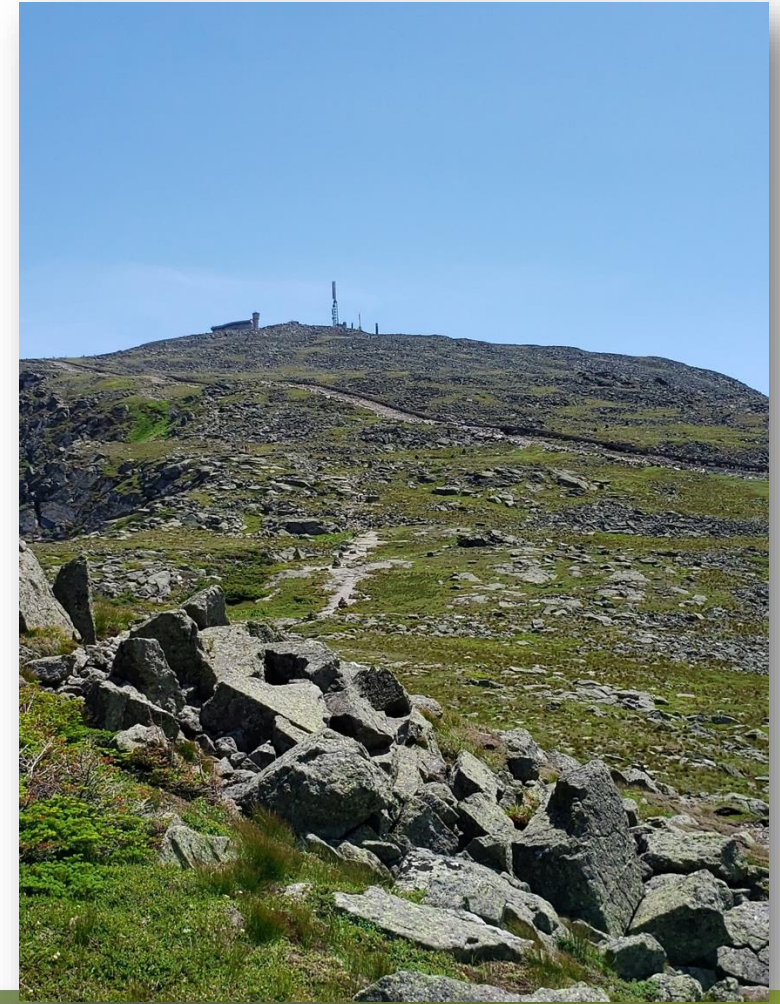
Collaborate

We work TOGETHER to uncover
our best ideas



III. The Last Mile: Kid-On-Hike

“...Ugh...There can't be anymore up”

