

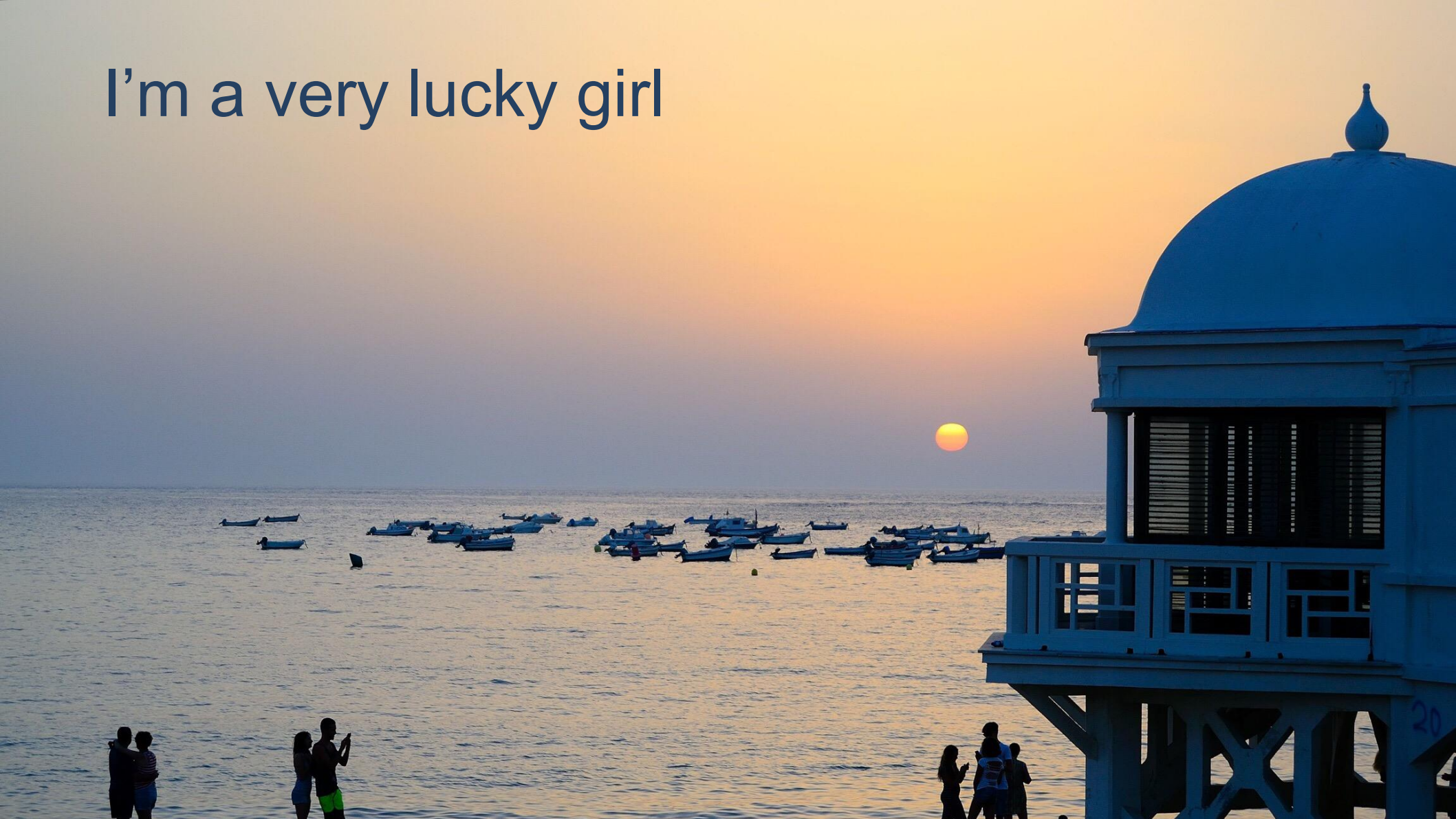
Innovation Silos

The importance of the organizational
model to innovate

17th February 2023

Marilo Vallecillo
 marilovallecillo

I'm a very lucky girl



Index

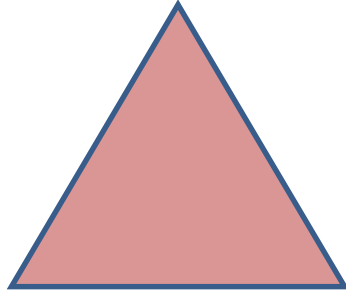
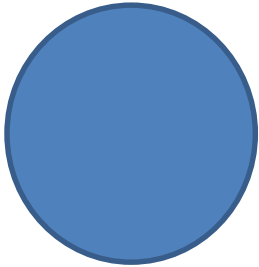
1. Who innovates in your company?
2. Which area innovates?
3. How is the innovation driven?

Who innovates in your
company?

Who innovates in your company?

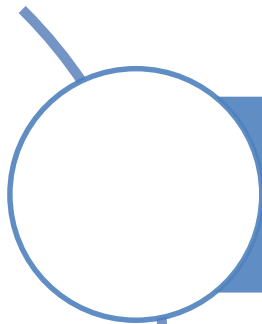
- ☐ Innovation department.
- ☐ Everyone.
- ☐ External companies.
- ☐ No one.

Do you think this approach is working?

