

# People First Innovation



Why it works and How to do it

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# A new Model of innovation from corporate innovation to people-first innovation

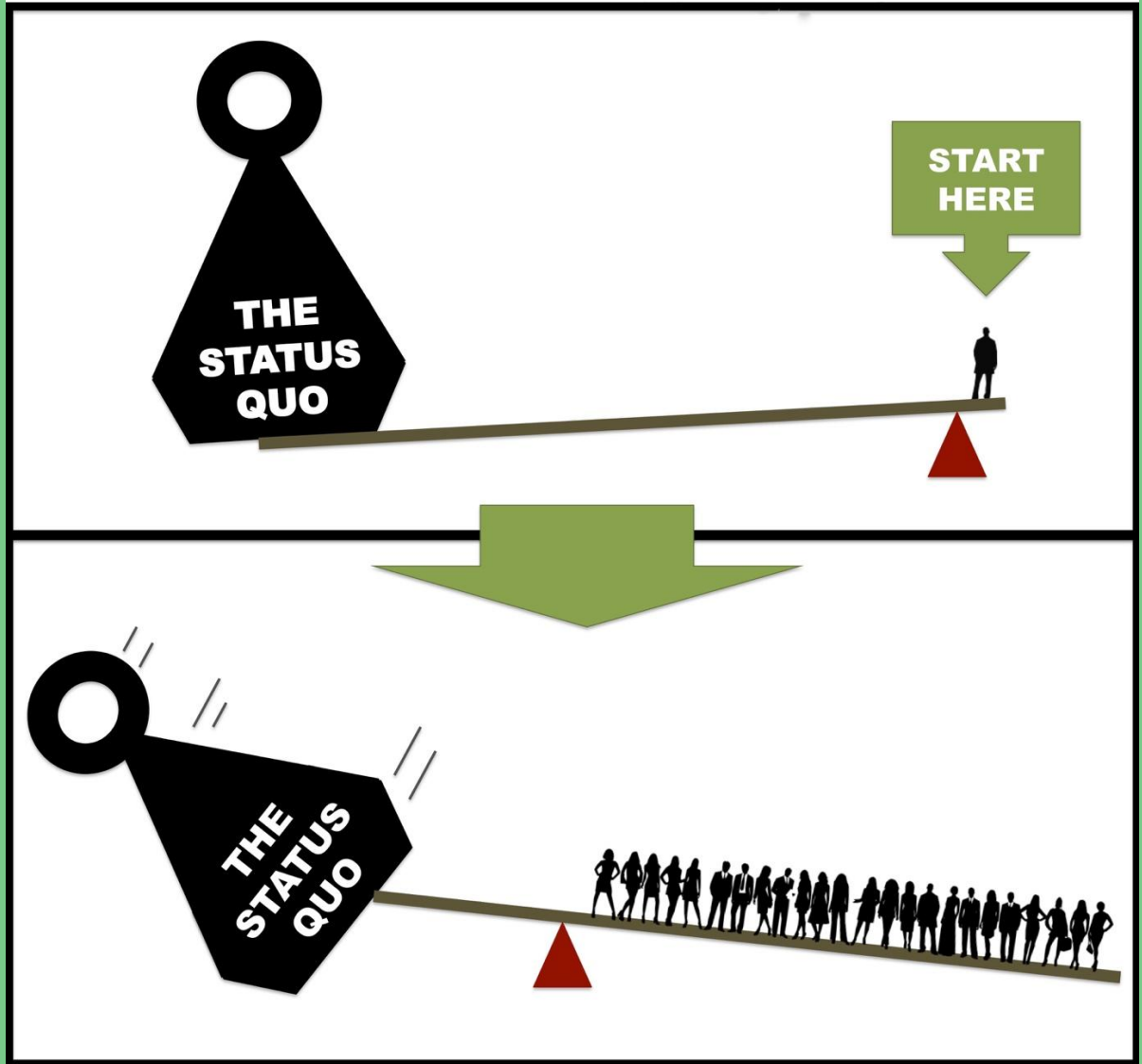
A new Vision to innovate for corporates that strive to compete and survive in years ahead.



**Companies don't innovate People do**

er...Why are we doing it?

It starts with YOU...