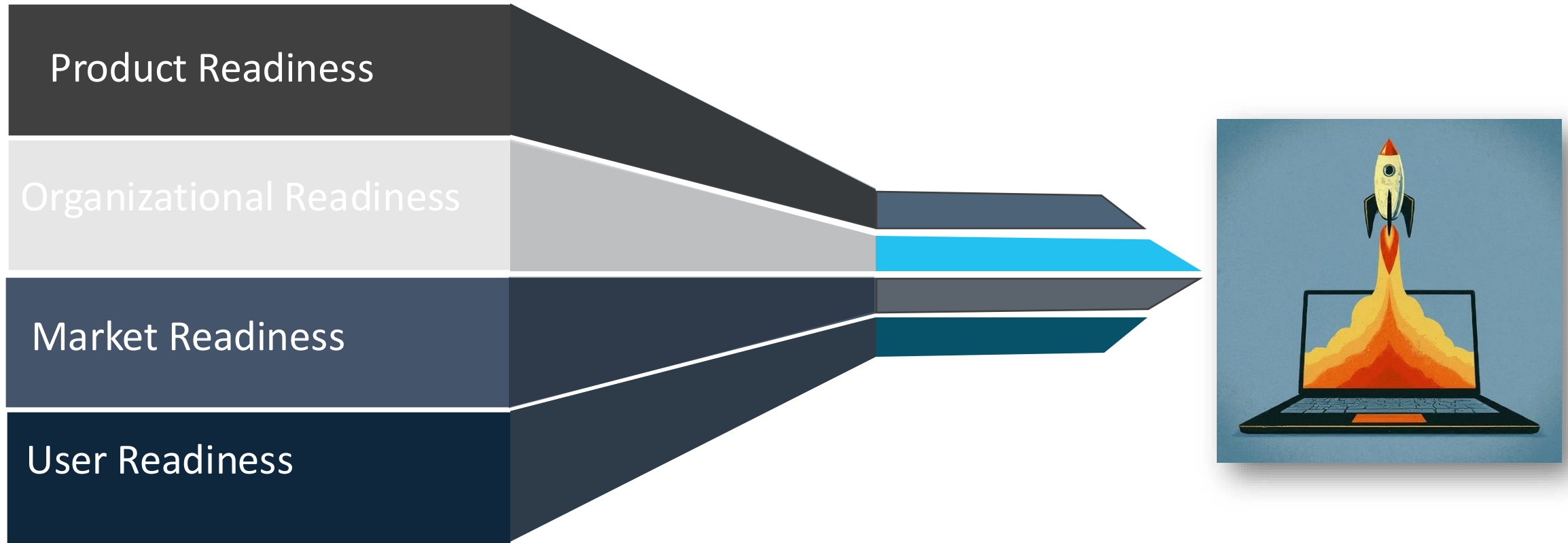


III. The Last Mile: Kid-On-Hike

Subtitle: Are we there yet?!?



III. The Last Mile: Product Innovation



Top of the Mountain

You made it!



Top of the Mountain

You launched it!



Return on Investment



Guiding Principles





Idea Engine

SAE
INTERNATIONAL®

Why is having a “Bad Idea” a good idea

