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BESTSELLER

BARNES & NOBLE
#1 BESTSELLER



How to Create a Culture of Innovation

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FAST COMPANY



Forbes.com



monster



OPEN

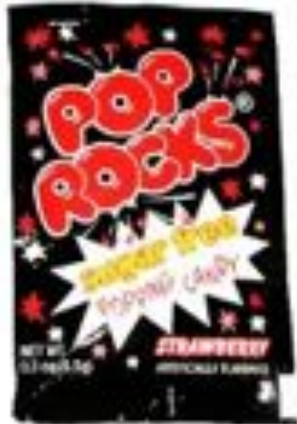








Famous Breakthrough Innovations





Definition of Innovation

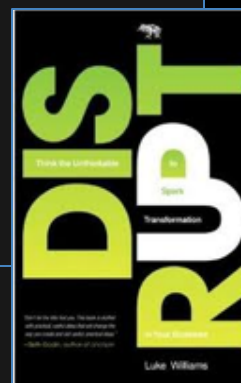
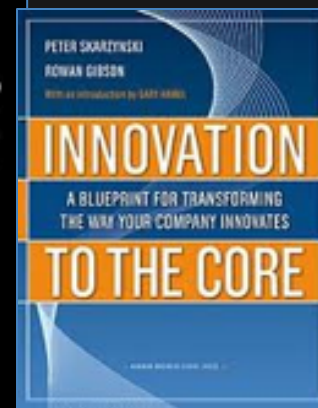
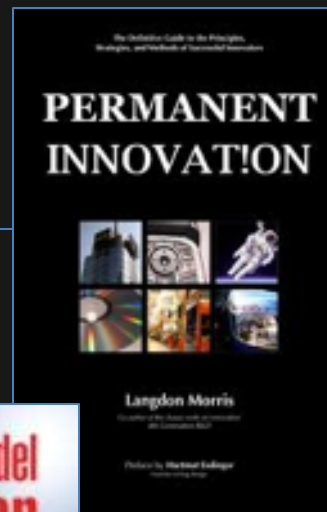
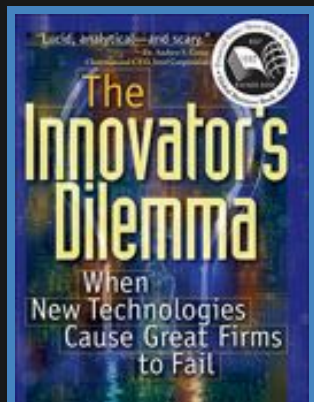


**New things that
add value**

**Products, Services,
Processes, Business Models**

for...

**Consumers, Customers,
Partners, Employees,
Communities, etc.**



Casualties of Disruptive Innovation

BORDERS®

The logo for Borders, featuring the word "BORDERS" in a bold, black, sans-serif font with a registered trademark symbol. Below the text is a solid magenta horizontal bar.

 **BlackBerry**

The BlackBerry logo, featuring a stylized icon of a BlackBerry keyboard to the left of the word "BlackBerry" in a bold, italicized, black, sans-serif font.



“There's no formula. If there was a formula, a lot of companies would have bought their ability to innovate.”



-- Tim Cook, CEO





So how do
you create a
culture of
innovation?

Vision & Strategy
Values Statements
Metrics & Rewards

Organizational Structure
Business Processes
Leadership Behaviors

Norms

Taken-for-Granted Beliefs

Values

Unwritten Rules

Shared Assumptions

Culture is the underlying norms, beliefs, assumptions, and values that influence people's behavior

AUTO
PILOT

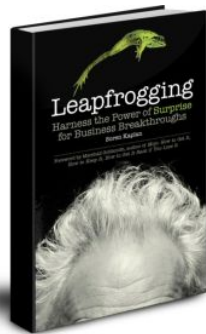
AGE

DISENGAGE



3 Building Blocks of an Innovation Culture

1. Be intentional with your innovation intent
2. Fall in love with problems, not solutions
3. Go outside to stretch the inside



Quicken 2005 Premier Home & Business - Wiki - [Checking]

File Edit Tools Online Business Cash Flow Investing Property & Debt Planning Tax Reports Help

Back Update Reports Setup Services Quicken.com Customize

Quicken Home

Business Center \$0.00

Cash Flow Center

Checking 99,910.11 \$99,910.11

Investing Center \$0.00

Property & Debt \$0.00

Checking Register Overview

Delete Find Transfer Reconcile Write Checks Set Up Online View Report Options How Do It?