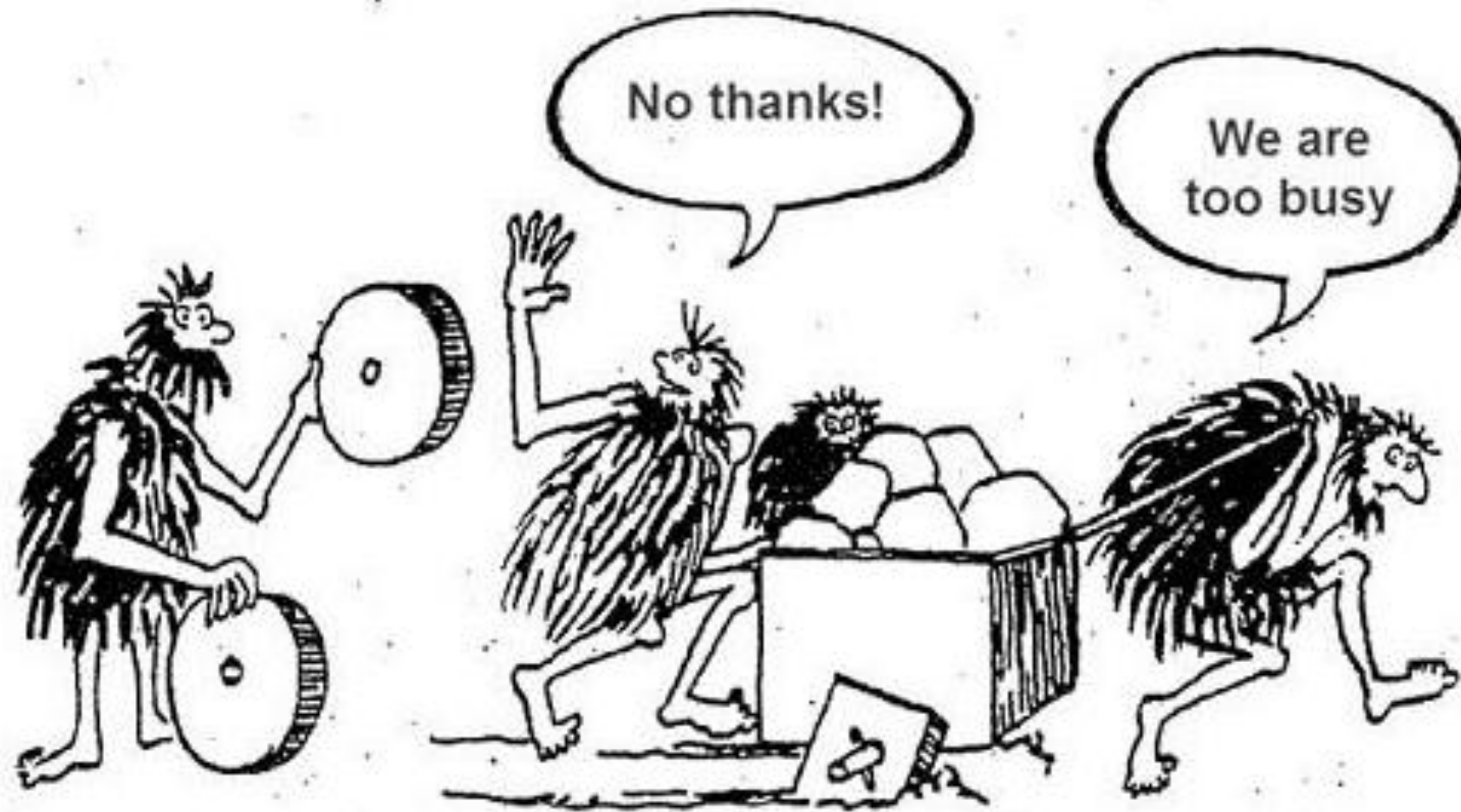
By combining our expertise in **open innovation, strategy, commercialisation, culture and marketing**, we deliver a **unique end-to-end innovation solution**.



Together, we help organisations identify the **right challenges, unlock powerful solutions**, and **accelerate them to market** – saving you time, reducing cost, and creating lasting growth.







# PEOPLE make or Break Innovation

**Based on research in innovation management,  
here are the top 10 blockers of innovation  
success that organisations commonly face:**

Journal of **Product Innovation Management**,  
Research-Technology Management,  
reports from the Innovation Foundation,  
McKinsey Global Institute

## **Risk-averse culture**

- Fear of failure dominates decision-making
- Punishment for unsuccessful attempts discourages experimentation
- "Play it safe" mentality stifles creative thinking

## **Lack of leadership support**

- Insufficient commitment from senior management
- Mixed messages about innovation priorities
- Inadequate resource allocation for innovation initiatives

## **Siloed organisational structure**

- Poor cross-functional collaboration
- Knowledge hoarding between departments
- Lack of integrated communication channels

## **Resource constraints**

- Limited funding for R&D and innovation projects
- Insufficient time allocated for creative work
- Understaffed innovation teams

## **Bureaucratic processes**

- Excessive approval layers and red tape
- Slow decision-making cycles
- Rigid procedures that don't accommodate experimentation

## **Short-term focus**

- Pressure for immediate returns
- Quarterly earnings emphasis over long-term innovation
- Impatience with innovation timelines

## **Resistance to change**

- Employee reluctance to adopt new methods
- Comfort with status quo
- Fear of job displacement due to innovation

## **Poor innovation strategy**

- Unclear innovation goals and metrics
- Misalignment between innovation efforts and business strategy
- Lack of systematic innovation processes

## **Inadequate skills and capabilities**

- Insufficient training in innovation methodologies
- Lack of diverse skill sets
- Limited external partnerships and knowledge access

## **Market and customer disconnect**

- Insufficient understanding of customer needs
- Internal focus rather than market-driven innovation
- Poor market research and validation processes



