

A black and white photograph of a person's silhouette on the left, pointing their right hand towards a wall. The wall is covered with numerous sticky notes of various sizes, some of which have handwritten text. The person's left hand is also visible, pointing towards the wall. The background is dark, and the lighting highlights the person's silhouette and the wall.

PHUSE EU TALK – Nov 2021

How to lead with innovation and make it front and centre
....not just a tagline on a powerpoint

Adam J Mitchell

Pharma innovation CPRIME TEAM

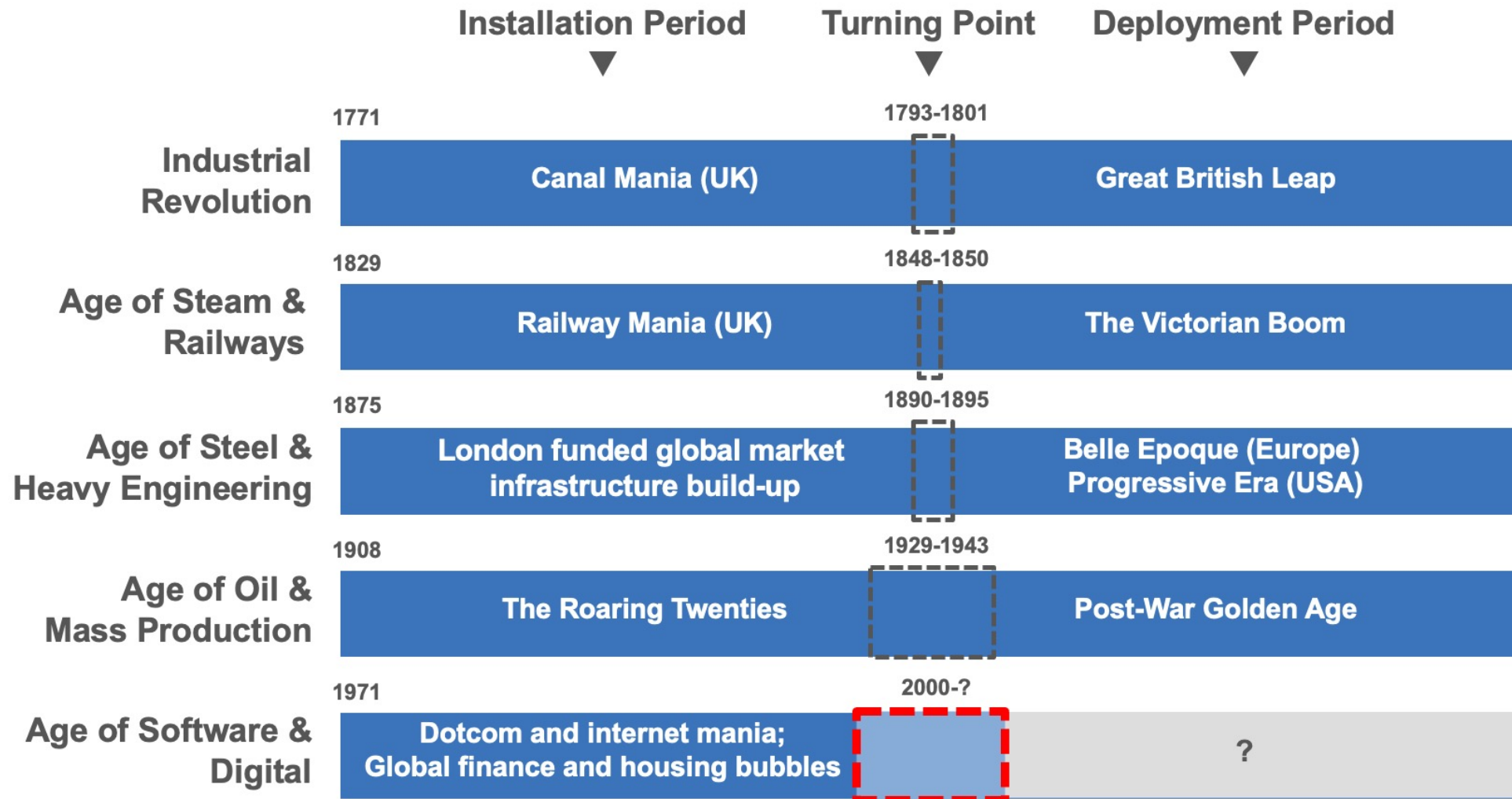


Adam Mitchell
SAFe coach & trainer

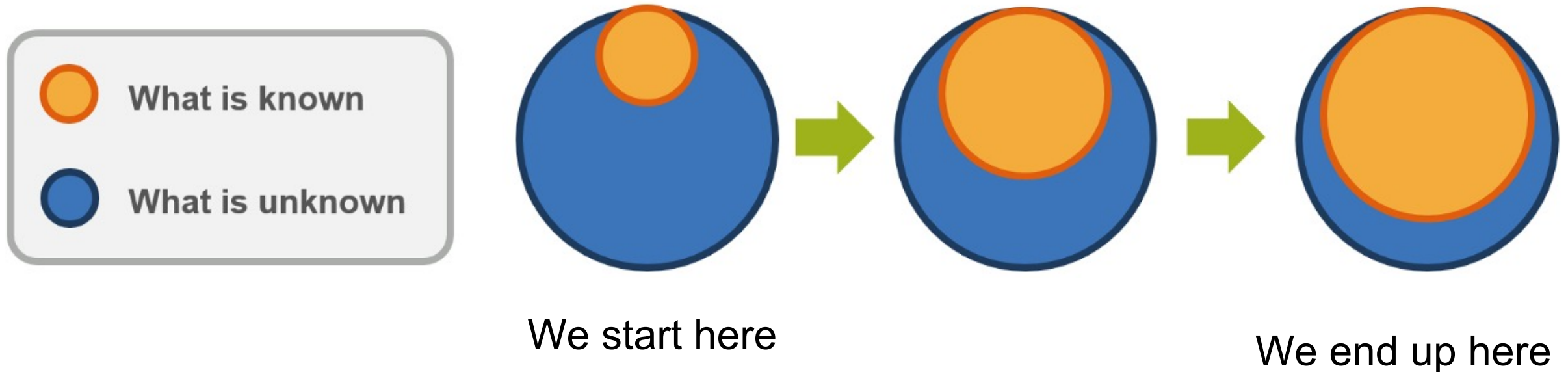
“My home is a farmhouse in rural Yorkshire with my family and dogs. For work however I've spent the last decade travelling all around the globe helping regulated companies transform how they deliver value to their customers. I've helped everyone from airlines to big pharma embrace agile ways of working with a focus on driving innovation.

I love the empowerment and with it the freedom that a well implemented transformation brings to an enterprise. Happy, well motivated staff are the key to successful business agility. “

Why innovate?



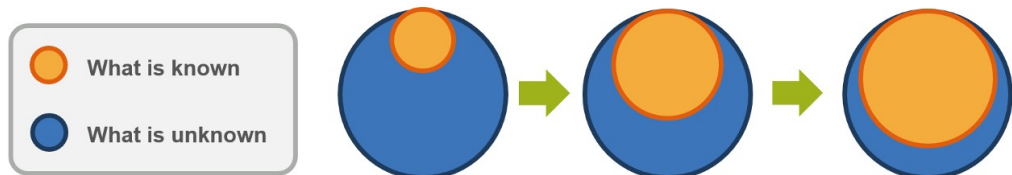
I can start something without knowing how to get there?



Hypothesis are key

What is the quickest way we can prove we are right, or indeed wrong.

Don't use vanity metrics, use leading indicators to access progress.