Date	Num	Payee Category	Memo	Payment Exp	Cr Deposit	Balance
10/1/2006		Opening Balance [Checking]			R 100,000.00	100,000.00
10/25/2006	100	Wikipedia		75.00		99,925.00
11/1/2006	DEP				123.67	100,048.67
11/3/2006	ATM			40.00		100,008.67
11/4/2006	101			98.56		99,910.11

Payment Exp Enter Edit Split

Net Worth \$99,910.11

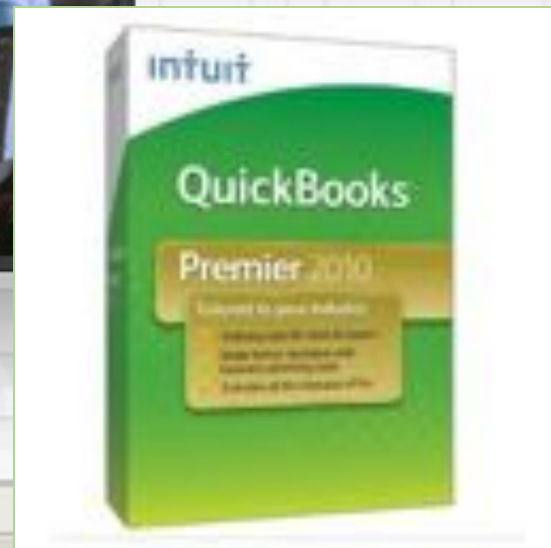
Financial Overview

Customize Hide Amounts

Download Transactions Scheduled Transactions (0 Due)

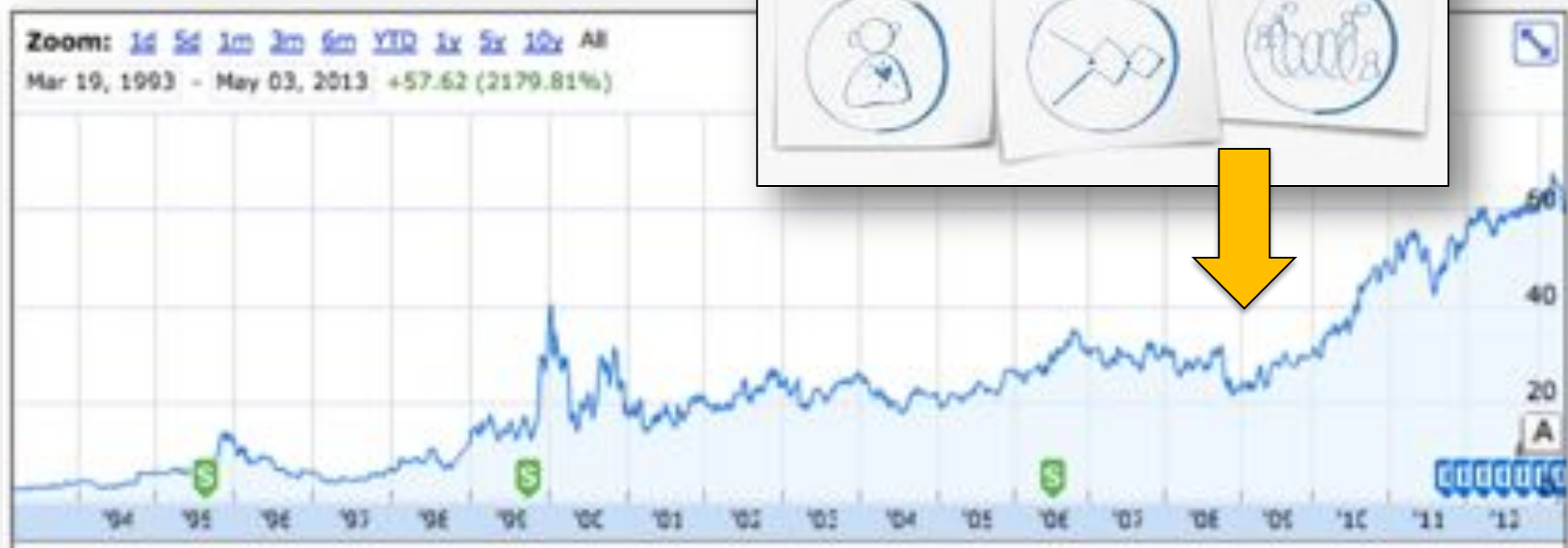
Set Up Online Payment Pay your bills electronically from this account using Quicken Bill Pay