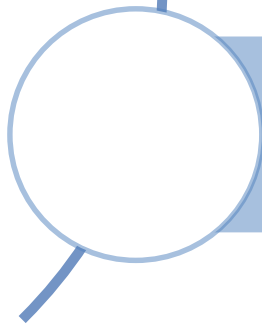


One size does not fit all

The impact of the org model on innovation



Which area innovates?

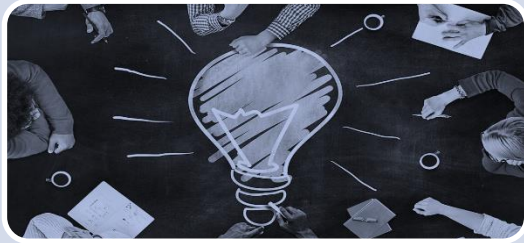


How is the innovation driven?

The impact of the org model on innovation

Which area innovates?

Some common approaches



Innovation
Area



Innovation
Everywhere

Innovation Area



Innovation Area

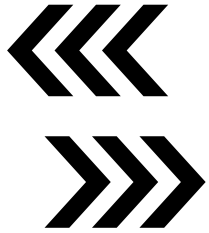
Common in medium-large companies

Innovate with dedicated budget, team and goals

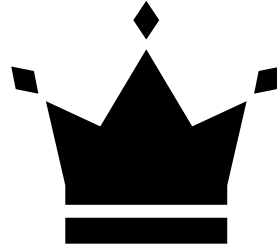
Expose to questioning their fundamental value