MOOD  
MIHOOVER







# Who do you think you are?



# What is Psychological Safety?



Amy Edmondson  
Harvard Business School Professor

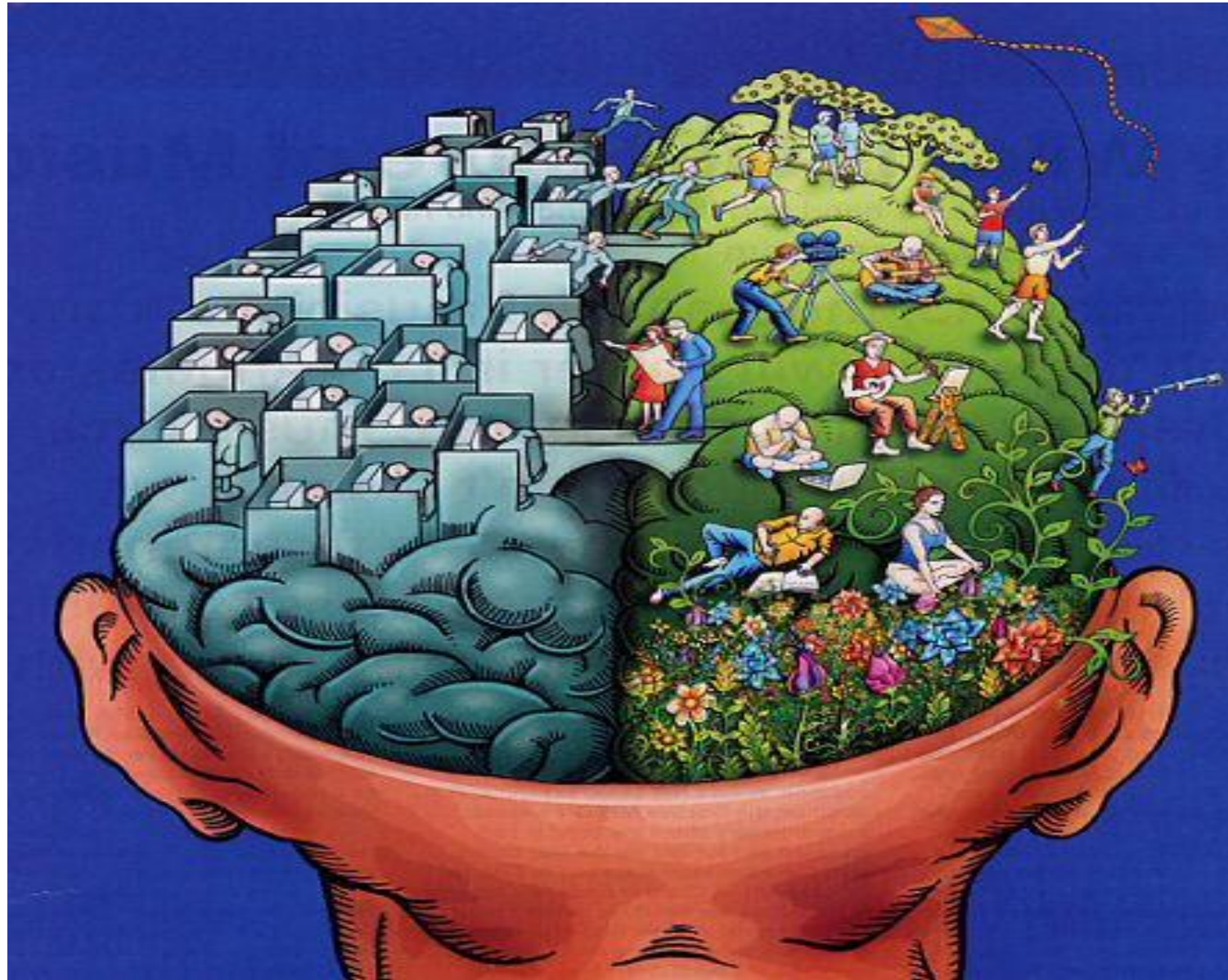
“Psychological safety is a shared belief that the team is safe for interpersonal risk taking... a sense of confidence that the team will not embarrass, reject or punish someone for speaking up.”

