



# INNOVATION STRATEGIES

## Quick Wins and Major Projects



### EASY WINS

Quick, actionable ideas with immediate benefits. No major budget or team effort needed—just fast, easy execution.

Quick to estimate and explain with a simple implementation process. Fast and straightforward benefits.

Requires a brief check-in to identify resources and secure sign-off. Implementation is straightforward with minimal further approvals.

Often implemented by the idea's originator with minimal help, using their own expertise and a few resources.

Quick wins often boost efficiency, cut costs, or save time, leading to immediate financial gains.

Both easy wins and successful projects benefit everyone. The main factor is the idea's content and execution.

Top innovation programs recognize all contributors with small tokens of appreciation like time off or gift certificates.

Absolutely not. Even small easy wins can have a significant impact and support broader innovation efforts. Diversity in your innovation strategy is key, so don't underestimate their value.

Often called incremental or continuous improvements, these ideas drive efficiency but can vary in impact.

A US Coast Guard employee created the Hammerhook—a tool that combines a sledgehammer and a hook. This innovation saves him up to 1.5 hours daily. Scaled across the Coast Guard's 40,000 employees, it could lead to millions in savings.

### PROJECTS

Promising initiatives that need thorough planning and data. They require more time and resources to implement on a larger scale.

Complex, requiring approval, budget, resources, and additional manpower. Often more involved than it appears.

Involves extensive planning with these steps:

- Discovery & Refinement
- Evaluation & Approval
- Prototyping & MVP
- Final Approval
- Large-Scale Roll-Out

Completed by collaborative teams of experts, requiring extensive teamwork and coordination.

Projects take more time but can deliver significant results like new patents, revenue growth, enhanced customer experience, and improved employee engagement.

Both projects and well-executed easy wins offer benefits to all. The extent of these benefits depends on the idea's content and how well it's executed.

For transformative projects, leading programs offer deeper recognition, including shares in IP, mentoring, and financial incentives.

Definitely not. While core innovations might offer a 10% return, transformative projects can yield up to a 70% return. Investing across the entire innovation spectrum is essential.

Projects are typically seen as disruptive or transformational. However, even significant incremental changes can require a project approach, depending on the context.

A police jurisdiction found officers spent nearly 8,000 hours on outdated policies. Following a suggestion, a committee endorsed legislative changes, gaining support from other offices. After 18 months, a new bill was approved, saving up to 8,000 hours annually.

WHAT'S THE DIFFERENCE?

HOW TO RECOGNIZE ONE

WHAT ARE THE NEXT STEPS?

WHO TAKES ACTION?

WHAT ARE THE RESULTS?

WHO MOST BENEFITS?

ARE THERE REWARDS?

IS ONE BETTER?

OTHER WORDS

AN EXAMPLE