All new idea, look like bad ideas. Trick is to rapidly evolve the idea to become a good idea

– Mark Randall, Chief Strategist & VP Creativity, Adobe

Today's Agenda

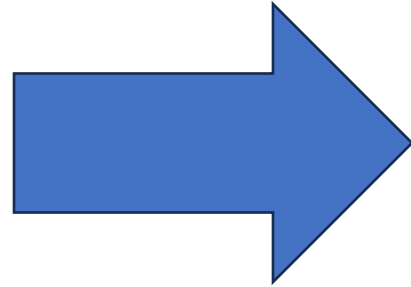
- Who is SAE
- SAE Idea Engine – Describe the process
- Critique the process

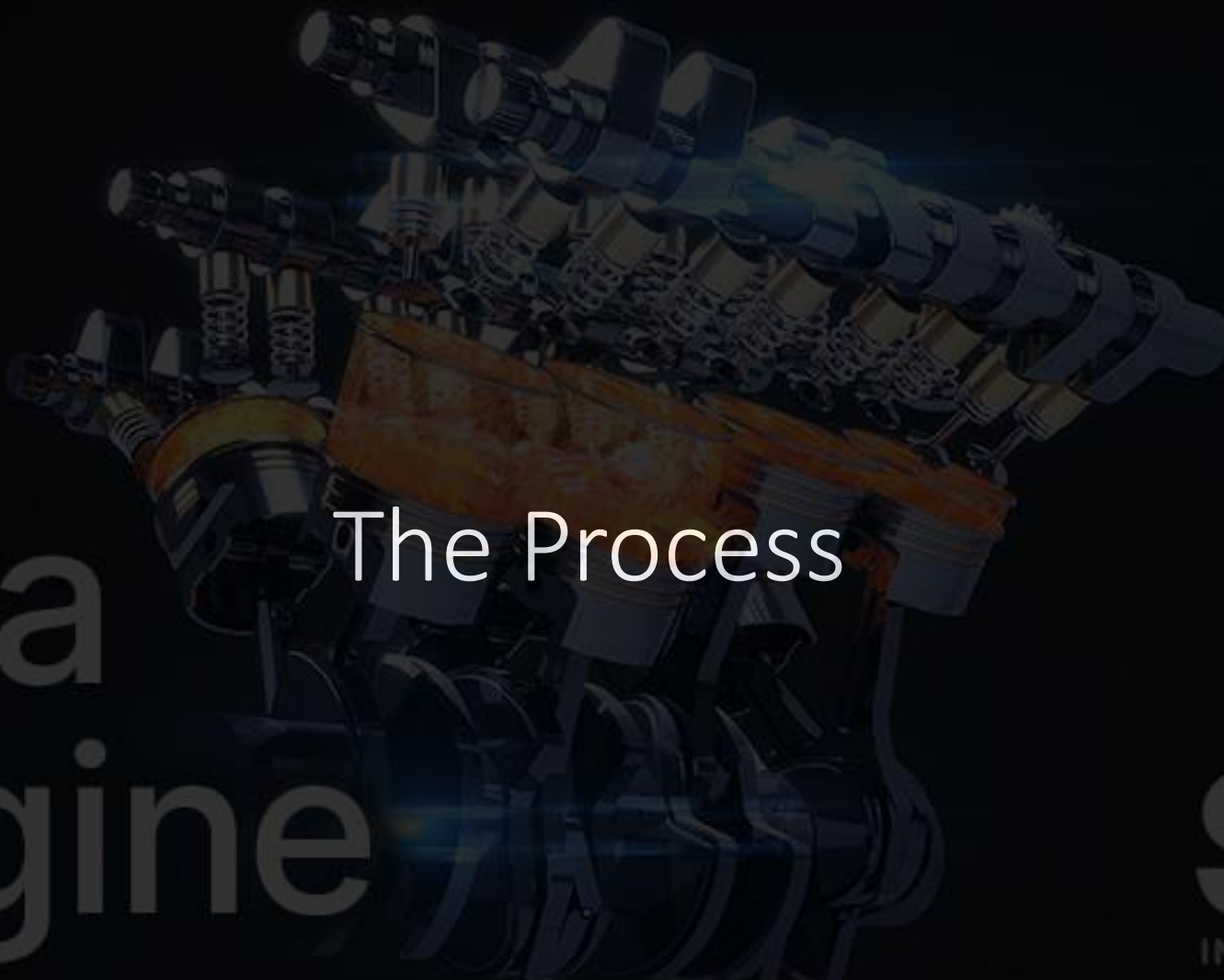
Who is **SAE**
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SAE's Advantage