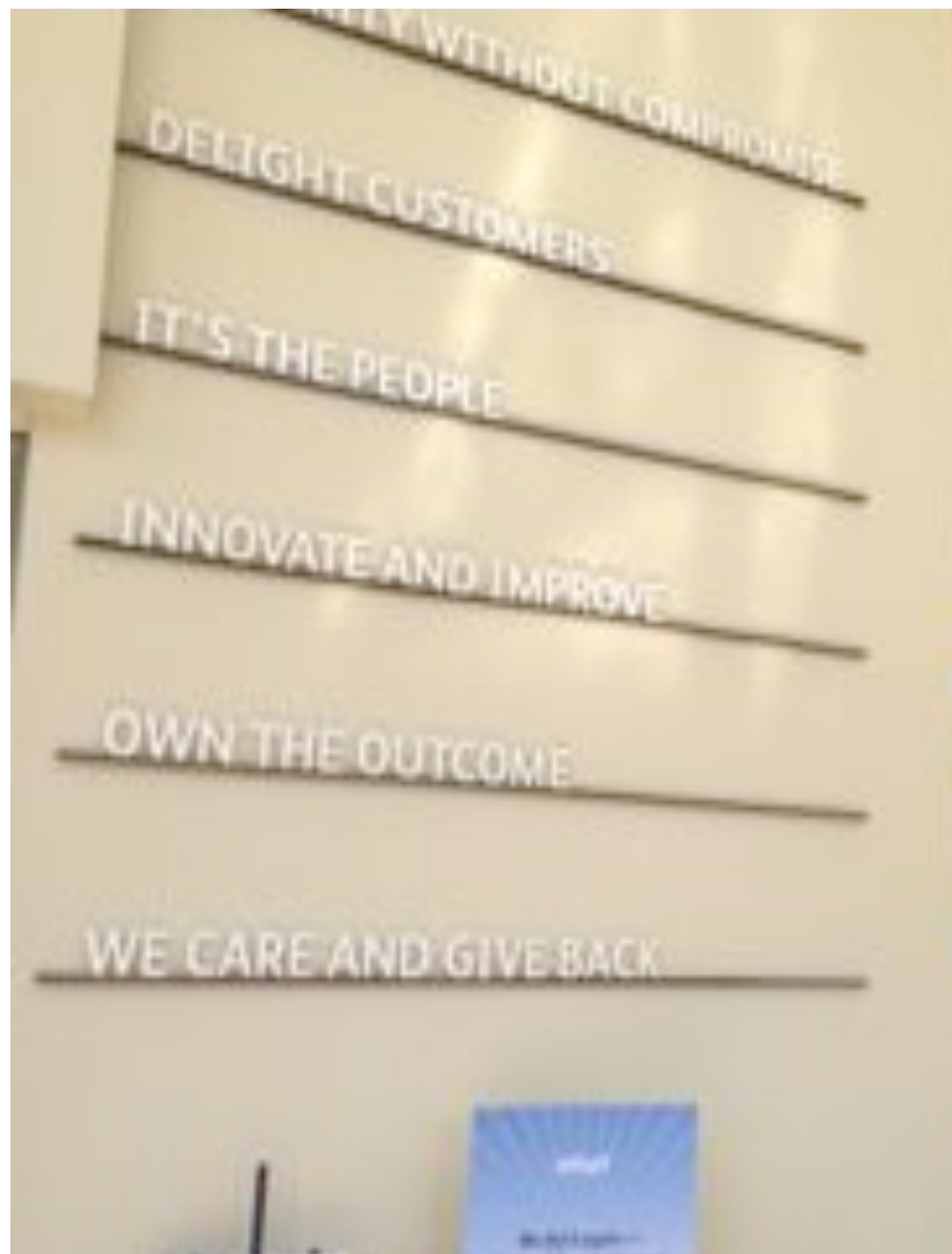
Pay vendors online the easy way - Quicken Bill Pay



Innovation Catalyst is a true catalyst for growth

intuit®





Our Mission

To improve our customers' financial lives so profoundly they can't imagine going back to the old way.

Our Values

Integrity Without Compromise

We hold ourselves and each other to the highest standards in all we say and do. Our actions and communications are always direct, honest, and transparent.

Delight Customers

We put customers at the heart of everything we do. We work together to deliver end-to-end experiences so profound that customers love using our products and services, and actively recommend them.

It's the People

We are high-performing people who do great things. We embrace personal growth and development, diversity, and inclusion.

Innovate and Improve

We endeavor to drive growth and continuously improve everything we do. We move with speed and agility, and embrace change. We have the courage to take risks and grow by learning from our mistakes and failures.

Own the Outcome

We are accountable for our behaviors, actions, and outcomes. We all own the success of the team, and take personal responsibility for achieving great results.

We Care and Give Back

We give back to our communities and the environment. We enable our people to participate and collectively have a meaningful impact.

“To improve our customers’ financial lives so profoundly they can’t imagine going back to the old way”



Innovation can occur anywhere, at anytime.

At this kitchen table, Intuit founder Scott Cook was inspired to create Quicken, our first flagship product in 1983. It symbolizes the spirit of innovation and collaboration that inspires our employees to change people's lives so profoundly that they cannot imagine going back to the old way.

Gather here to imagine, create, share ideas and be inspired.



2012 Scott Cook Entrepreneurial Hall of Fame

Taxcaster

Jay Yu

Consumer Group, San Diego

At an idea jam in 2008, Jay led a small team to look at the problem of enabling people to see how their taxes would be affected by various decisions they made throughout the year. With the help of dozens of volunteers and working almost exclusively in unstructured time, they gave the idea into a solution for the Web and mobile devices. As of Aug. 2012, Taxcaster had 2.5 million visitors – 25 percent of whom went on to complete their taxes in TurboTax, generating \$30 million in revenue. And best of all, half of those fees were new to the franchise.



2012 TechLink Immersion Award Winner

Immersive College Recruiting

Samantha Apostolou, Chris Hylan and Arun Mukhakumman

Human Resources, San Diego Payment Solutions Division, WorldPay LLC, and Mountview

Recruiting top students from top universities is incredibly competitive.