Epic Hypothesis Statement	
Funnel Entry Date:	<The date that the epic entered the funnel.>
Epic Name:	<A short name for the epic.>
Epic Owner:	<The name of the epic owner.>
Epic Description:	<An elevator pitch (value statement) that describes the epic in a clear and concise way.> For <customers> who <do something> the <solution> is a <something - the 'how'> that <provides this value> unlike <competitor, current solution or non-existing solution> our solution <does something better – the 'why'>
Business Outcomes:	<The measurable benefits that the business can anticipate if the epic hypothesis is proven to be correct.>
Leading Indicators:	<The early measures that will help predict the business outcome hypothesis. For more on this topic, see the Innovation Accounting advanced topic article.>
Nonfunctional Requirements (NFRs):	<Nonfunctional requirements (NFRs) associated with the epic.>

How do you prove them out?

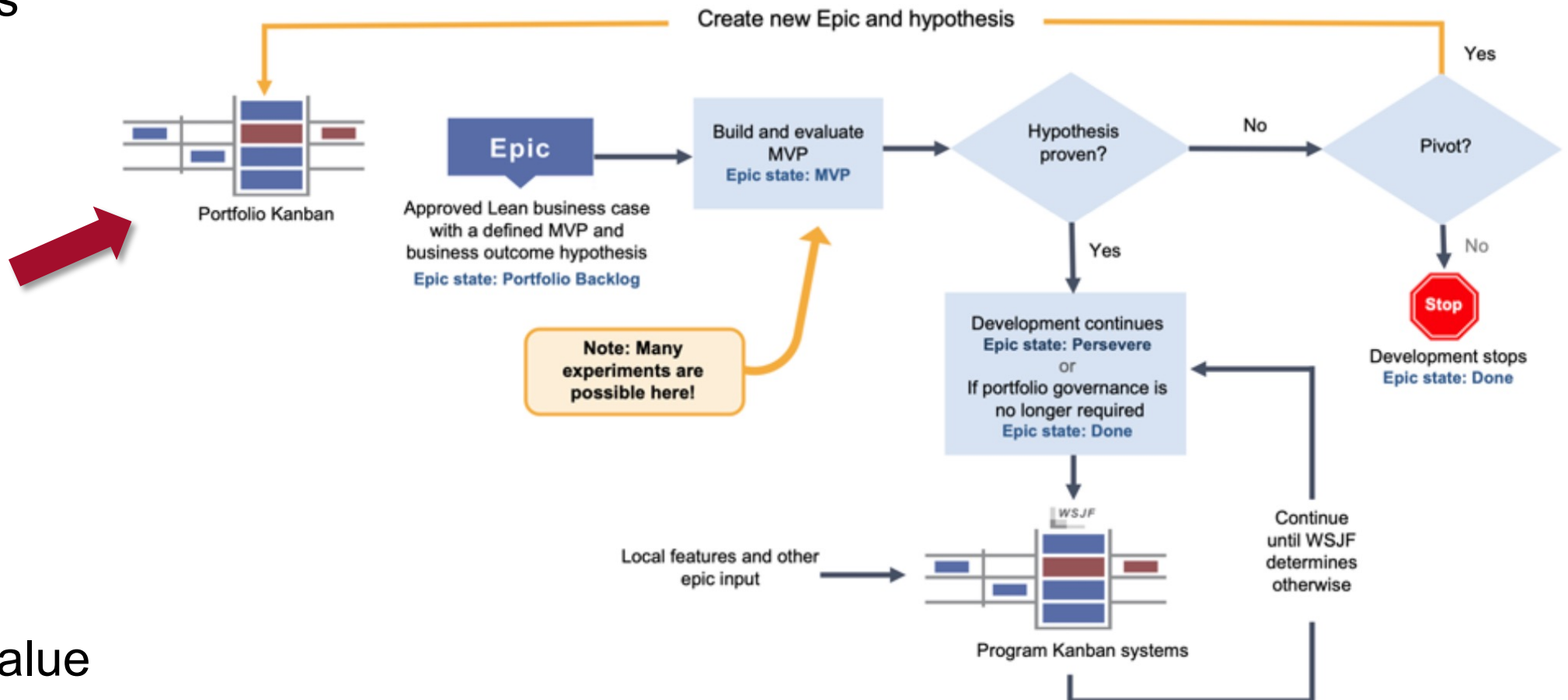
Hypothesis

Epic Hypothesis Statement	
Business Outcome	By the end of the quarter, we will have a 10% increase in revenue.
Key Metrics	Revenue, Profit, Customer Satisfaction.
Assumptions	Market demand is growing, and our product is competitive.
Validation	Conduct market research, analyze competitor performance.
Testable Hypothesis	If we implement our new product, we will see a 10% increase in revenue.