Idea Engine

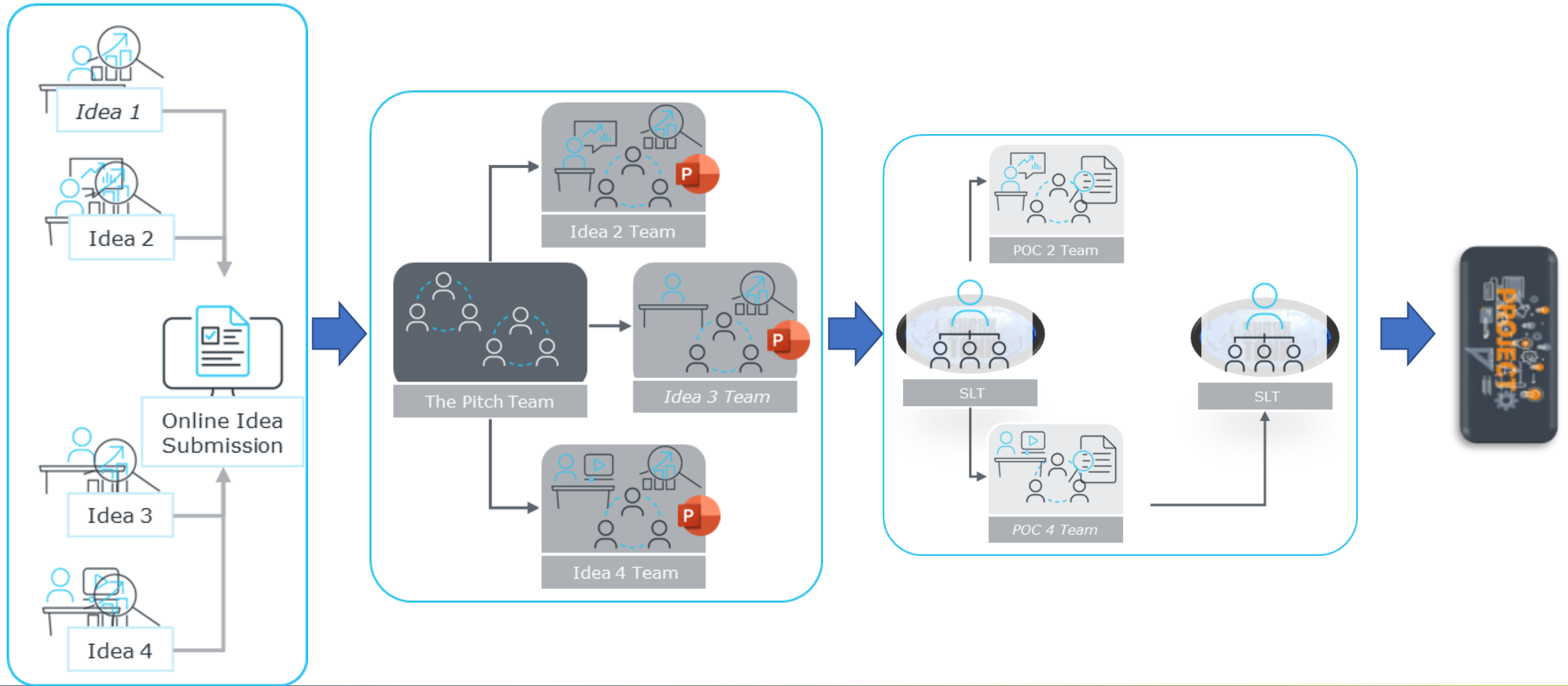
The Process

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SAE Idea Engine

	Idea Champion	The SAE staff member that originally submits the idea
	The Pitch Team	Cross functional team tasked to mature an idea from the Idea Champion and prepare it for submission to the SLT Portfolio Team
	SLT Portfolio Team	Executive leadership team that makes decisions and prioritization on which ideas move into Proof of Concept, and when ready, move into Development
	Proof of Concept	The team proposes a smaller investment to prove elements of the business case, resulting in either the burn down of risk or failing fast
	Development	An idea that proved its theory in the PoC is prioritized for promotion to development
	Ignite! - Innovation Summit	Annual organizational event to reinforce an innovative culture

Ideation to Full Development



Pitch Team & Summit

The Pitch Team



Drive organizational engagement – implement a cross-functional team to drive due diligence prior to pitch and share in the rewards of success

- Team members nominated and selected by leadership to participate on Pitch Team
- 5-cross function team members + idea champion
- Serve 1-year term
- Team incentives in place as idea moves through ideation and development

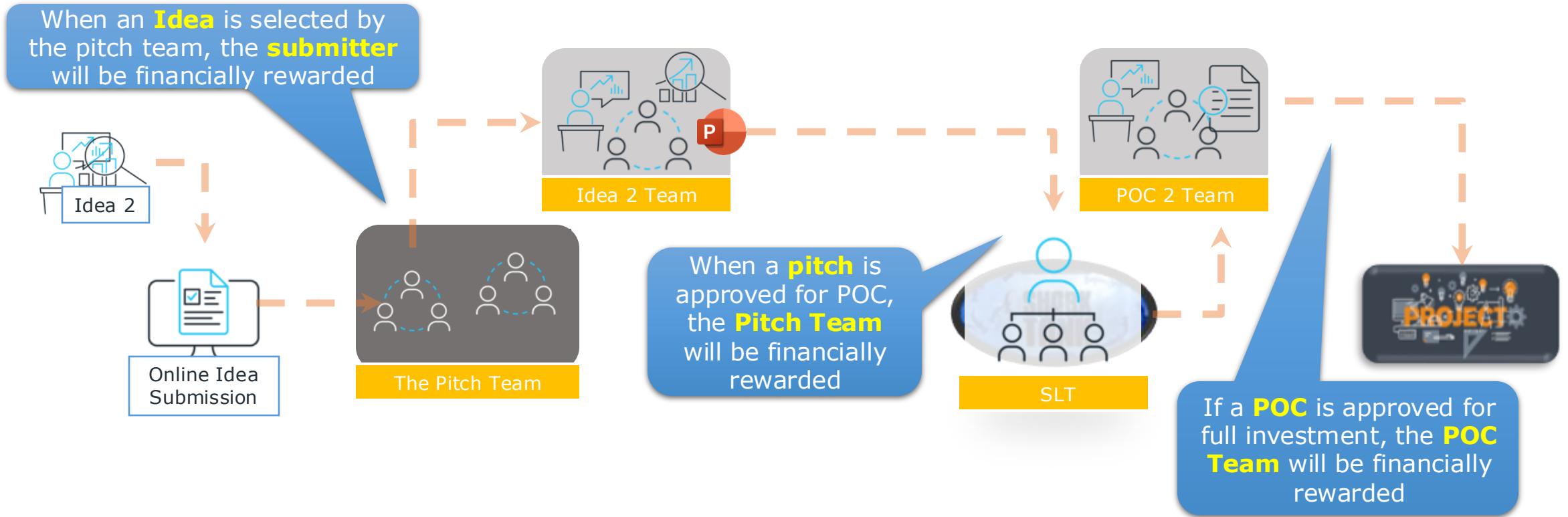
Ignite! - SAE Innovation Summit



Annual organization wide event to reestablish the importance of a year long innovative culture