Stepping up to the challenge as an Inland leader, Chris Hylan

chose to target the University colleges directly rather

compensating a head search firm. He worked with the

best of all students experience an Immersive culture

through this process. He used an existing GoPro camera

on-site cameras, but never had a good quality camera

on-site, ultimately creating two of the most full-time

employees. It's a win-win. Students can make more

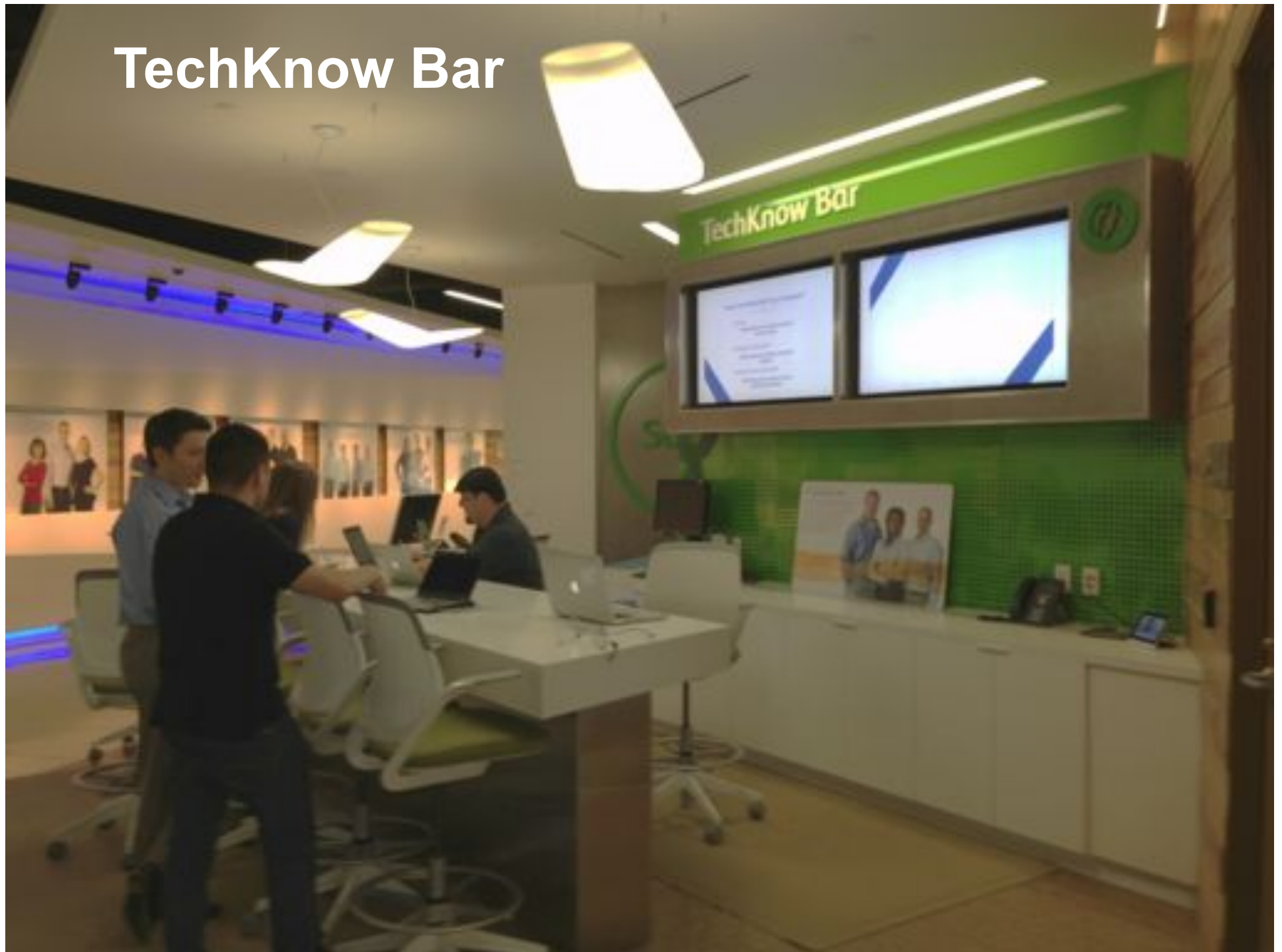
affirmed career decisions, and Inland can make hiring

decisions based on actual work. The program has now

become a standard part of growing recruiting.



TechKnow Bar



Frame the way you want to change the world, and make it about the customer.

Finance

- “To deliver “financial insight” to drive our leaders’ strategic business decisions, and overall success.”

HR

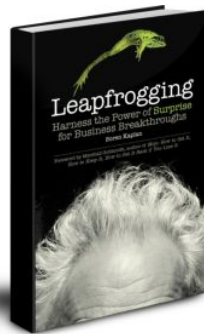
- “To grow top talent that shapes the future of our company, and the industry”

IT

- “To provide tools & services that enable breakthrough innovation inside for employees and outside for customers.”