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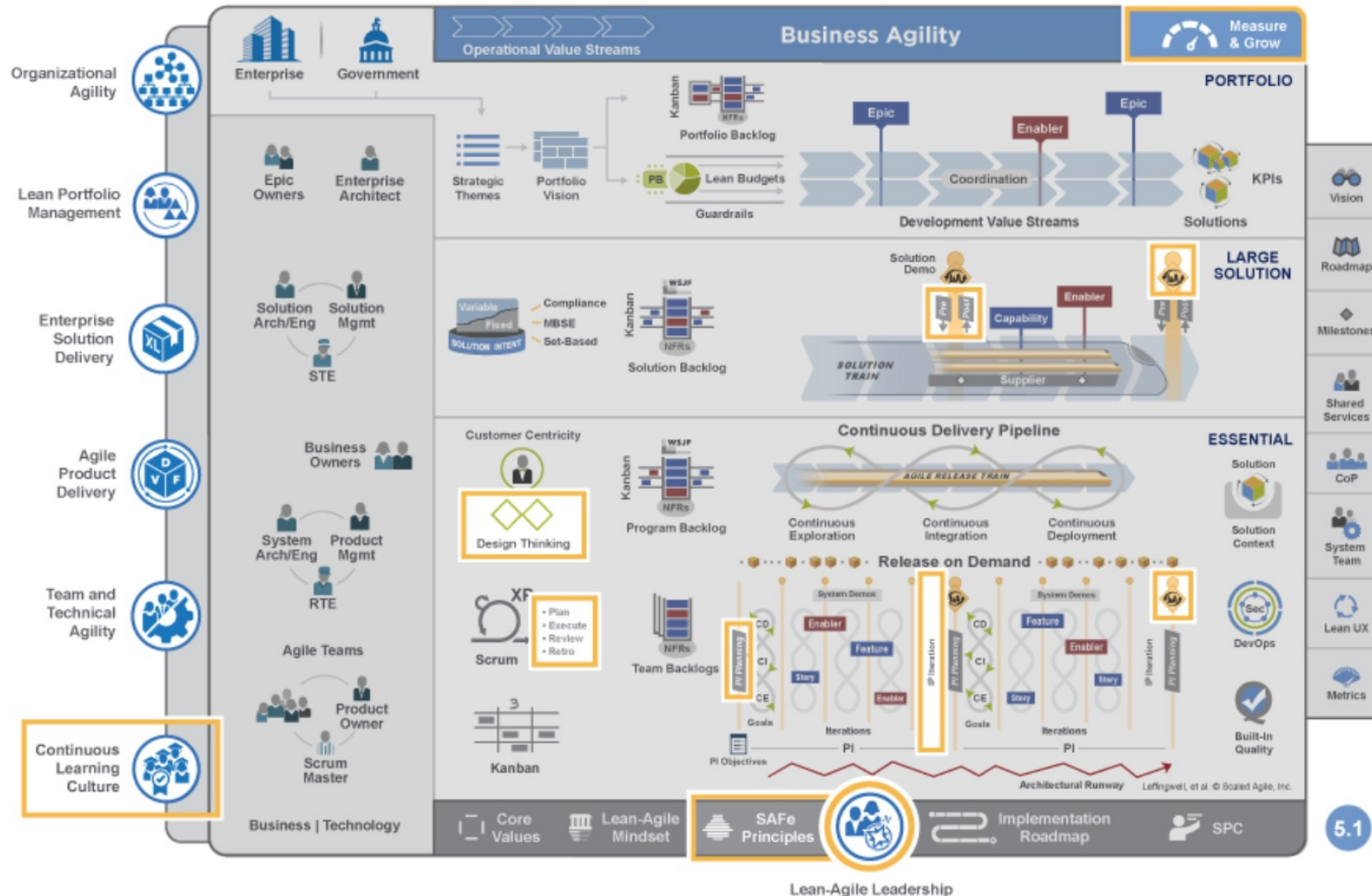


'potential' value

Failure is how you define it in your programs culture



But where does innovation happen?