- Shared definition of innovation
- Keynote speaker on innovation
- Session on tools/techniques
- Annual challenge by leadership on areas of opportunity – pose a problem to solve

Innovation Incentive Program



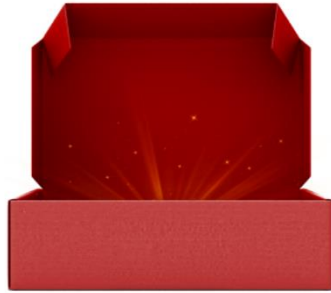
Other benefits include Opportunities for Upskilling

- Innovation tools/skills
- Financial Analysis
- Pitch deck creation

The Tools

The Tools: Kickbox

**OPEN BOX IN
CASE OF AN IDEA**

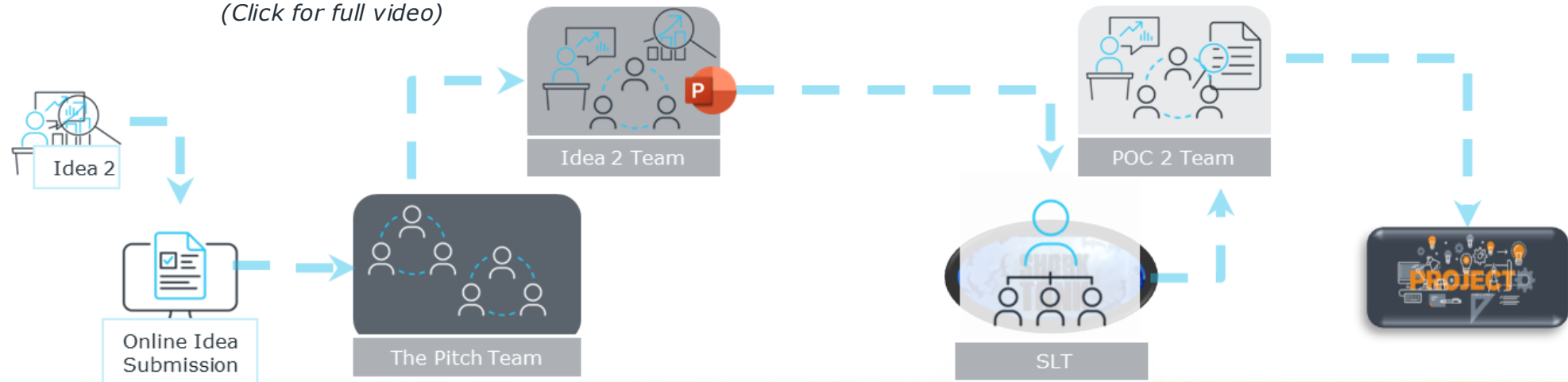


Kickbox

(Click for full video)

"Kickbox is grassroots innovation...tapping the people in our organization and empowering them"

– Mark Randall, Chief Strategist & VP Creativity, Adobe



The Summit

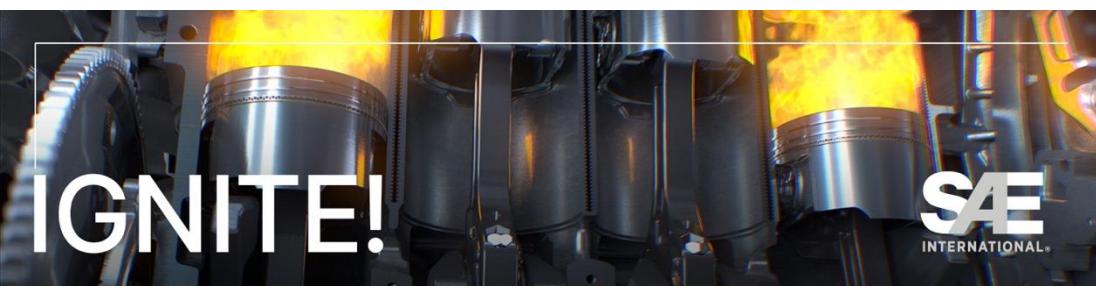


IGNITE!