An innovation area is neither necessary nor sufficient to innovate

Innovation Area Sins



Misalignment



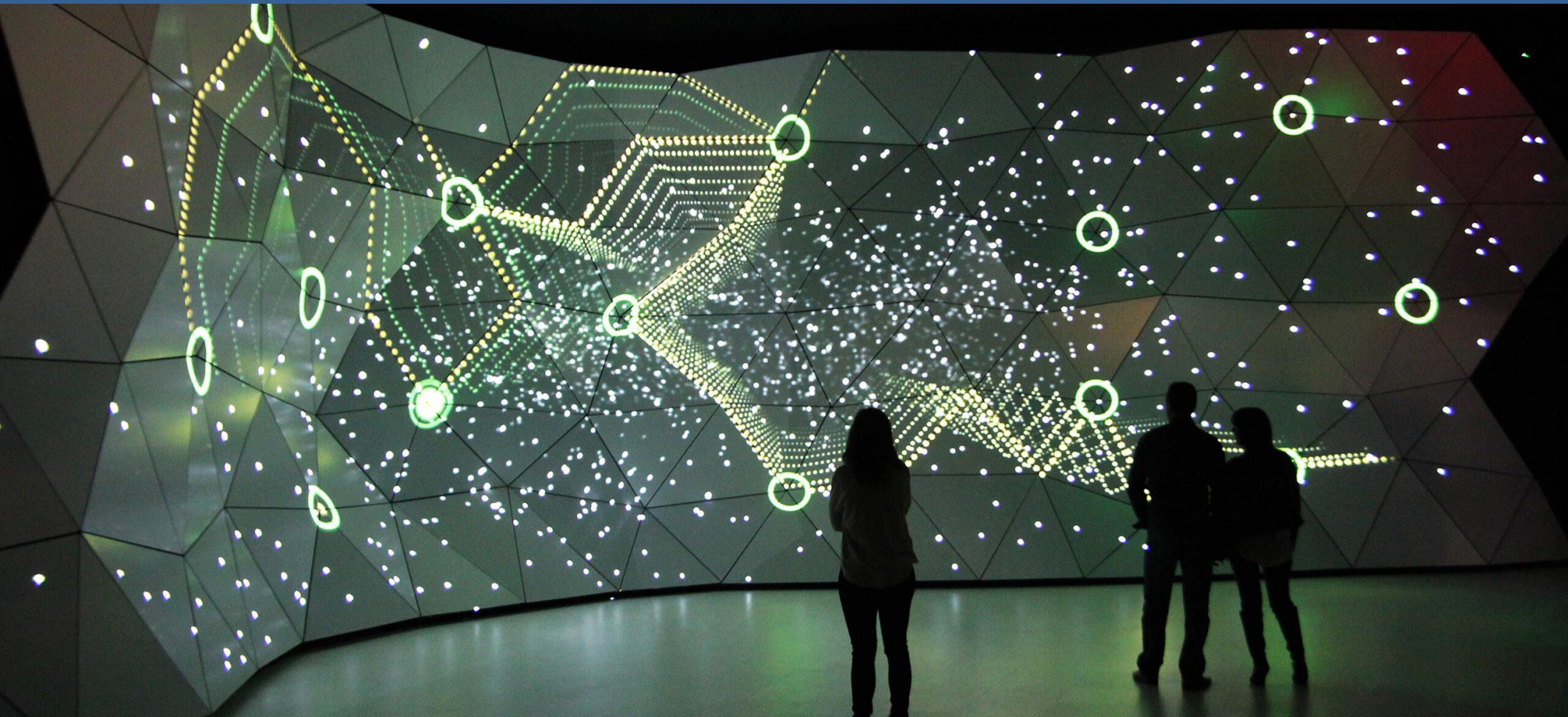
