



# **Innovation: Theory to Impact**

**How do innovation frameworks move from classroom theory to applied measurable impact inside a global organization?**

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# INNOVATION: THEORY TO IMPACT. INTRODUCTIONS.

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**LEADING  
INNOVATION.**

# Leading innovation. Theory.

- Mindset & Team Building
  - Are you consistently coming from a place of curiosity and practicing an entrepreneurial mindset?
- Leading Innovation Teams
  - How are you linking your initiative to the Mission, Vision, Values and Strategy of the company?
  - Are you managing transitions? For you, for your team, for those impacted by your team's work?
  - Are you practicing the principles of a Culture of Innovation?



# LEADING INNOVATION. APPLICATION & IMPACT.

## VISION

*Enable the BMW Group to be innovative leaders and foster a culture of innovation across the Americas region. Balance digital disruption with industrialization by actively exploring new technologies and reliably implementing IT Innovative Products, driving both incremental and game-changing business innovations.*

## TEAM



- Why do we do it as part of IT?
- Why in the IT Tech Office, in the USA?
- “A Culture of Innovation”; Behaviors Defined:
  - Openness
    - Open to Change
    - Thinking outside the box
    - Not resisting new products, technology & solutions
  - Willingness to Try
  - Seeing failure in a positive way
  - Investing today, having dividend not right away but for tomorrow.
  - Adaptable



# **INNOVATION FOUNDATIONS.**

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# Innovation Foundations. Theory.

- Ideation & Proof of Concept
  - What do the humans we're designing for want?
- Proof of Business Model
  - How do we design a business that is viable?
- Permission to Fail & Effectuation
  - What is our organizational culture around failure?
  - What affordable losses are we willing to take?
- Product Management & Development
  - How do we build a solution that works for our customers and our business?
- Influencing Stakeholders & Internal Negotiations
  - Do we know who we need to influence and how build relationships?
- Storytelling Techniques & Pitching
  - How do we tell a compelling story to the right stakeholders to move the innovation forward?



# LEADING INNOVATION. APPLICATION & IMPACT.

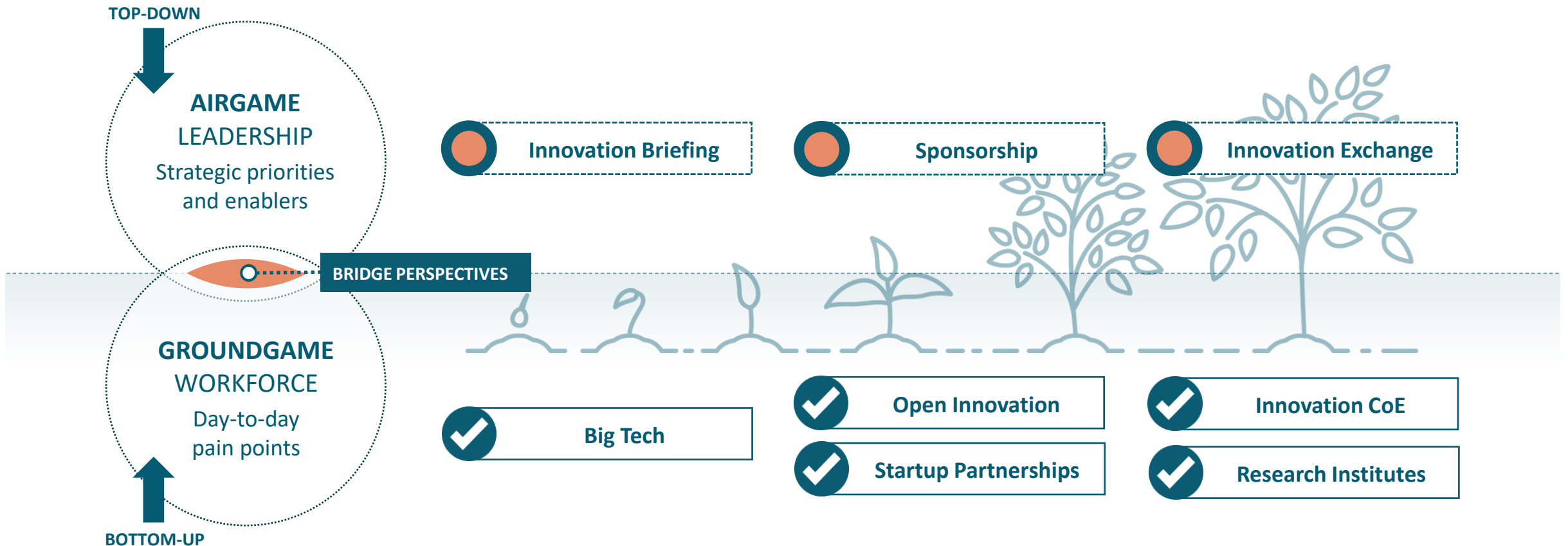
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- Pitch Coaching
- PechaKucha
  - 20 sec per slide → 3:20 total
  - Images only
  - Automatic Advancements
- Clear and Concise Messaging
- Narration Carries the Storyline
- Strong Pacing