3 Building Blocks of an Innovation Culture

1. Be intentional with your innovation intent
2. Fall in love with problems, not solutions
3. Go outside to stretch the inside

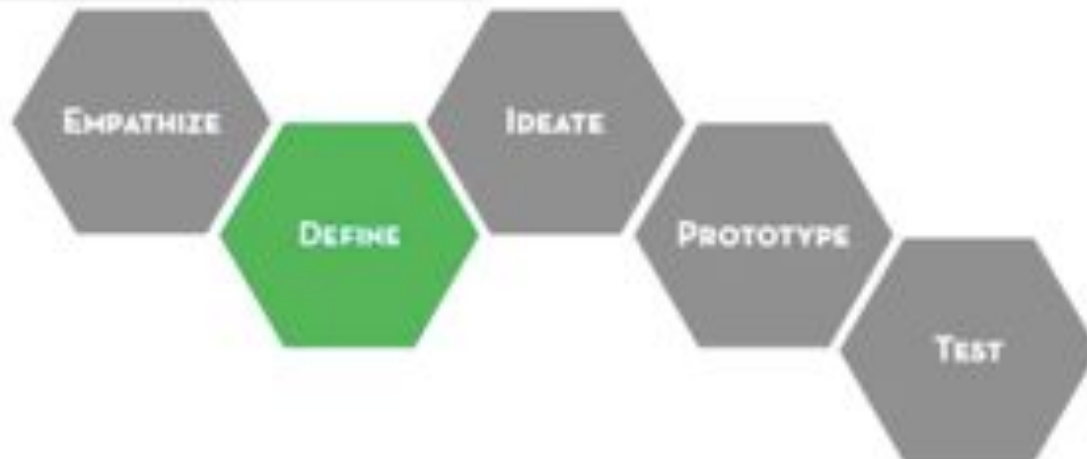


Card Trick Video



Provide Innovation Tools





METHOD

SATURATE AND GROUP



WHY saturate and group

You space saturate to help you unpack thoughts and experiences into tangible and visual pieces of information that you surround yourself with to inform and inspire the design team. You group these findings to explore what themes and patterns emerge, and strive to move toward identifying meaningful needs of people and insights that will inform your design solutions.



WELCOME

Welcome to Catalyst, a day-long immersion in Intuit's innovation culture. Catalyst will not be your standard conference. The PowerPoint will be minimal. Instead, you will take part in exercises where you will actively use innovation techniques and learn by doing. Working with our Innovation Catalysts, you will practice building deep customer empathy, quickly running experiments, and applying our Design for Delight principles to solve business problems.

WHAT TO EXPECT

Today is a day where we will be learning new ways of solving old problems. It is a day of learning how to be used being uncomfortable and all the great insights that are falling fast. Most importantly, it is a day for learning innovation tools that will evoke change and creativity. You are here and look forward to spending a reward.

A FEW GROUND RULES

1. Everyone is a designer.
2. Be open to new possibilities.
3. Be present.
4. Everyone has an equal voice.
5. Work as a team.
6. Share what you learn. #innovationcatalyst

A message from Brad Smith, President and CEO

Welcome to Catalyst!



You are part of a select group invited to participate in this inaugural event. We are excited you are here and excited to share our approach to innovation with you, our partners and friends.

Today, we are living in a world where the pace of change is not evolutionary, but revolutionary. As the world becomes more global and more connected, new models and methods are reshaping the way we do business across industries and cultures.

This new landscape presents all of us with both great opportunities and

innovative companies are transitioning to an culture, where it is not the opinion of the highest paid that drives key decisions, but the data derived from a new data-driven world, the role of leader is changing. It is not only how you do it, strong innovation skills are a modern workplace.

experienced this first hand. The tools and techniques we have helped turbocharge our own innovation culture, ideas and ultimately delight our customers.

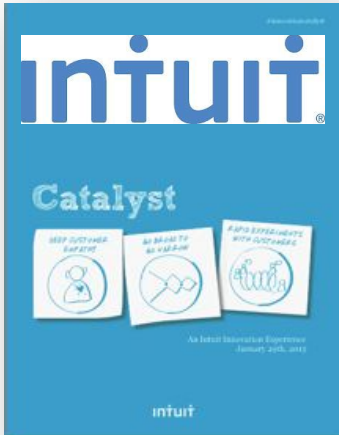
When you leave today, you will be armed and inspired with skills to lead innovation in your own organizations. We hope you will enjoy your day innovating at Intuit!