Innovation should be facilitated all the time:

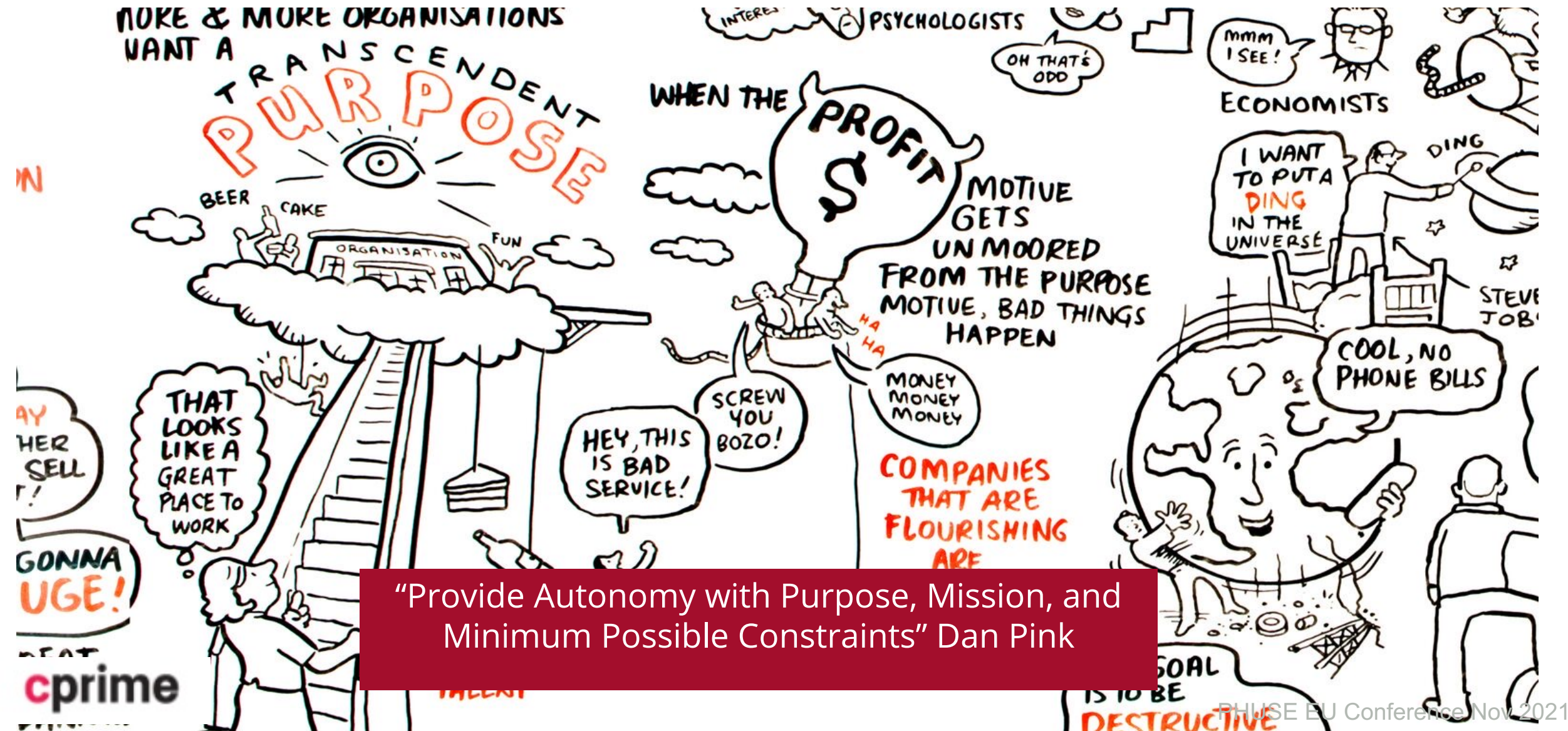
- Funding
- Planning
- Research
- Execution
- Demos

When does innovation happen?