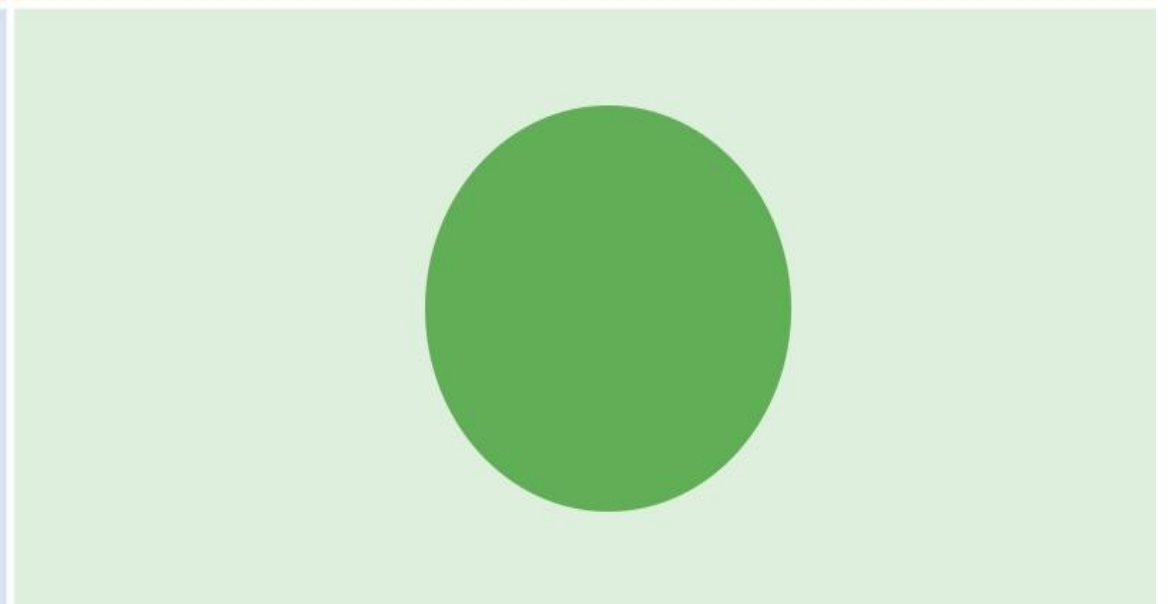
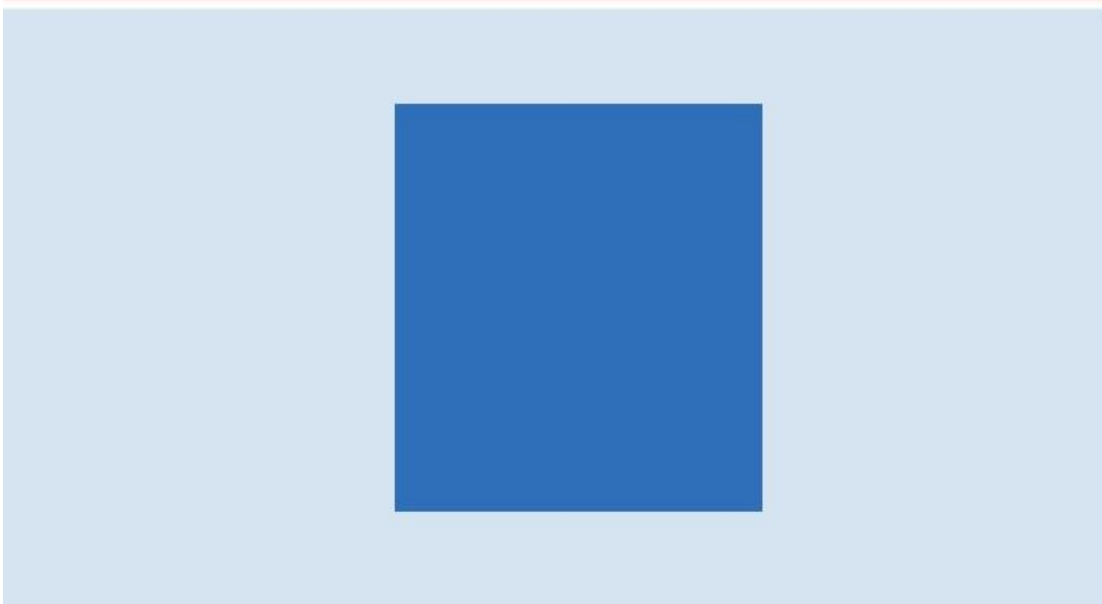
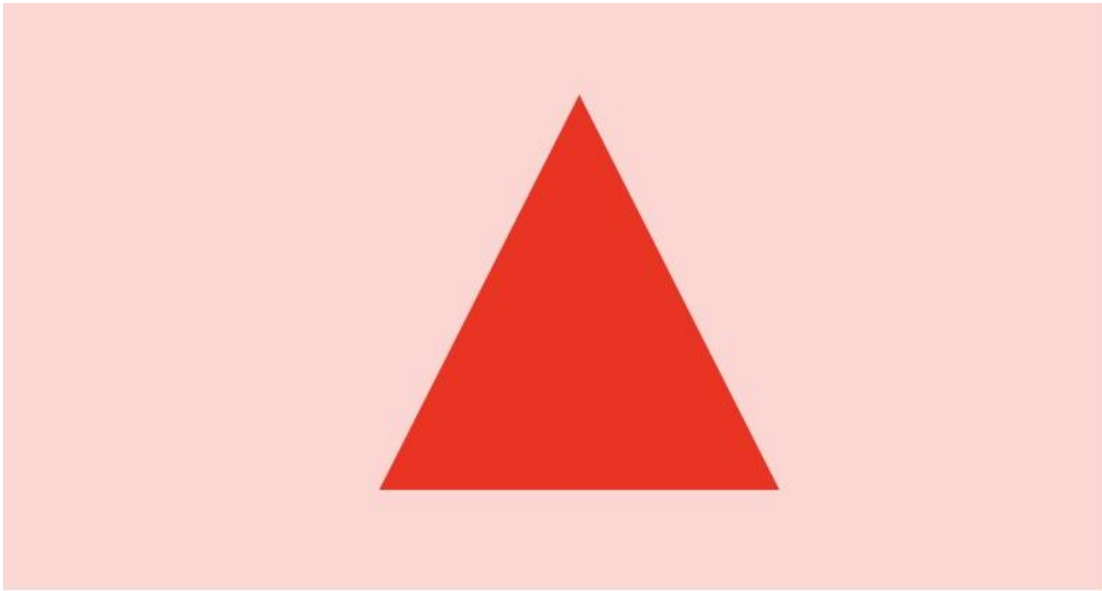
# 5-MINUTE PSYCHOLOGICAL SAFETY AUDIT:

