

NANO INNOVATION, **BIG IMPACT**

Could a small innovation work wonders in your industry? Sometimes something tiny — nanotech — can change things in a big way. Consider this report from PreScouter Innovation Journal: New “smart sutures” are being designed to speed up healing and recovery through ultrathin silicone sensors embedded on silk strips or polymer. Researchers are working on delivering medicine through the sutures.

MISTAKE OR YOUR NEXT INNOVATION? YOU DECIDE ...

Not every innovation happens intentionally. Next time you experience an innovation “failure,” ask if there’s a better process or product that could result from the experience. Consider these history-making mistakes:

THE CHOCOLATE-CHIP COOKIE: POPSICLES:

Ruth Graves Wakefield, co-owner of the Toll House Inn, was making a Butter Drop Do cookie recipe and ran out of baker’s chocolate. In its place she added a few pieces of semi-sweet chocolate. The chocolate didn’t fully melt, and she ended up with chocolate-chip cookies

An 11-year-old Frank Epperson was mixing powdered flavoring into his soda water one winter evening in 1905. He left the drink outside overnight with its mixing stick still in it. After record-cold temperatures overnight, Epperson found a frozen treat the next morning. Almost 20 years later, after selling his frozen treat at a California amusement park, Epperson applied for a patent on his creation that he initially called an Epsicle.

MICROWAVE OVEN:

Engineer Percy Spencer was touring a Raytheon laboratory when he stopped in front of a magnetron. After a moment, he noticed that the chocolate bar in his pocket was melting. His curiosity piqued, Spencer next put unpopped kernels of popcorn in front of the magnetron and watched them explode. These experiments led to the development of the microwave oven.

CORN FLAKES:

The Kellogg brothers forgot to store their boiled wheat properly, and once it was later processed, it came out as flakes. The younger brother, Will Kellogg, tried the same process he stumbled upon with corn and created a crispier flake.



Read about other accidental innovations at insigniamquarterly.com

THE HOME ADVANTAGE:

13%

MORE PRODUCTIVE

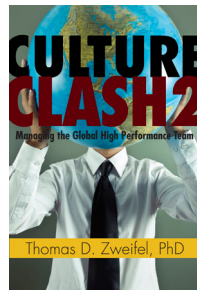
Want a productivity payout? Encourage employees to work from home every now and then. Even if it's only on certain days, working from home can save employees transportation costs, commuting time and serve as an employee "perk." Additionally, they may be more productive. An experiment at a Chinese company showed a 13 percent increase in productivity by employees when they worked from home.

Read more on page 42

Smart Sutures — like the nanofibers below — are a little innovation that could deliver a big impact.

READING VROOM

Up-and-coming publications to accelerate breakthrough success



Culture Clash 2.0: Managing the Global High-Performance Team

Select Books, 2013

By Dr. Thomas D. Zweifel

Since 1984 Dr. Thomas D. Zweifel has lived and worked on four continents. Forged in the fire of clashing cultures, he developed a fool-proof methodology for managing across borders successfully. He has packed Culture Clash 2.0 with fascinating stories, sound research and practical techniques—the global and intercultural competencies managers need to get the job done anywhere in the world.

Dr. Zweifel is a management consultant, leadership professor and author.

The Power of Strategy Innovation

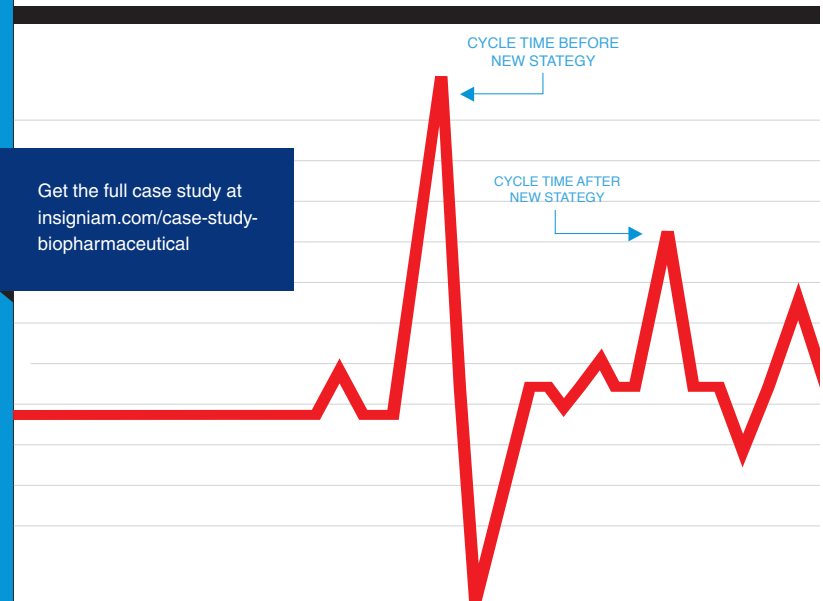
The American Management Association, 2013

By Robert E. Johnston Jr. and J. Douglas Bate

Originally published in 2003 and ahead of its time, "The Power of Strategy Innovation" introduced the concept of discovery-driven innovation with a focus on the future. The revised edition, scheduled for an early-summer release, will include successful enterprise innovation examples, updated case studies and elevate the importance of execution.