Vanity Metrics



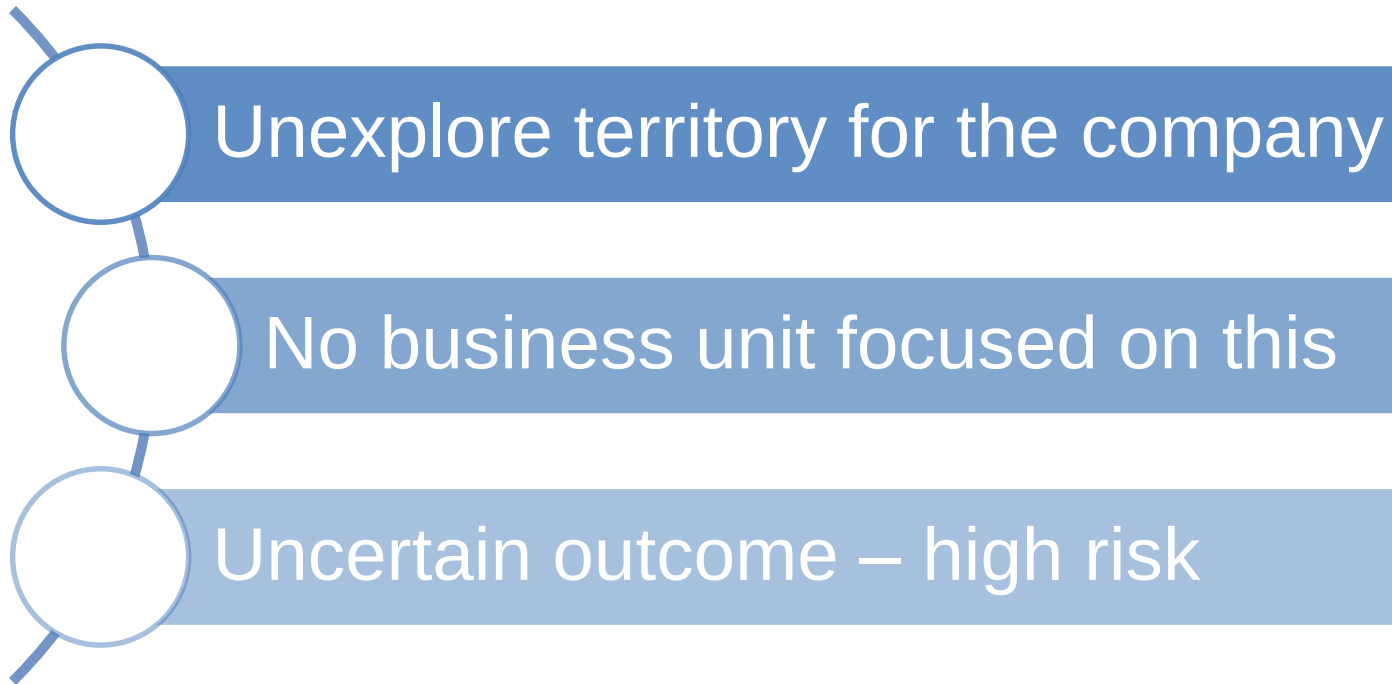
Hand over

So, when an Innovation Area is
a good idea?