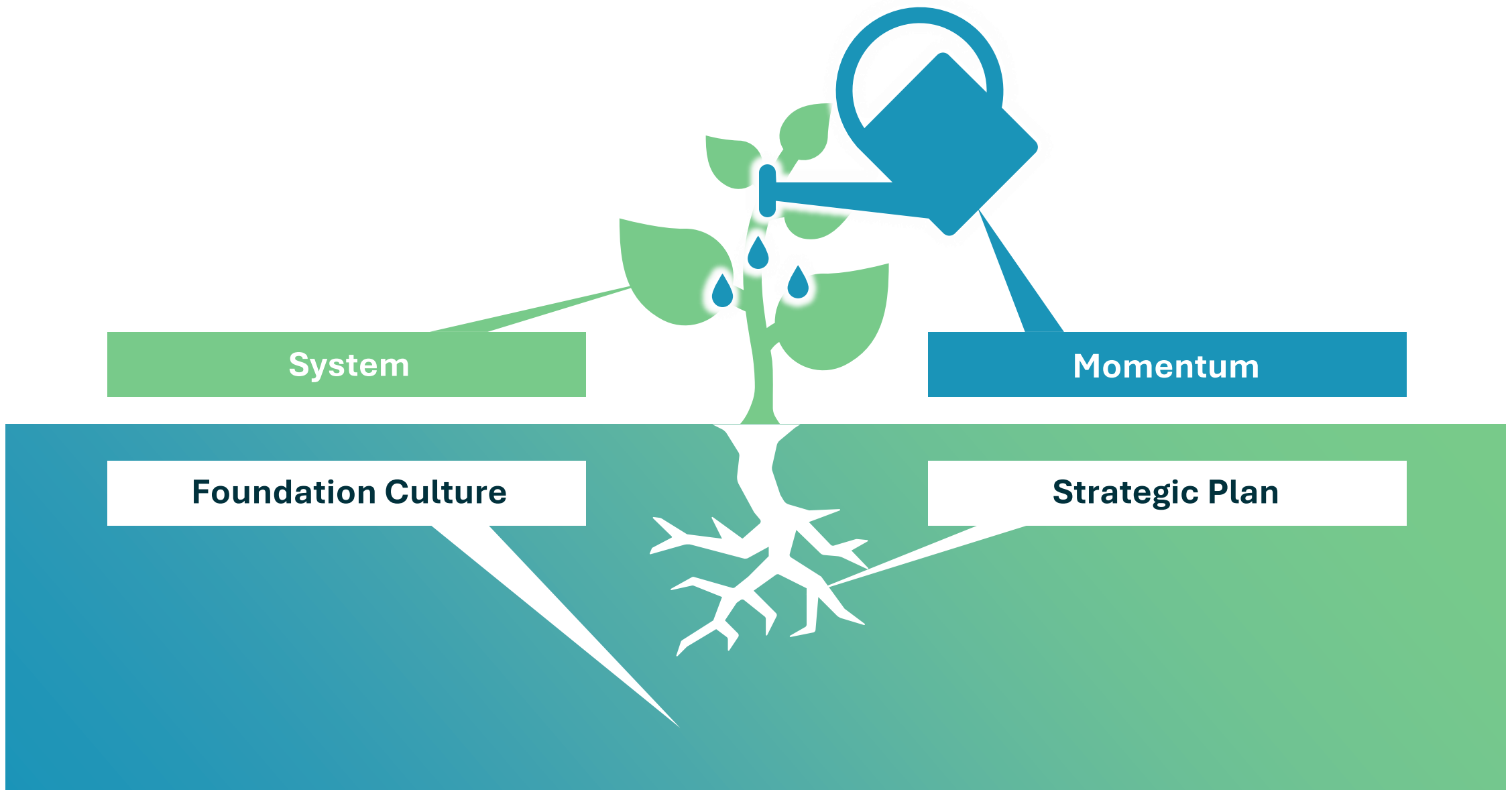
- If you make a mistake in this team, will it be held against you?
- Are the members of this team able to bring up problems and tough issues?
- Do people on this team sometimes reject others for being different?
- Is it safe to take a risk on this team?
- Is it difficult to ask other members of this team for help?
- Would anyone on the team deliberately act in a way that undermines efforts?
- Working with member of this team, are unique skills and talents valued and utilised?

Edmondson, A. (1999) Psychological Safety and Learning Behaviour in Work Teams. Administrative Science Quarterly, 44: 350-383.









# People First Innovation

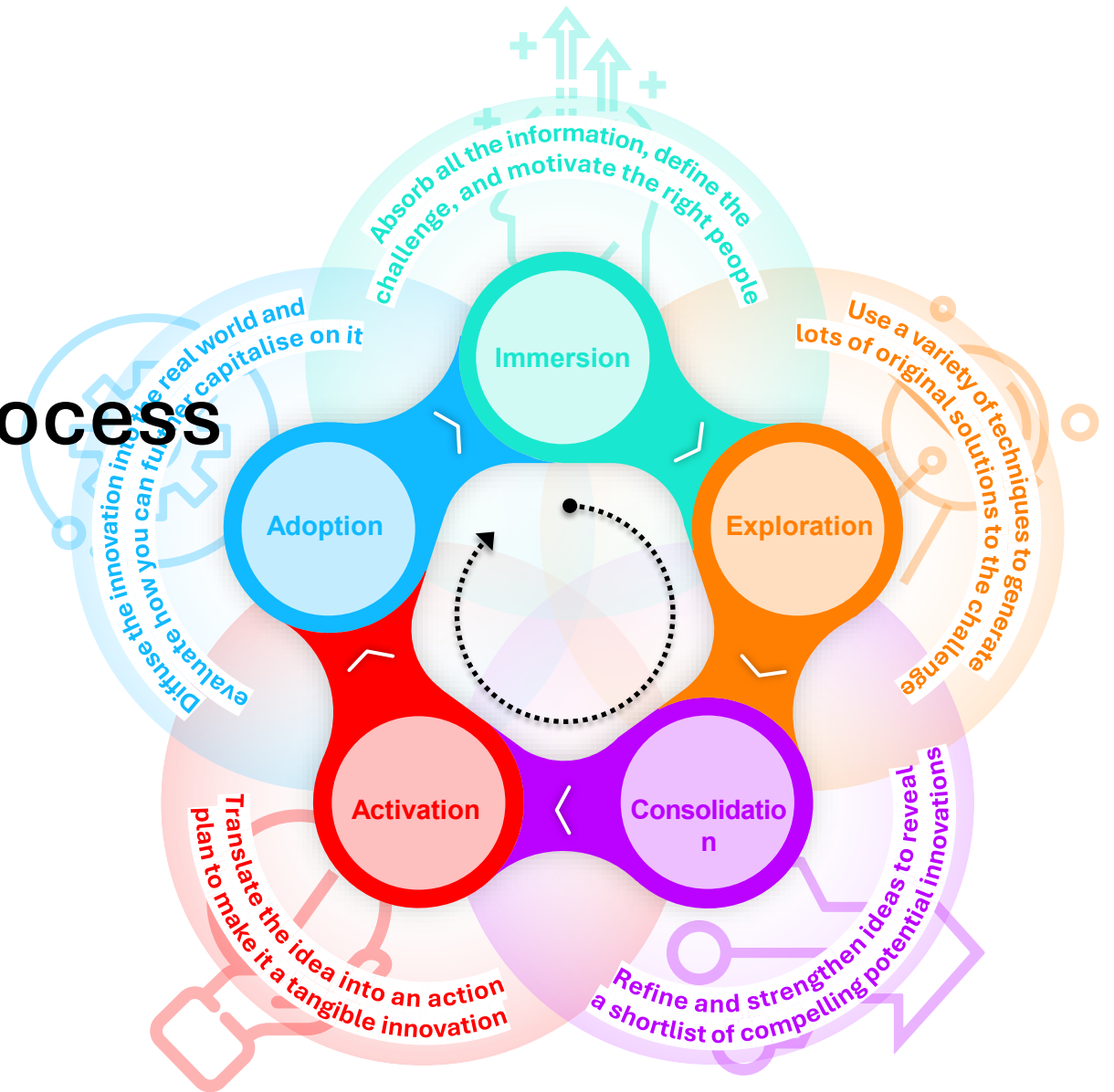
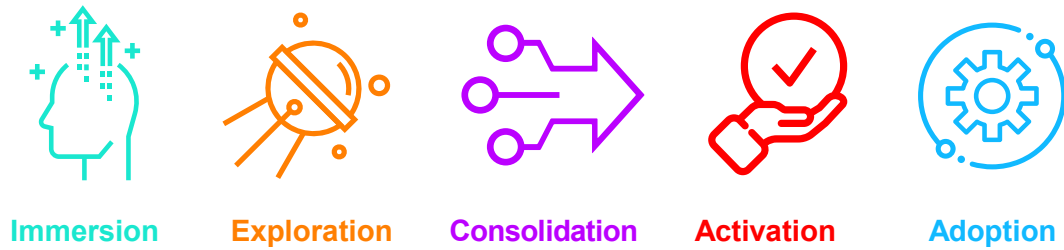