# LEADING INNOVATION. APPLICATION & IMPACT.

We've focused on the Ground Game, now it's time for Air Game





# **INNOVATION PLANNING.**

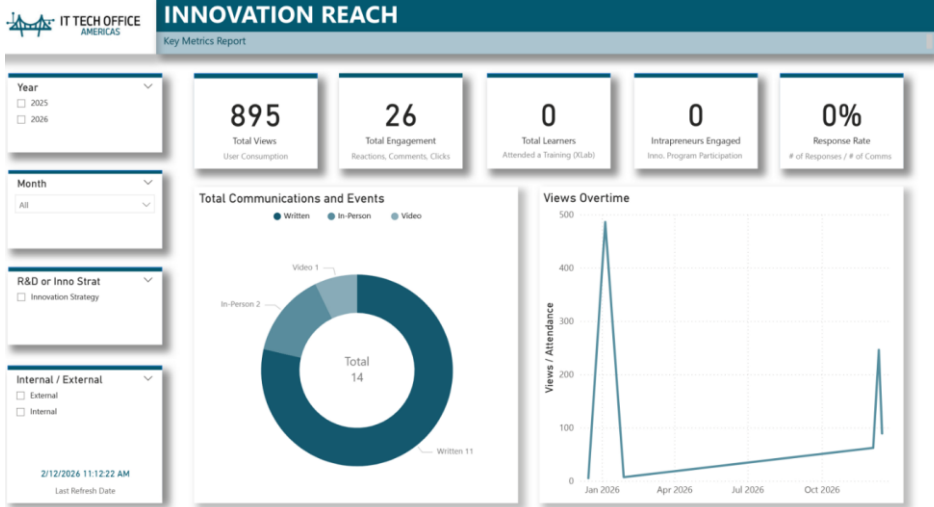
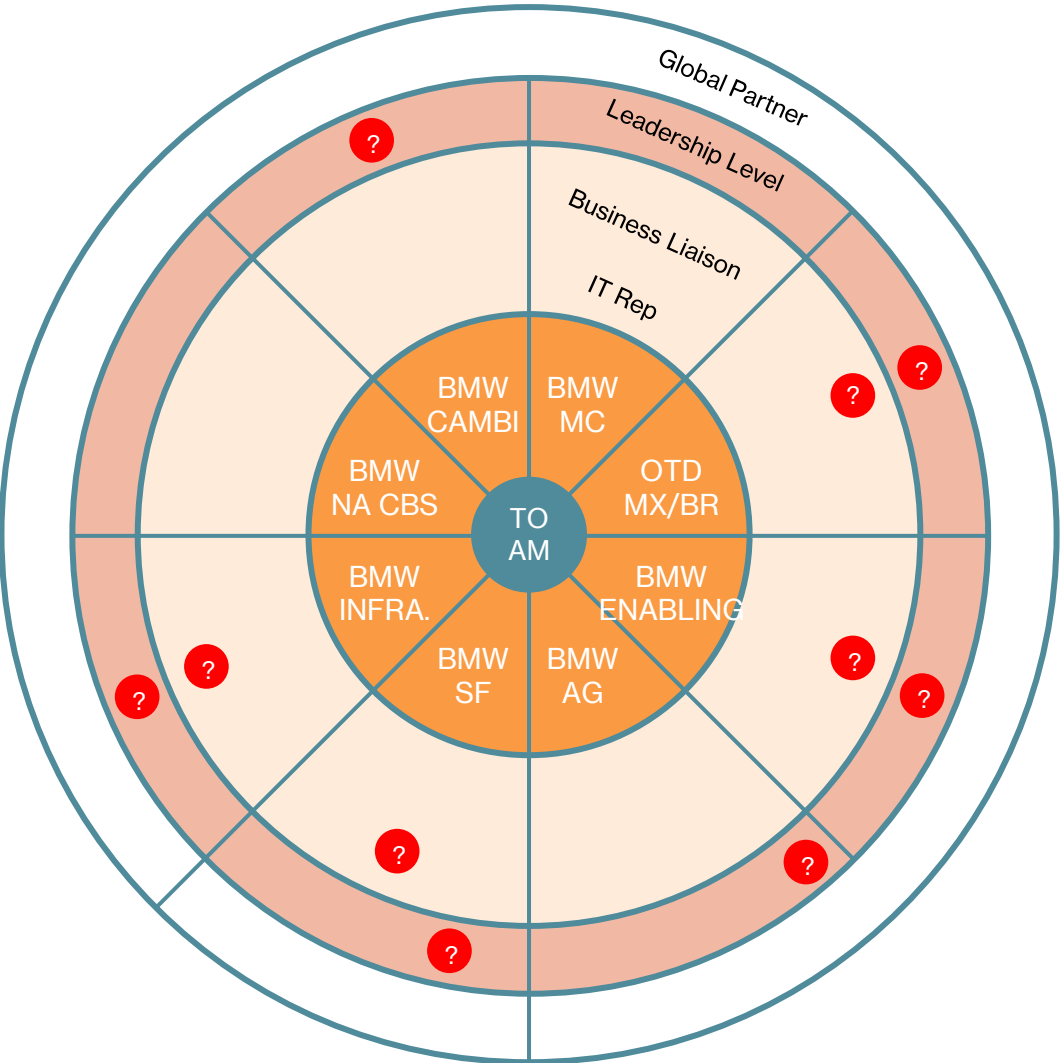
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# Innovation Planning. Theory.