Catalyst

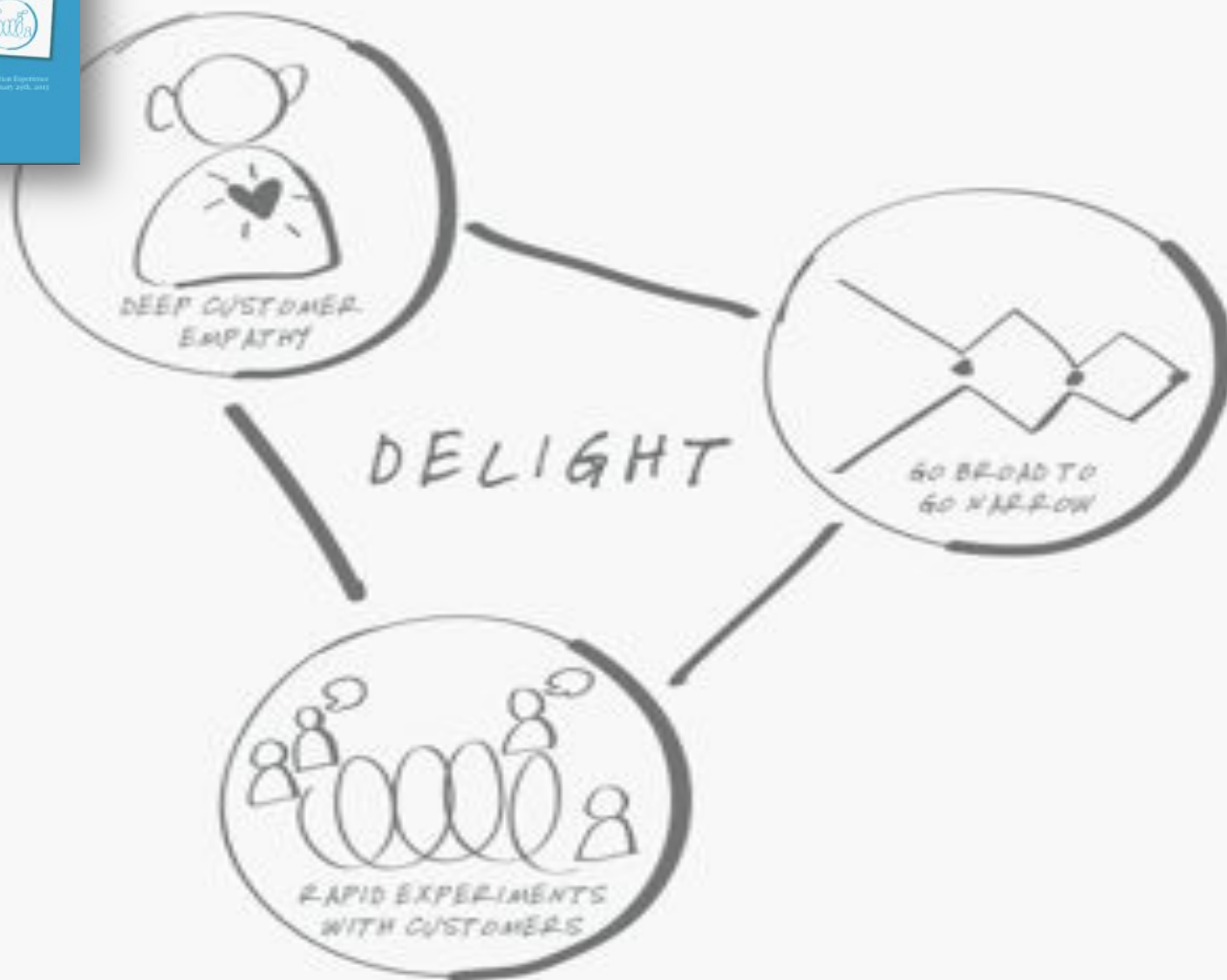


An Intuit Innovation Experience
January 29th, 2013

intuit



Design for Delight



200 Catalysts

Catalyst

Tuesday
January 28

AN INTER-ORGANIZATIONAL INITIATIVE



Lean Start-Ins

Turn your ideas into reality. Change the world.

Add an Idea

Exciting Ideas

Most Active

Highest Rated

Recently Added

By Interests

Ideas with the most recent activity in Brainstorm:

1. Build a mobile app for small businesses to accept credit cards		★★★★★	8	0
2. Offer a full-service online payroll solution		★★★★★	18	3
3. Allow employees at small businesses to view their paychecks...online!		★★★★★	14	2
4. Put it in the cloud		★★★★★	10	2
5. Program deliverable should come before the app deliverable: how do we ...		★★★★★	13	4
6. Integrate data into other applications easily		★★★★★	11	2
7. Talk to the folks who know		★★★★★	9	2
8. Create a free and simple online invoice manager		★★★★★	0	0
9. Help small businesses find and hire the right people		★★★★★	0	0
10. Allow small business employees to track their time on		★★★★★	0	0

Discover more ideas



Welcome Tad!

Visit your profile to view and update your ideas, interests, skills, and personal information.

Challenges



Solve important problems!

6 Challenges are open for submissions.

See all challenges

Top Innovators

Activity Comments Tags

1.		Kyle Klat	57
2.		Kyle Klat	20
3.		Tad Hilbourn	1
4.		Wad Magdalen	1
5.		Keith	1

Invite others to participate in Brainstorm!