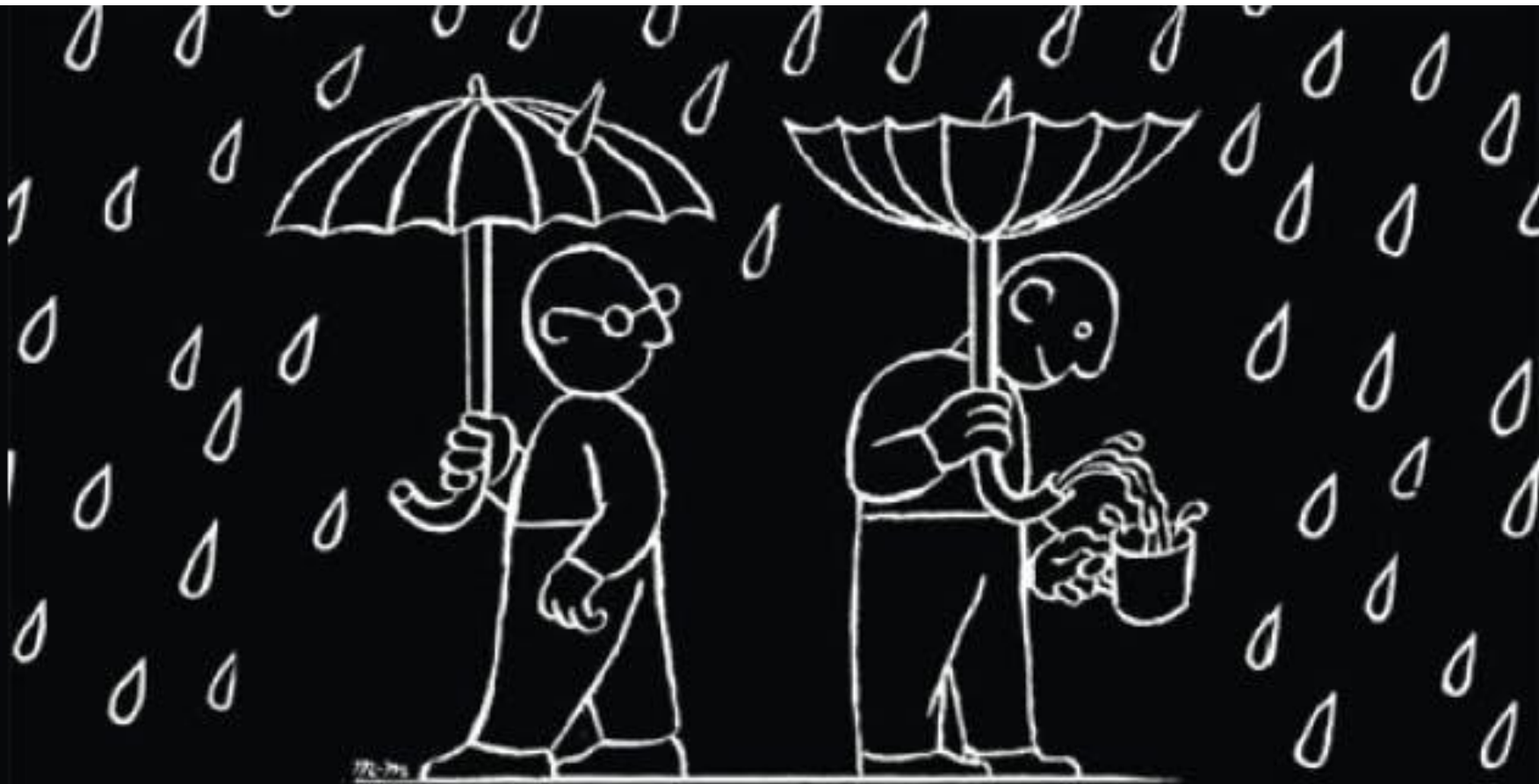
## Strategic fundamentals required for the above to be supported





# Our unique innovation process





INNOVATION IS A STATE OF MIND

**... and fun?**











THE  
**SUN**  
DOES NOT  
COME UP...