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**Lukas Czingler, Co-Founder and
COO, Divergent/Czingler Vehicles**



**Peter Temes, President, The Institute
for Innovation in Large Organizations**



Kelly Ireland, CEO/CTO, CB Technologies

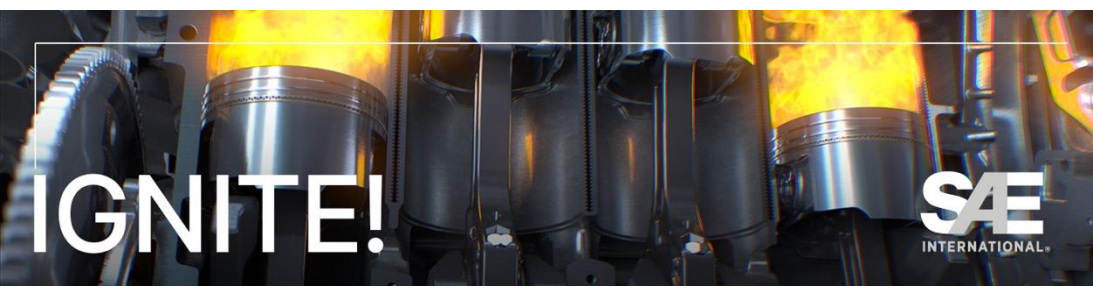


Rich Fahle, Head of Strategic Partnership, Newlab

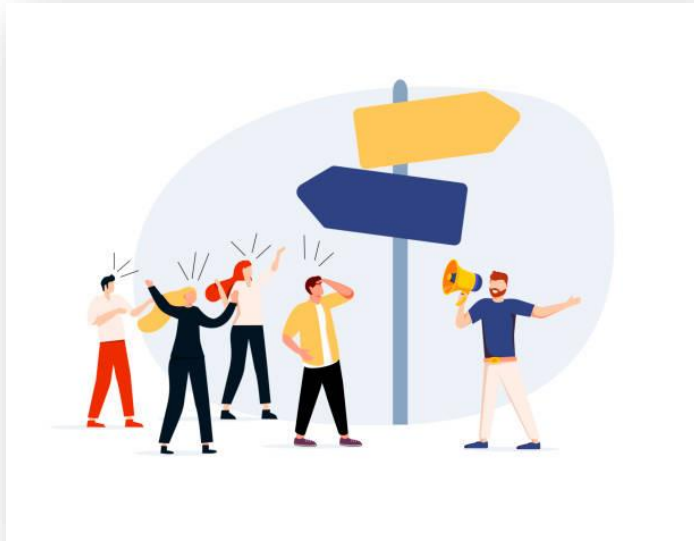


**Moderator: Ron Stefanski –
Host DisruptED Podcast**





The Leadership Challenge



The Innovation Process



The Workshops



The Critique

Critique process - Slido



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What do you think of how SAE implemented the concept of Pitch Teams?

1. "Bad Idea"..but

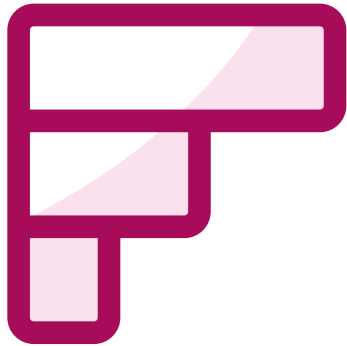


2. Ok-ish



3. Not too bad..I might steal it



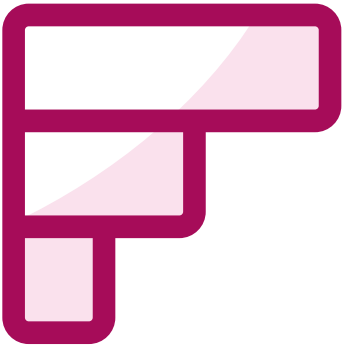


What do you think of how SAE implemented the concept of Pitch Teams?

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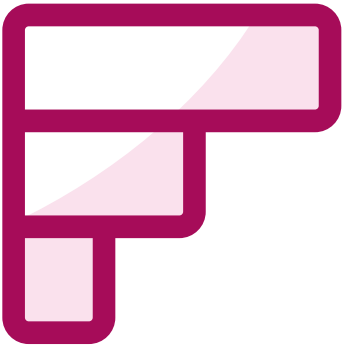


What do you think of how SAE implemented the concept of Proof of Concept as an initial investment stage?

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What do you think of how SAE implemented the incentives?

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