Innovation Area: Disruptive innovation



Innovation Area: Disruptive innovation

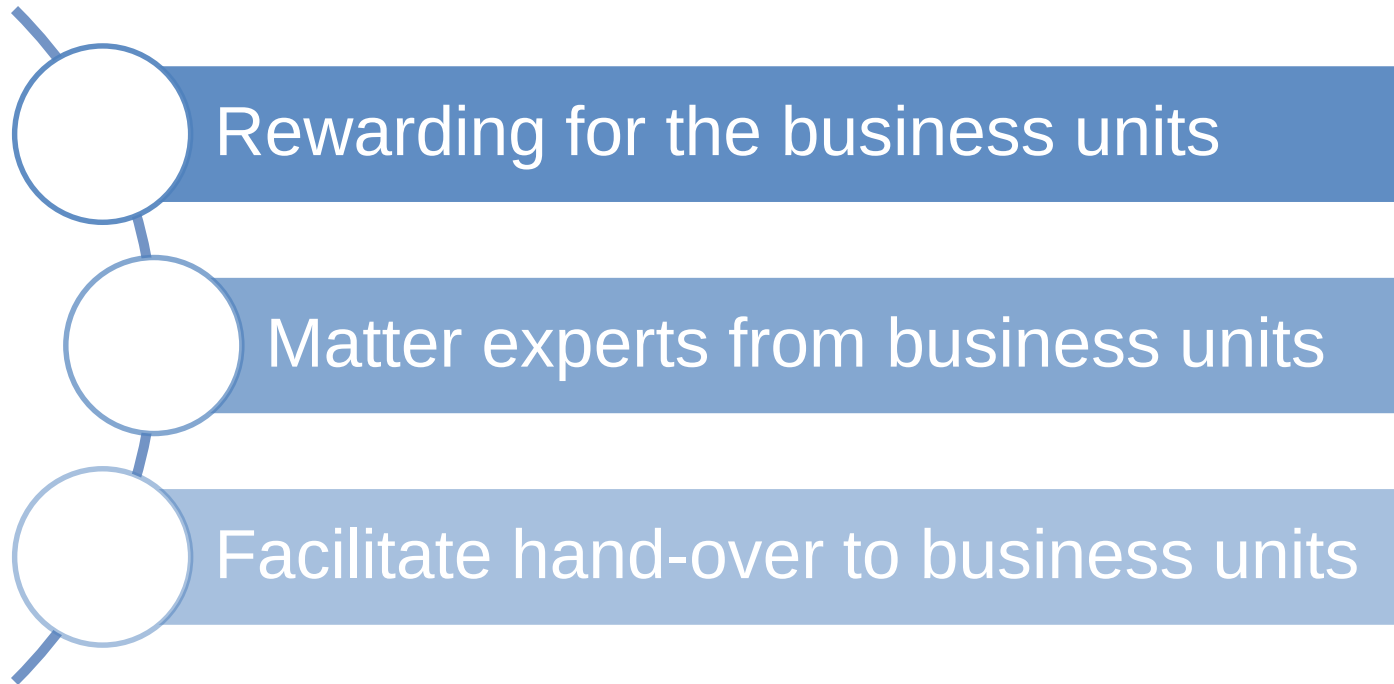


Shall disruptive innovation
happen in a silo?

Innovation Area: Disruptive innovation



Innovation Area: Disruptive innovation



Innovation Everywhere



Innovation Everywhere

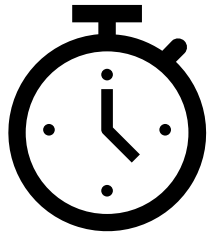
Companies all sizes

Innovate as part of the product development

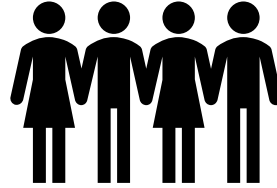
Conflicting priorities with short term goals