...THE WORLD  
**TURNS!**

# What we do



## Strategy & Insight

Identify the specific challenges



## Ideation & Open Innovation

Generate and access fresh solutions



## R&D & Commercialisation

Accelerate viable tech to market



## Deployment & Growth

Drive adoption, engagement, and results



**We see the  
effects of  
disengagement  
every day**





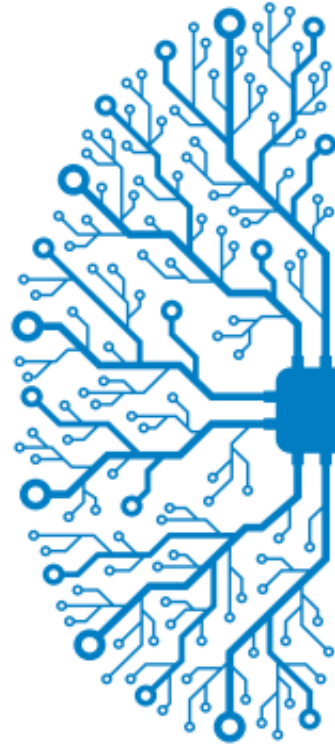
**Companies aren't creative  
Individuals are**



People feel happy safe and well when they are working in an organisation/team that has integrity.  
**When your values and principles align with what you say and do.**  
**Ensure you have no SAY:DO gap**