See detailed leaderboard



Form W-2 Wage and Tax Statement 2001

United States Department of Naval Intelligence
Washington, DC 20310

Robert S. Lassar
1223 James Lowell
Las Vegas, NV 89122

Form W-2 Wage and Tax Statement 2001

41-00000000

Joy Lutheran Church
957 Main St
Anytown, IL 60001

Rev. Sue Doe
123 Main St
Anytown, IL 60001

Form W-2 Wage and Tax Statement 2001

41-00000000

Joy Lutheran Church
957 Main St
Anytown, IL 60001

Rev. Sue Doe
123 Main St
Anytown, IL 60001

Form W-2 Wage and Tax Statement 2011

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Anytown, IL 60001

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123 Main St
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Rev. Sue Doe
123 Main St
Anytown, IL 60001

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123 Main St
Anytown, IL 60001

Form W-2 Wage and Tax Statement 20YY

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Joy Lutheran Church
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Anytown, IL 60001

Rev. Sue Doe
123 Main St
Anytown, IL 60001

File from your phone



Magically do your taxes with the snap of a photo.

How It Works: Download for FREE and

1. Snap a photo of your W-2 to import your info
2. Answer a few simple questions
3. Review, efile securely, done!

Download now!

Try for FREE! Pay ~~\$24.99~~ \$19.99 when you're done.*



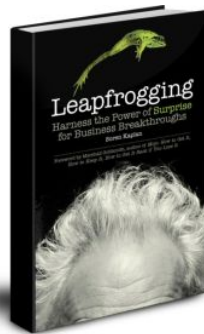
Magically do your taxes
on your phone with the
snap of a photo!



*“Oh, my god”
“Easy and magical”*

3 Building Blocks of an Innovation Culture

1. Be intentional with your innovation intent
2. Fall in love with problems, not solutions
3. Go outside to stretch the inside





OpenTable.com Restaurant Reservations
Free - Instant - Confirmed

Home [Sign In](#) [Mobile Help](#)

New York / Tri-State Area Restaurants

1 Select Location
Select a Location
[See other U.S. cities](#)
See also: [Atlantic City](#), [Philadelphia](#)

2 Refine Search Criteria
All Neighborhoods
All Cuisines
- OR -
Enter Restaurant Name
[See all New York Area restaurants \(1293\)](#)

3 Select Date, Time & Party Size
05/19/2009 7:00 PM 2 people
[See Results On A Map](#)
Find a Table

Welcome, Guest
An OpenTable Introduction
 > See how OpenTable works
 > Find out about Dining Rewards
 > Learn how restaurants are added

Offers and Events in New York / Tri-State Area
 > **Fathers Day - June 21**
Special Menus & Offers
 > **2009 Diners' Choice Winners**
Top 50 Best Overall Restaurants
 > **Earn Free Meals Faster**

★★★★ OpenTable Diners' Choice™
All New York / Tri-State Area
Refine Location: Manhattan, Brooklyn, Westchester / Hudson Valley [More](#)

Most Booked 1000-Point Tables

Best Overall
Neighborhood Gem
Most Booked
Best Food

Most Booked 1000-Point Tables

- 1 Ethos - U.N.
- 2 The Modern - Bar Room
- 3 Kellari Taverna
- 4 Madison & Vine
- 5 Accademia Di Vino



Go Outside to Stretch the Inside



Free Time (15-20%)



“FedEx Days”

intuit®

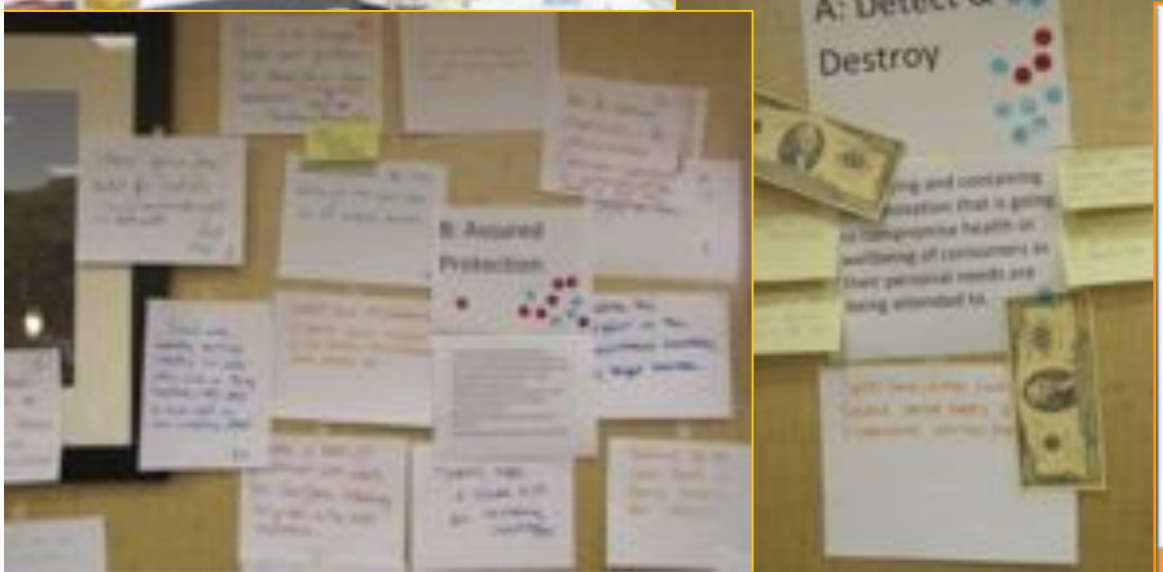
“Customer Office Hours”

