

# NASH SQUARED

Where talent & technology meet





## INNOVATION LABS 2.0

### **I Our vehicle for discovering and driving innovation across our business**

With our strategy for growth, we are taking this opportunity to innovate our own Innovation Labs, and with the support of the Global Leadership Team have now created Innovation Labs 2.0.

Our key to success is you. Ideas set the stage for compelling approaches to challenges or new opportunities, or both!

This presentation is intended to help you describe and quantify your innovation.

## THIS PRESENTATION

| **“The value of an idea lies in the using of it.”**

- Thomas Edison

Innovation is acting on an idea. But an idea without definition is almost impossible to put to use and realize its potential.

It's not enough to define it. It must be applicable, actionable, and importantly, have a result that positively impacts the business, our clients, and/or employees



# Numbers Can Matter

1

## The Business

Look to quantify the value to the business, such as revenue, margin, and costs. It's important to tie to a timeline and longevity.

2

## The Client

How does the innovation positively impact our clients? Quantify improving customer satisfaction, great customer retention, or higher levels of customer service.

3

## The Market

Provide indications on the affects on market. For example, does the innovation expand operations, open new markets or create new services?

4

## Our Employees

Express how the innovation applies to employees and the overall impacts to their job.

5

## Our Company

Articulate how the innovation may influence our brand. For example, do you envision it becoming a product or new line of business?

6

## Our Capabilities

Express the innovation's contribution to our capabilities and how it may improve, enhance, or add to them in tangible ways.

**“Innovation is not the product of logical thought, although the result is tied to logical structure”**

-Albert Einstein



# Plan to Win

**“I have always found that plans are useless, but planning is indispensable.”**

-Dwight D. Eisenhower

- Outline a high-level roadmap, drawing out the contributing factors of the innovation and how they are inter-related
- Form a general plan of approach that establishes an overall timeline and order of activities and, if applicable, when key investments are needed, such as acquiring people, technology, or other resources
- Articulate an assessment of tangential areas that may need attention. For example, will people need to learn new skills and have additional training?

# Approach to Defining

## Stage 1 | Names Matter

It's always helpful to name an innovative concept or approach. It helps to give it a start point and anchor for conversation.

## Stage 2 | Set the Stage

Provide a short tagline-like description that captures the foundation of the innovation. Approach it like a mission statement with emphasis on clarity.

## Stage 3 | Core Impact

Describe the overall outcome or results. What is at the centre of the innovation's impact? While there may be many positive attributes, what is the most significant.

## Stage 4 | Moving Parts

Describe the innerworkings of the innovation, such as the technical elements, processes, business features, and how its affects will be measured.

## Stage 5 | How to Get There

Describe the changes or interlocks that will need to happen to realize the innovation. Be mindful of the effort and costs, and impacts to other things.

## Stage 6 | Overall Results

This is an opportunity to quantify all the influences of the innovation, from business and client impacts to employee affects and culture.

## Role description

“What is your role as a team member of the Innovation labs 2.0.”

### Objective

Driving innovation within the company

### Tasks:

- Help colleagues to bring ideas to light
- Facilitate the innovation process
- Manage innovation projects
- Measure and report success





## Role Description

| “What is your role as a Nash Squared colleague.”

- **Harvest** ideas and share with the innovations team
- **Qualify** your ideas
- **Submit** your qualified ideas to your innovation labs representatives

## AMERICAS

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Michael Tosto

Scott Abney

## EUROPE

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Graeme McNaul  
Nick Leppington  
Judith Eulaers  
Kerrie Banaszak  
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# Innovation Lab 2.0 The Team

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## INNOVATION LABS 2.0

**| We're here to help**

Contact us:

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