Could easily be turned into Innovation Nowhere

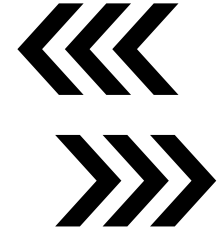
Innovation Everywhere Sins



Conflicts with
short-term



Lack of Specific
Profiles



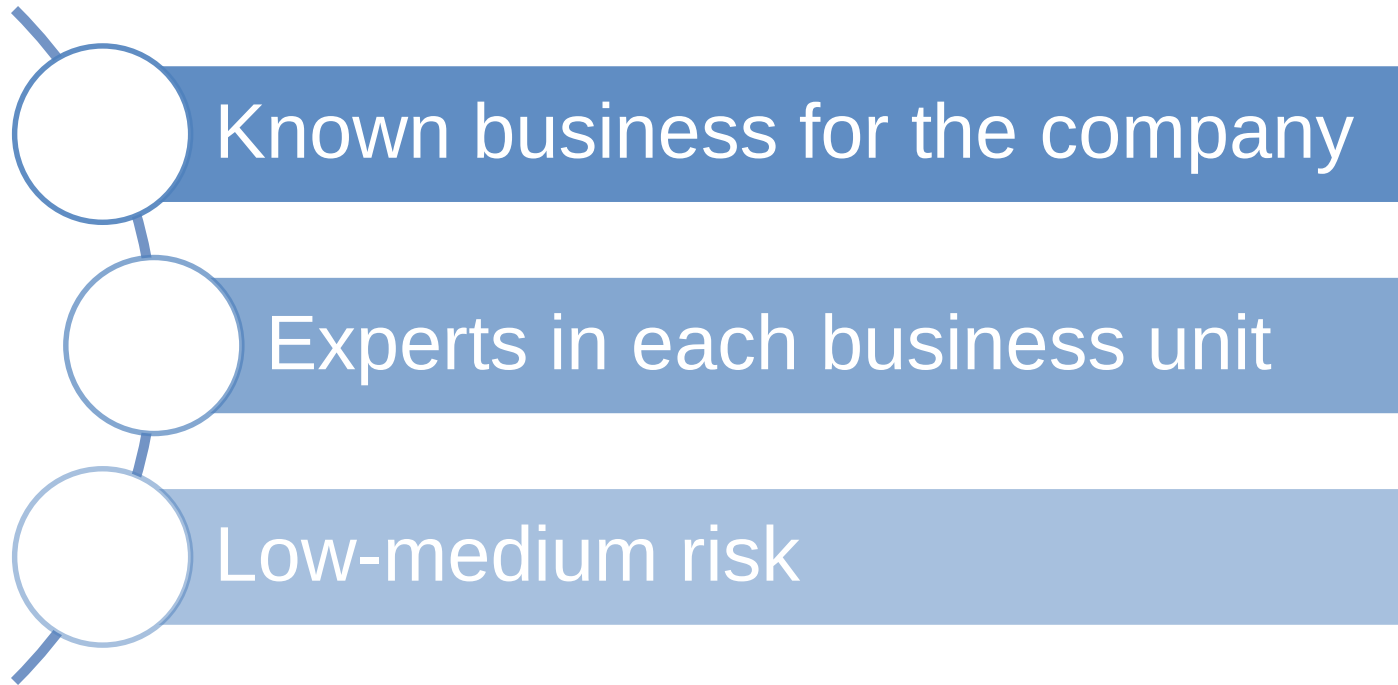
Misalignment

So, when Innovation
Everywhere is a good idea?

Innovation Area: Incremental innovation



Innovation Area: Incremental innovation



Shall Innovation everywhere
happen in a silo?

