

Designing An Organization for Continuous Innovation

How to understand consumer expectations and build an organizational culture that rewards continuous innovation.

Build capacity for continuous adaptation to constantly changing expectations.

Install mechanisms to turn capacity into action.

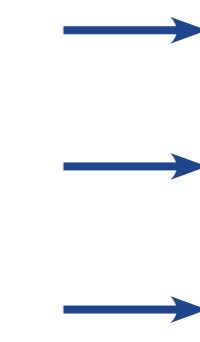
Continuous Escalation of Customer Expectations

Often driven by developments outside your firm and outside your industry (e.g. technology changes).

Mindset	Humility – how can we do better?
Processes	Faster, lower cost, more efficient.
Technology	Rapid adoption, early implementation.
Empathy	Sympathetically anticipate future expectations.
Empowerment	Permissionless innovation by those closest to customer.
Tools	Give both employees and customers tools to facilitate innovation.



Unfiltered customer data collection
Freedom of experimentation
Elimination of bureaucracy
Hire change agents
Decentralize and empower



Address the counterforces.

- Fear of change
- Defense of the status quo