Wednesday	Thursday	Friday	26-Jul	27-Jul	28-Jul	29-Jul	30-Jul
21-Jul	22-Jul	23-Jul					
PI Planning Readiness			PI Planning Readiness				
Innovation Activities			Innovation Activities				
Buffer for left over work			Buffer for left over work				
Sprint 3.6 Wrap Up Activities	Feature WSJF (Prioritisation) Session for Candidate List 13:30 BST / 08:30 EDT Invites sent Lead: Simon	Backlog Dependency Identification 13:30 BST / 08:30 EDT Invites sent Lead: Simon	Knowledge Share & Best Practice Summit - API Best Practices & SpringBoot 14:30 BST / 09:30 EDT Invites sent Lead: Emil (Bud)	Knowledge Share & Best Practice Summit - ITMS Document Automation Pipeline 14:30 BST / 09:30 EDT Invites sent Lead: Damian & Igal	PI System Demo	I&A Problem Solving Workshop	101: Bonus Session - An introduction to Infrastructure As Code 16:00 BST / 11:00 EDT Invites sent Lead: Nizan
	Knowledge Share & Best Practice Summit - Kubernetes 16:00 BST / 11:00 EDT Invites sent Lead: David & Nizan	101: Team Agreements & High Performing Teams 16:00 BST / 11:00 EDT Invites sent Lead: Daniel	101: Better Comms with Transactional Analysis 16:00 BST / 11:00 EDT Invites sent Lead: Nizan	101: Clean Language & Active Listening 16:00 BST / 11:00 EDT Invites sent Lead: Simran			

Don't fall victim to the tyranny of the urgent

How do I sell innovation to my programs



"Provide Autonomy with Purpose, Mission, and Minimum Possible Constraints" Dan Pink