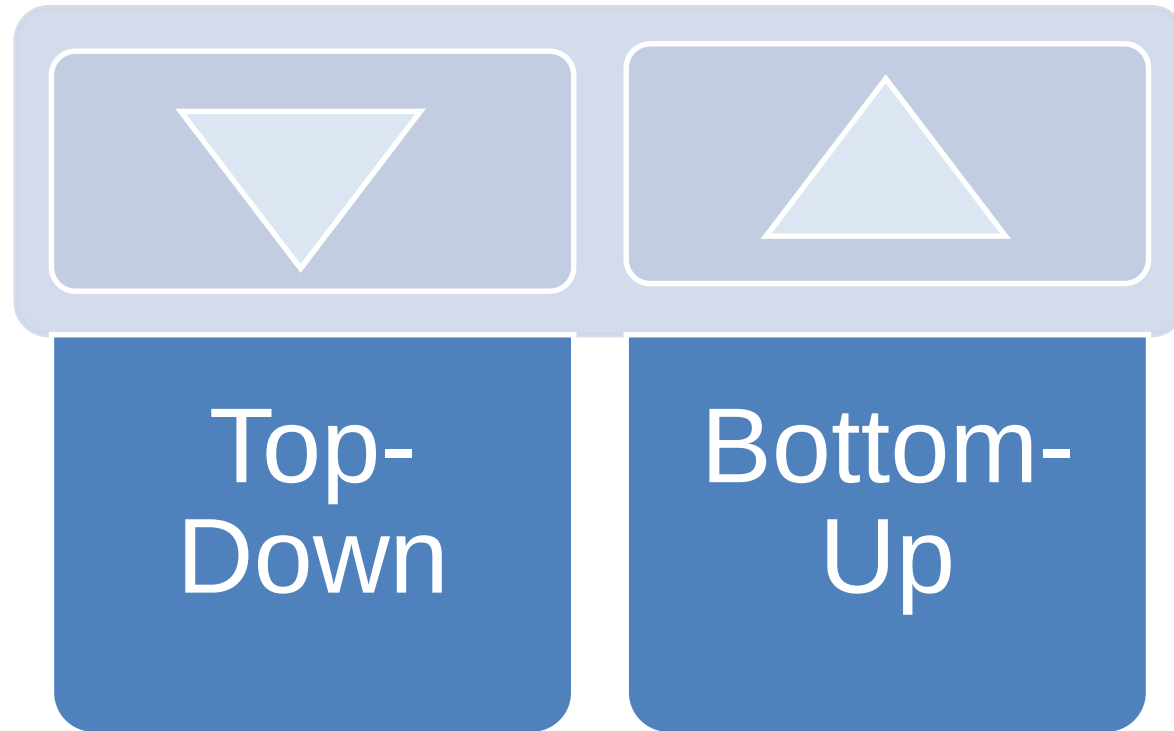
Innovation Area: Incremental innovation



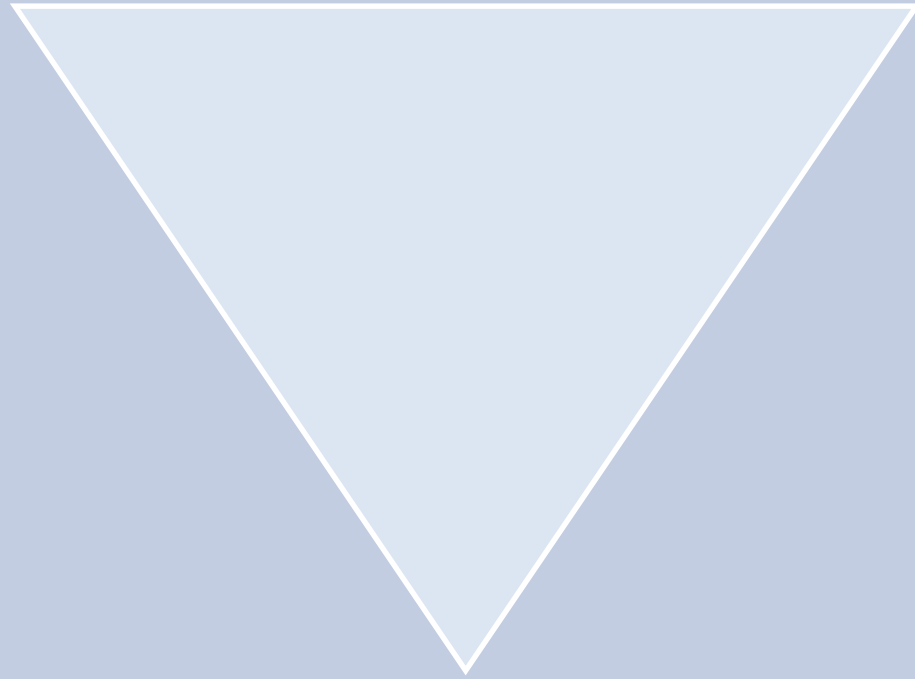
The impact of the org model on innovation

How is innovation driven?

How is innovation driven?