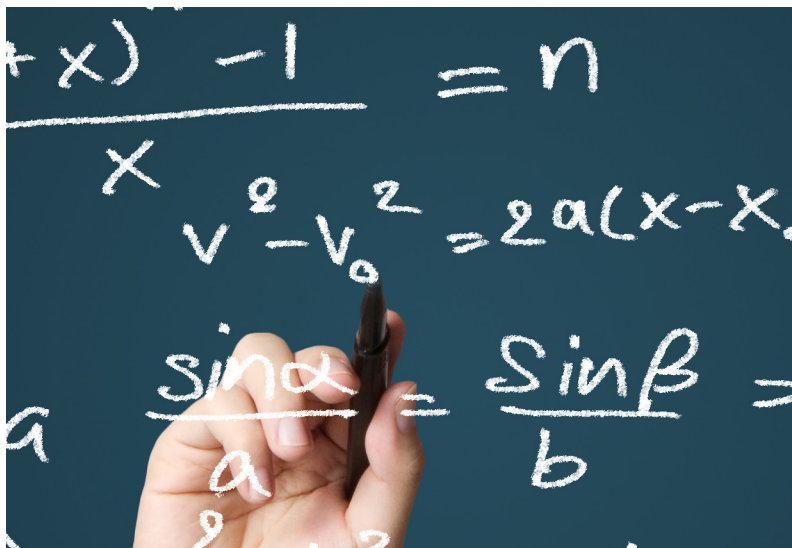


Johnston and Bate are Insigniam consultants specializing in innovation and growth. Clients have included IBM, Kraft Foods, Intel, Procter & Gamble, Nokia, Eli Lilly, and BMW.



THE INNOVATION BREAKTHROUGH THAT BROUGHT A DRUG TO THE FDA 45 DAYS FASTER

The new drug was behind schedule. With a looming crisis, one biopharmaceutical company implemented a new strategy and not only met the deadline they felt was impossible, but exceeded it by 45 days.



CAN AN ALGORITHM SPARK CREATIVITY?

Kevin Slavin is proving it can, saying that the ‘physics of culture’ inspire everything from Facebook to urban planning. Sponsored by Insigniam, Slavin is the keynote speaker; the forum also includes discussions on:

- > Leadership and Today’s CIO
- > 360° Cloud: Failing to plan is planning to fail
- > The Consumerization Concern

EVENT:
The CIO Forum

LOCATION:
The Harvard Club
New York, N.Y.

DATE:
April 4, 2013

WEBSITE:
cioforum.com

World Innovation Forum



NYC

CHALLENGE THE UNCONVENTIONAL

During the World Innovation Forum, hear from industry experts such as Daniel Pink, bestselling author on motivation, innovation, and creativity in the workplace, and Luke Williams of Frog Design, one of the world’s most influential innovation companies. Sponsored by Insigniam, the forum includes:

- > Networking with executives from 30 countries
- > 12-plus mainstage speakers
- > Exploratory field trips and interactive workshops
- > Access to the online WOBI community

EVENT:
World Innovation
Forum New York 2013

LOCATION:
New York City Center
New York, N.Y.

DATE:
June 12-13, 2013

WEBSITE:
wobi.com

DO PATENTS PAY OFF?

A year and a half after the passage of the America Invents Act, and businesses are still discussing the implications. Consider these perspectives:

> “I am pleased to sign the America Invents Act. This much-needed reform will speed up the patent process so that innovators and entrepreneurs can turn a new invention into a business as quickly as possible. I’m also announcing even more steps today that will help bring these inventions to market faster and create jobs. Here in America, our creativity has always set us apart, and in order to continue to grow our economy, we need to encourage that spirit wherever we find it.” — *President Barack Obama, Sept. 16, 2011*

> “Effectively, this creates a race to the patent office. In a race of established, well-funded businesses with defined intellectual property protection strategies (and patent attorneys in-house or working closely with the business) versus entrepreneurs that may not have any experience with the patent system and the funds to pursue robust patent strategies, the advantage clearly goes to the businesses.” — *Patrick Richards of Richards Patent Law PC, at Forbes.com*

> “There is a misconception about first-to-file. People incorrectly assume that if you give a presentation about an invention or idea, someone in the audience can run to the USPTO with your idea and patent it before you do.” — *Neil Kane, founder of Advanced Diamond Technologies and now CEO of GlucoSentient, at Forbes.com*

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Join our LinkedIn discussion at http://www.linkedin.com/groups?gid=1775502&trk=hb_side_g