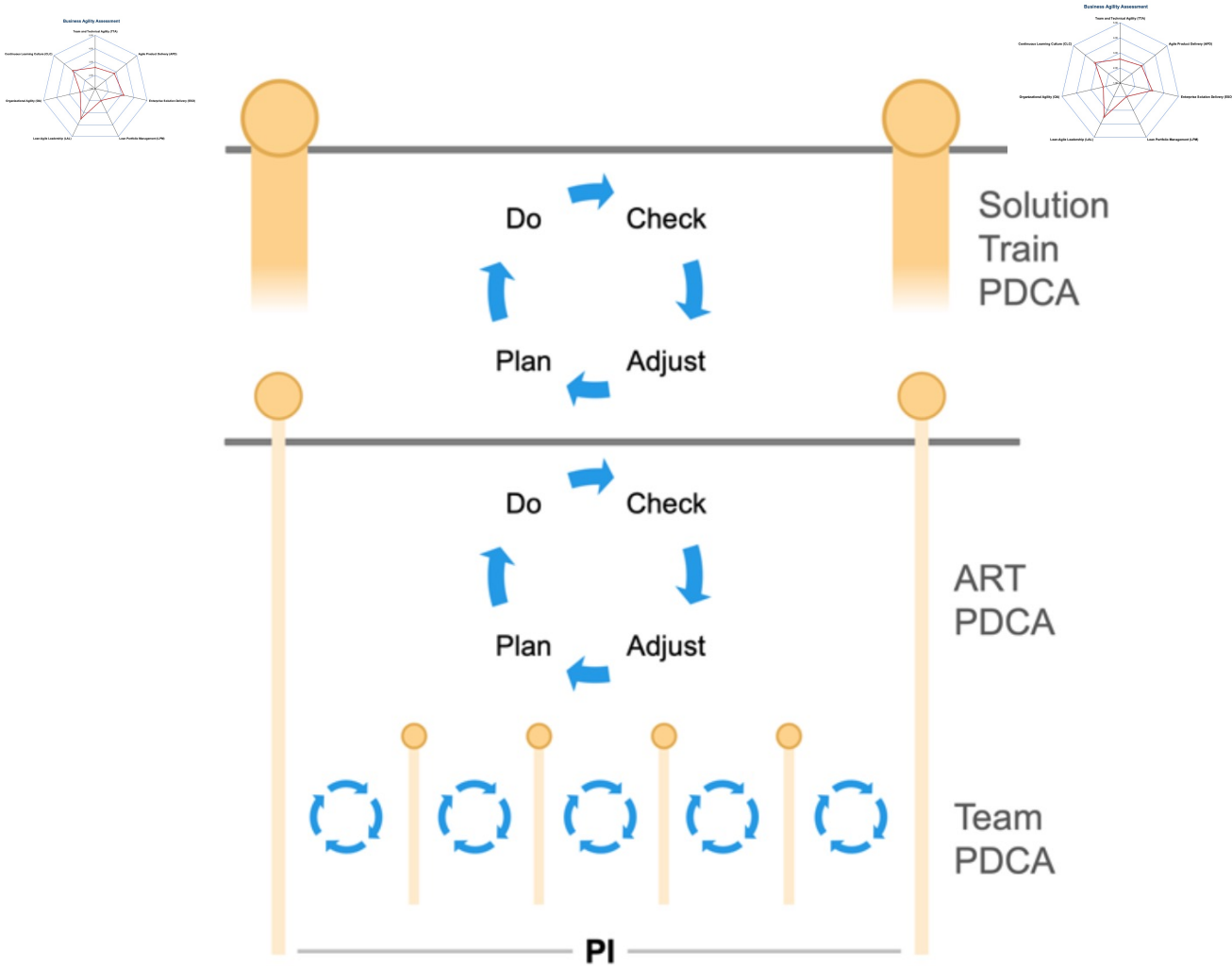
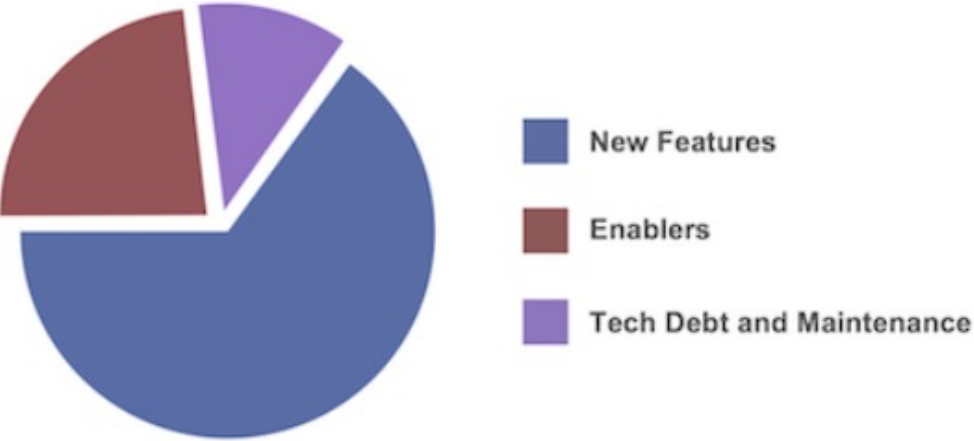
Thinking outside of the box





How much does innovation cost?

Companies love the idea of improvement until it comes to budgeting



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What challenges will I face?



- Change is hard
- Innovation doesn't happen in two weeks
- Innovation isn't theory based – you must do it for real
- People are your product
- Listen to the feedback, then listen again
- Repeat the above

Key take aways



- Embrace failure as its coming
- Celebrate the wins, even if small steps
- Uncertainty is honesty
- Let knowledge workers do their thing
- Be a lifelong learner



THANK YOU

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