- Planning, Budgeting and ROI Reporting
  - What's the Business Case?
  - How do you calculate the potential return?
- Product Pricing & Discrimination
  - What pricing assumptions in your market are you challenging?
  - Should you challenge them based on your innovation differentiation?



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# **INNOVATION LAUNCH.**

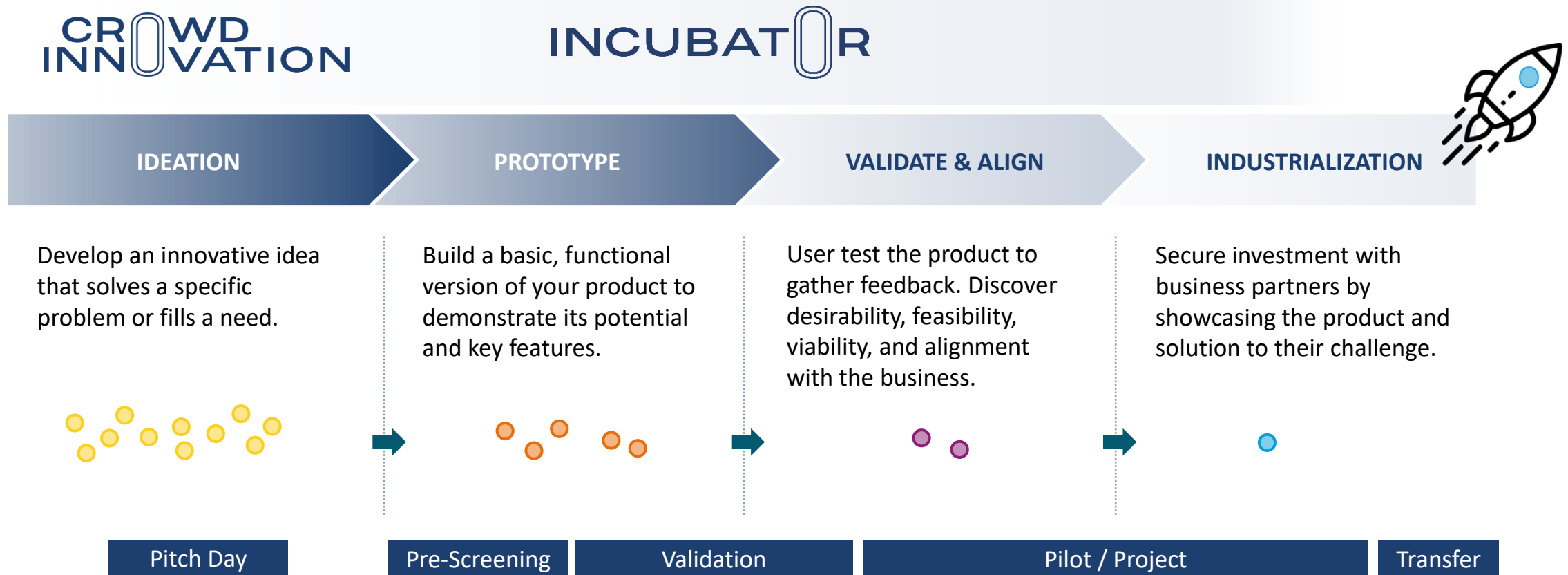
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# Innovation launch. Theory.