intuit®

Customer Office Hours



Expert Acceleration Sessions



Opportunity Portfolio Example

Small = \$ Large = \$10



Operational Feasibility

Source: The Small Business Journal

[About the Grant](#)[Business Resources](#)[Submit Your Idea](#)[Inspired Moms Like You](#)

The Huggies[®] MomInspired[™] Grant Program is

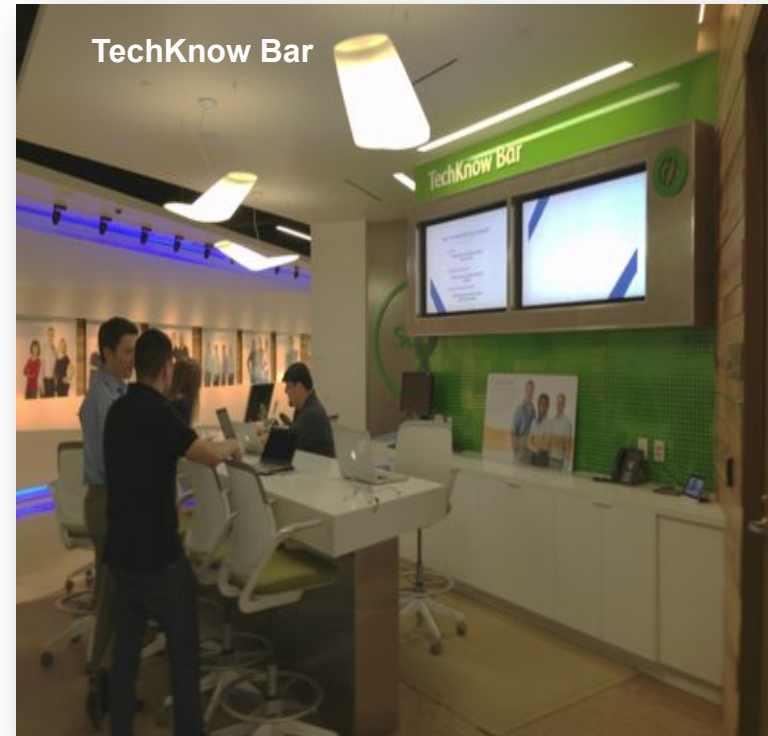
AWARDING UP TO \$15,000

to further the development of innovative products inspired by motherhood. Take your ideas to the next level with the Huggies[®] Brand!

[Learn More](#)[Replay](#)

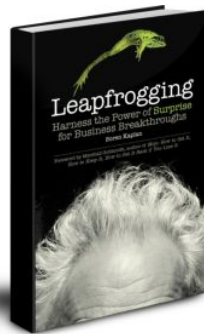
Adopt a Business Model

How can we be the Apple of IT Support ?

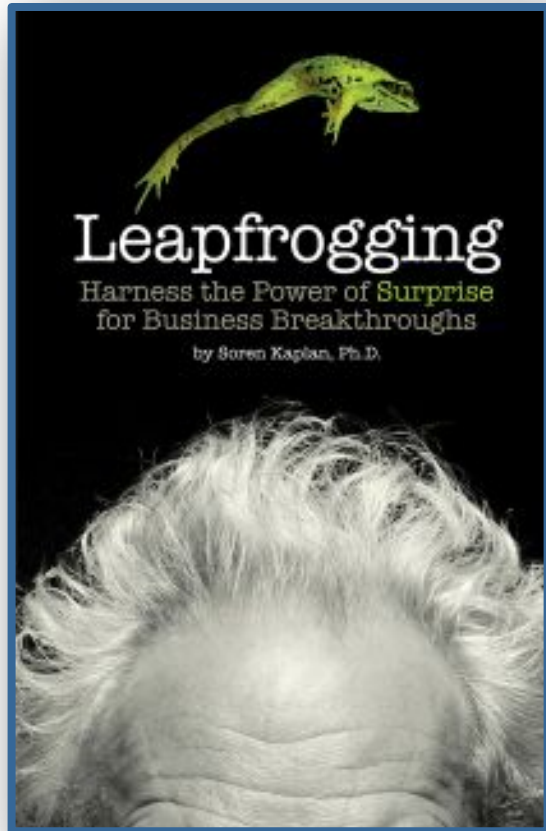


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Discussion & Q&A



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skaplan@innovation-point.com