



## Process innovation

A platform allowing decisive and effective innovation of value-creation processes for businesses & organisations

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# DEFINITIONS

## ***Innovate***

*verb*

make changes in something established, esp. by introducing new methods, new ideas or new products that adds value in practice.

## ***Productivity***

*noun*

the effectiveness of productive effort measured in terms of output per unit of input.

## ***Product, service***

*noun*

an article or substance that is manufactured or refined for sale, a system that delivers an action that helps or does work for others.



# PRODUCTIVITY

Productivity is the lifeblood of any organisation. Wasteful use of resources is unethical. Productivity increase is what must be sought before anything else as it's the source of everything else.

What's productivity made of?

1. Productivity is the result of **how we do things** AND **what things we do!**
2. Efficiency is about **how we do things** and has been the target for ICT for 40 years. Today, gains from the efficiency hunt is mostly zero, sometimes negative. Upgrade from something version 8.0 to 9.0 usually costs more than any gain would cover.
3. That's why **what things we do** (effectiveness) must be the next logical step.
4. To be **most productive**, effectiveness is where innovation focus should be.
5. And **productivity is crucial** when creating new services and products.

# NEW OFFERINGS

Creating a new service or product requires two initial steps:

A. **Strategy** - the answer to three questions:

- What value are we going to deliver?
- To what customers?
- How are we different?

B. **Business Plan** - based on the strategy:

- How to deliver the value while keeping as much as possible of the value (or simply, how to deliver cost effectively at the best price).

# SCIENCE VS INNOVATION

| <b>Scientific method</b>  | <b>Innovation method</b>          |
|---------------------------|-----------------------------------|
| Formulation of a question | Identify a problem/situation      |
| Hypothesis                | Assumptions                       |
| Prediction                | Practical ideas                   |
| Testing                   | Testing                           |
| Failure/success, analysis | Failure/success, rinse and repeat |



# REQUIREMENTS

## **Innovation requires:**

- Identification of problems and its root cause, or
- Recognising an opportunity
- An opportunity to test ideas
- A way to measure results
- Freedom to fail (one cannot fail, one can only prove a false assumption)

## **Effective innovation requires:**

- Minimal costs of failure as one must fail
- Shortest possible lead time from idea to test
- User involvement and “ownership”

# IDENTIFY A PROBLEM

Innovation often starts with a problem, a need for a problem to go away.

But visible problems are usually only symptoms.

**The root cause is seldom visible.**

Fixing symptoms equals temporary relief, often creating new symptoms.

**Productivity is core**, with higher productivity more resources would be available for development and quality increase - hence a self-reinforcing process that solves a multitude of problems.



# THE ROOT CAUSE

to all productivity, quality and sustainability issues:

- All value creation happens in a sequence of activities - in processes. This **requires a flow framework**, just like water in motion needs a pipeline, a riverbed or bucket passing.
- Knowledge work (services) happens mostly in “**unpredictable processes**” that has no IT process support similar to what “predictable processes” (industrial) have. The flow is therefore manually driven using organisational hierarchies, reports, meetings, rules and other structures and activities that pirates time: costly and error prone bucket passing that promotes frustration and kills innovation by being too rigid.
- This is where we find the root cause to visible productivity and quality symptoms: in the easily breakable and resource intensive manual handling of the flows.
- Hence **productivity innovation equals flow innovation**.



# INNOVATING FLOWS

- To innovate on the flows means to test new paths and different activity sequences.
- The existing framework for the flow is the organisational structure.
- The organisational structure with its hierarchy, its rules, its culture and practices is immensely rigid and almost impossible to change fast and effectively.
- **In practice the current manual flow framework strongly inhibits and even precludes real innovation in regards flows and hence core productivity.**

# CHANGE?

- To innovate on the flows means changing people's habits.
- The usual way of “change people” does not work.
- **“Change the environment and people will change their ways”**. That simple.
- The current method is to tell people to start cooking food when they're at their office desk.
- Give them a kitchen instead.

# INNOVATION PLATFORM

Thingamy is a platform that can process the whole value creation flow, an environment that opens for change:

- It is the first process based IT solution that can model and run unpredictable processes as easy as predictable processes.
- It allows any value creation flow to be modelled then changed by a few clicks without any change to the organisational hierarchy, culture or practices.
- It allows new flows and hence new services and products to be added in hours.
- It allows, even requires, direct user or customer involvement and “ownership”.

In short it allows for **fast and effective testing of any flow related and hence productivity related ideas** as well as **fast and effective creation and testing of new services and products**.

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# IN PRACTICE

The Thingamy platform is delivered as a service in the cloud and includes:

- Browser based with mobile device interfaces as default for zero infrastructure requirements.
- Modelling and implementation of innovation ideas.
- Full support and consulting for all phases from problem definition through idea generation to implementation.

Pricing is per day for modelling, implementation and consulting.

Platform use as innovation tool is free.

The innovation tool can later be expanded to become the production environment at a very competitive price.

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# POST INNOVATION

If the platform is kept as the workflow/production environment, then Thingamy:

- Delivers perfect step-by-step activities in simplest possible user interfaces.
- Delivers seamless collaboration cross entities for best possible use of resources.
- Assures data consistency and removes reconciliation needs.
- Dynamic and unprecedented security and privacy based on the direct relation between a user and case/object/task at any time.
- Significantly fewer errors due to a truly logical data model, far lower complexity, undisputed responsibilities, ironclad handovers and unbreakable processes.
- Focus on autonomy, purpose and mastery for motivated workers.
- Undisputed and single ownership to any situation and case opens for real transparency that allows for all-important peer recognition and peer pressure.



# A NEW WORKPLACE

If Thingamy is kept as the workflow environment this would be the new workplace:

- A place without administration nor duplicate work, only focus on value creation.
- A place where all tasks, information, and required tools appear at the right time.
- A place that creates all reports automatically.
- A place where handovers and responsibilities are indisputable and transparent.
- A place that you can bring with you.
- A place where you will not be disturbed.



# CONTACT

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Thank you for  
taking the time!

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