- Sales Strategy & Process
  - What sales assumptions are you making and have you tested them in the market?
  - Have you achieved product-market fit?
- Identifying New Opportunities & Negotiations
  - How do you evaluate new opportunities against what makes you different?



# LEADING INNOVATION. APPLICATION & IMPACT.



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## TESTIMONIALS & FEEDBACK

### CHECK IT RIGHT THE FIRST TIME

This project focuses on automating build list checks. Automating the verification process to confirm build list / BOM parts are consistent with new vehicle design intent.

"There's so much energy in the room, with so many great ideas shared and so many passionate people presenting them. As a judge, it was incredibly difficult to make a decision because every idea was truly so strong."

-BMW Leader



### REAL TIME SPLIT DETECTION

This quality containment project uses acoustic emission sensing in the Press Shop to detect and contain sheet metal splits in real time during stamping, preventing defective parts from advancing in production.

"These events are important and beneficial to make transparent ideas we have and push for implementation thank you for organizing it."

-BMW Leader





# **INNOVATION GROWTH.**

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# Innovation Growth. Theory.

- Customer Journeys & Experiences
  - What happens when you design for the full journey, not just the transaction?
- Marketing Strategy & Execution
  - Are you marketing to the right people?
  - What story does your marketing tell, and does it match what makes you different?



# LEADING INNOVATION. APPLICATION & IMPACT.

## HOW CAN WE HELP YOU INNOVATE?

PROVEN FORMATS TO UNLOCK NEW IDEAS AND REAL OUTCOMES



These sessions challenge the way things are done today. We help teams question assumptions, break industry rules, and spot opportunities others overlook. The goal is to uncover bold ideas that can reshape products, services, or business models.



Moonshot sessions focus on big, ambitious goals. Teams step outside near-term limits to imagine what would truly move the needle if anything were possible. This format is ideal for long-term vision, breakthrough growth, and future bets.



Structured, fast-paced sessions designed to generate a high volume of practical ideas. We move teams from problem definition to concrete concepts they can test and develop. Perfect for roadmap building, portfolio growth, or specific business challenges.



These sessions build the behaviors that make innovation stick. Teams learn how to think more creatively, collaborate better, and work comfortably with uncertainty. The focus is on lasting capability, not just one-off ideas.



### The InnOlympics

Explore 2026 technology trends and predict which innovations will come out on top and take home the gold.



### Masters of Innovation

Step onto the green, where you can explore the AI tools that can drive your automation to the next level.



# **INNOVATION SCALE.**

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# Innovation scale. Theory.

- Managing Business Performance
  - How do you know the difference between real momentum and vanity metrics?
- Course Corrections
  - What signals tell you early that it's time to change direction?



# LEADING INNOVATION. APPLICATION & IMPACT.





# **THANK YOU!**

Any Questions?