**Evolution**  
**Corporate**  
**Control & monitor**  
**Scale**  
**Cause and effect**  
**Optimize**  
**Cost**

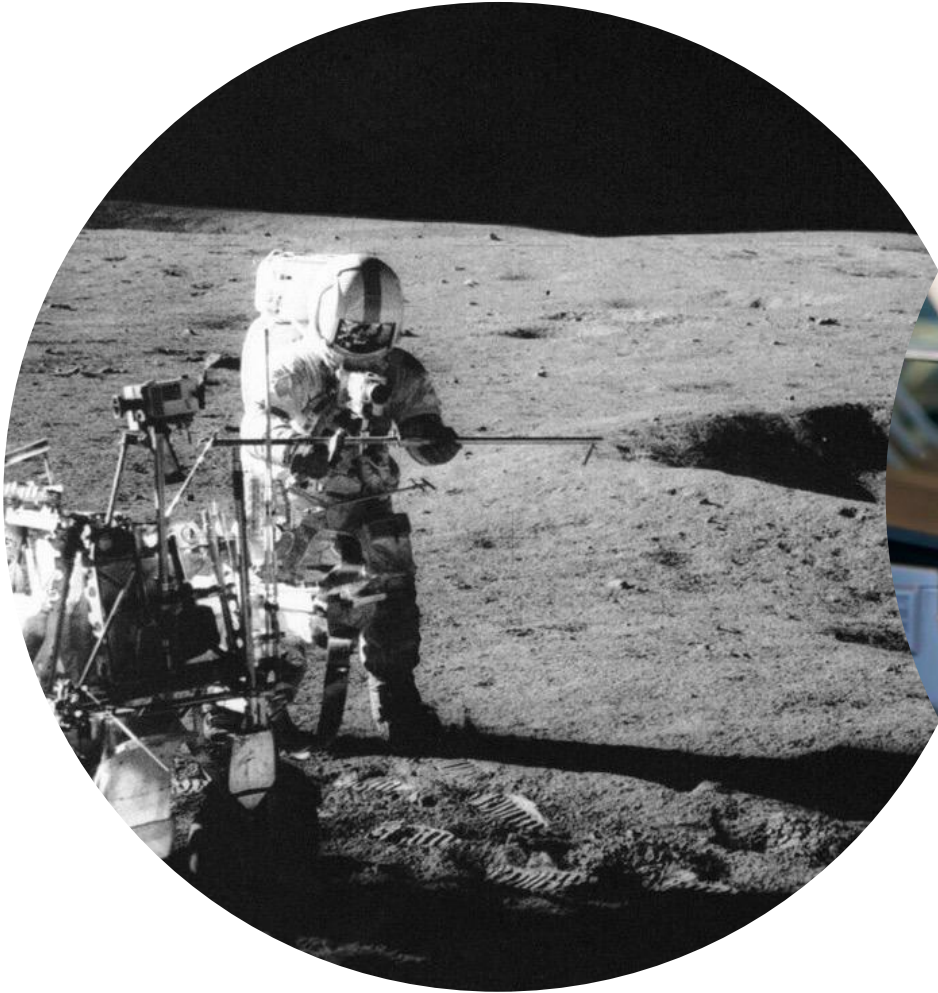


***Ambidextrous***



**Revolution**  
**Start-up**  
**Trial & error**  
**Speed**  
**Cause an effect!**  
**Create**  
**Breakthrough**

# Why did they put a man on the moon



**Do you have any blind spots?**



OUR LATEST INNOVATION  
IS A GOOSE THAT LAYS  
EGGS OF SOLID GOLD

THAT'S A DISTRACTION  
FROM OUR CORE

AND WE HAVE  
NO BUDGET FOR  
GOOSE-RELATED  
EXPENSES

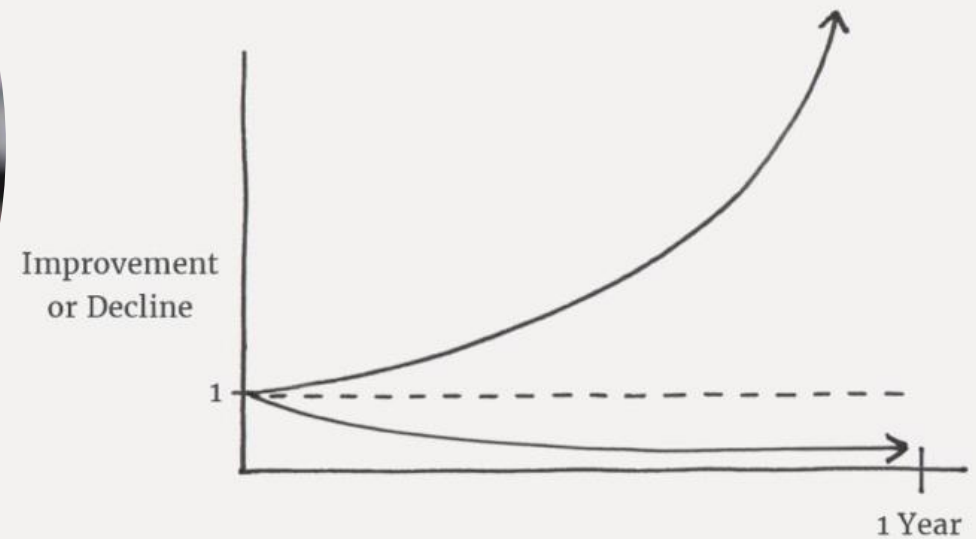
ON THAT NOTE,  
WE'LL NEED  
THE FEATHERS  
AND LIVER  
FOR ANOTHER  
PROJECT



# The Power of Tiny Gains



1% better every day  $1.01^{365} = 37.78$   
1% worse every day  $0.99^{365} = 0.03$





# Who we are



## ThinkOTB

Strategic innovation, culture and marketing consultancy (est. 2006)  
500+ innovation projects delivered across global infrastructure, finance, government and charities  
Specialists in unlocking creativity, building innovation capability and accelerating growth  
Award-winning campaigns and programmes that drive real-world results

Accelerating delivery of measurable outcomes: cost savings, revenue growth, faster time-to-market, lasting cultural change

## FIS 360

Innovation and technology commercialisation experts (est. 2013)  
Designed and delivered the UK's leading nuclear innovation programme Game Changers  
Supported 420+ organisations across 50+ sectors, trained 70+ innovators  
£14m+ in early-stage funding leveraged, ISO 9001, ISO 14001, Cyber Essentials  
Plus certified  
Trusted by industry and government to deliver measurable, scalable solutions

Total Innovation Solution



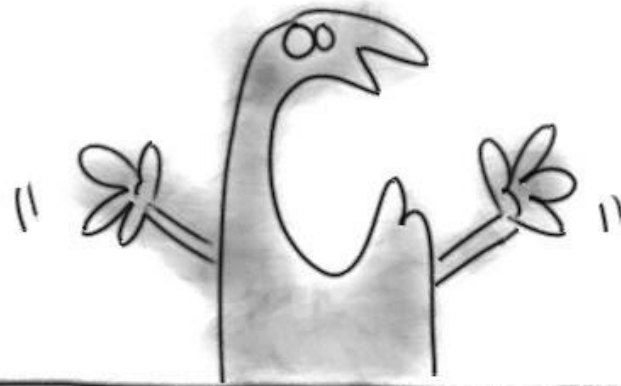
# Any questions?

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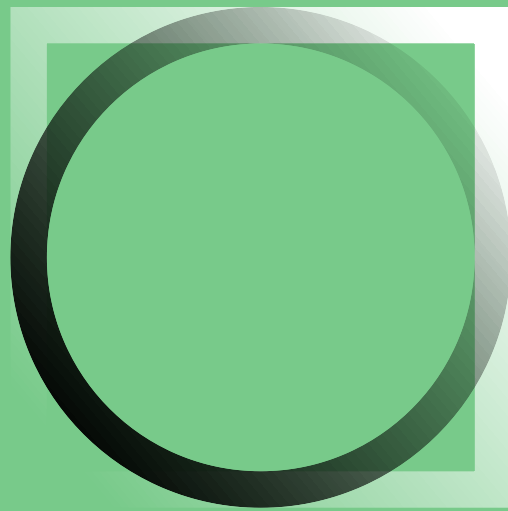


Together, we help organisations identify the **right challenges**, **unlock powerful solutions**, and **accelerate them to market** – saving you time, reducing cost, and creating lasting growth.

# Now What?!!



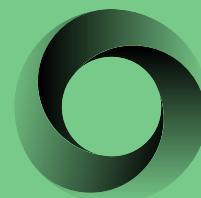




**Ready to transform your ideas into value?**

**Let's talk about your innovation challenges.**

THINK O T B 



**FIS 360**  
INNOVATION DELIVERED



# Thank you

**To find out more & register for our free follow up session  
Join us on LinkedIn**

**Tina Catling & Frank Allison**



**hello@otbagency.co.uk**  
**otbagency.co.uk**



**hello@fis360.com**  
**fis360.com**