Top- Down Innovation



Top-Down Innovation

Leadership defines from strategy to execution

Centralized decision making

Aligned with company strategy

It happens in corporations and in start ups too

Top-Down Sins



Low risk

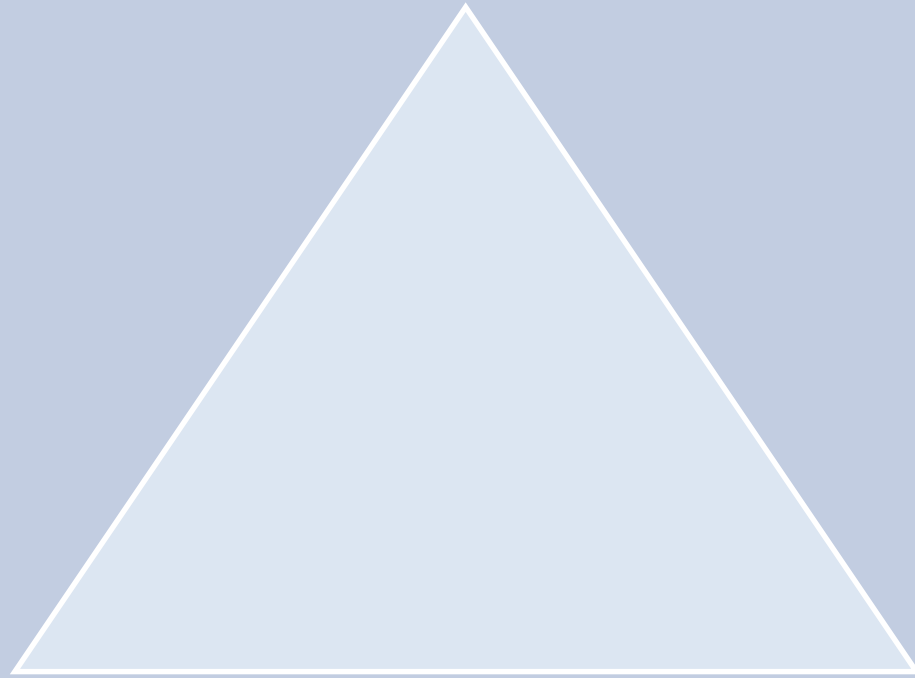


Constraint
creativity



Lack of
engagement

Down-Top Innovation



Down-Top Innovation

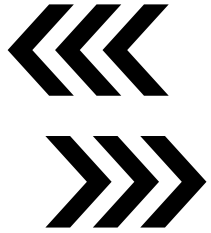
All ideas are welcome

Open to take risk in a trusted environment

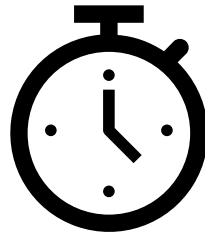
Promotes creativity

It happens in corporations and in start ups too

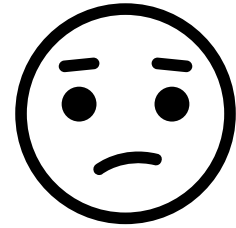
Down-Top Sins



Misalignment

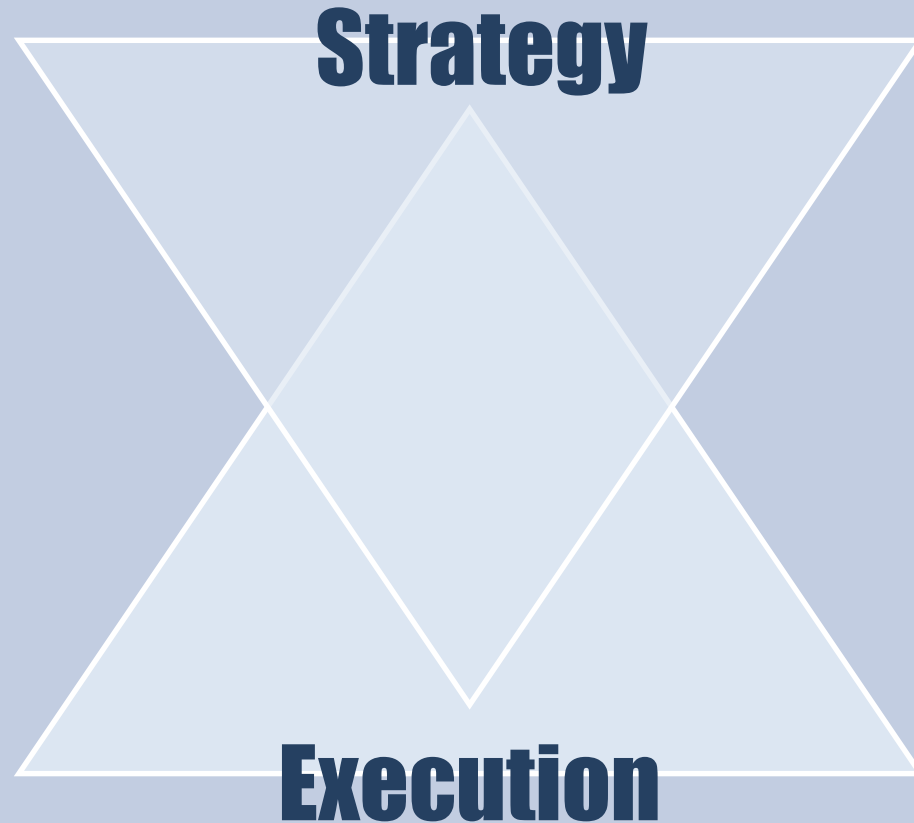


Slow decision
making



Frustration

Down-Top-Down Innovation



Take aways

- The right organization to support innovation depends on the company, task to be done and the time.
- Whatever path you follow, silos should be avoid.
- What it is not an option, is not to innovate.

Thank you