

Jumping Over The Compliance Barrier

Erwin De beuckelaer



Johnson & Johnson

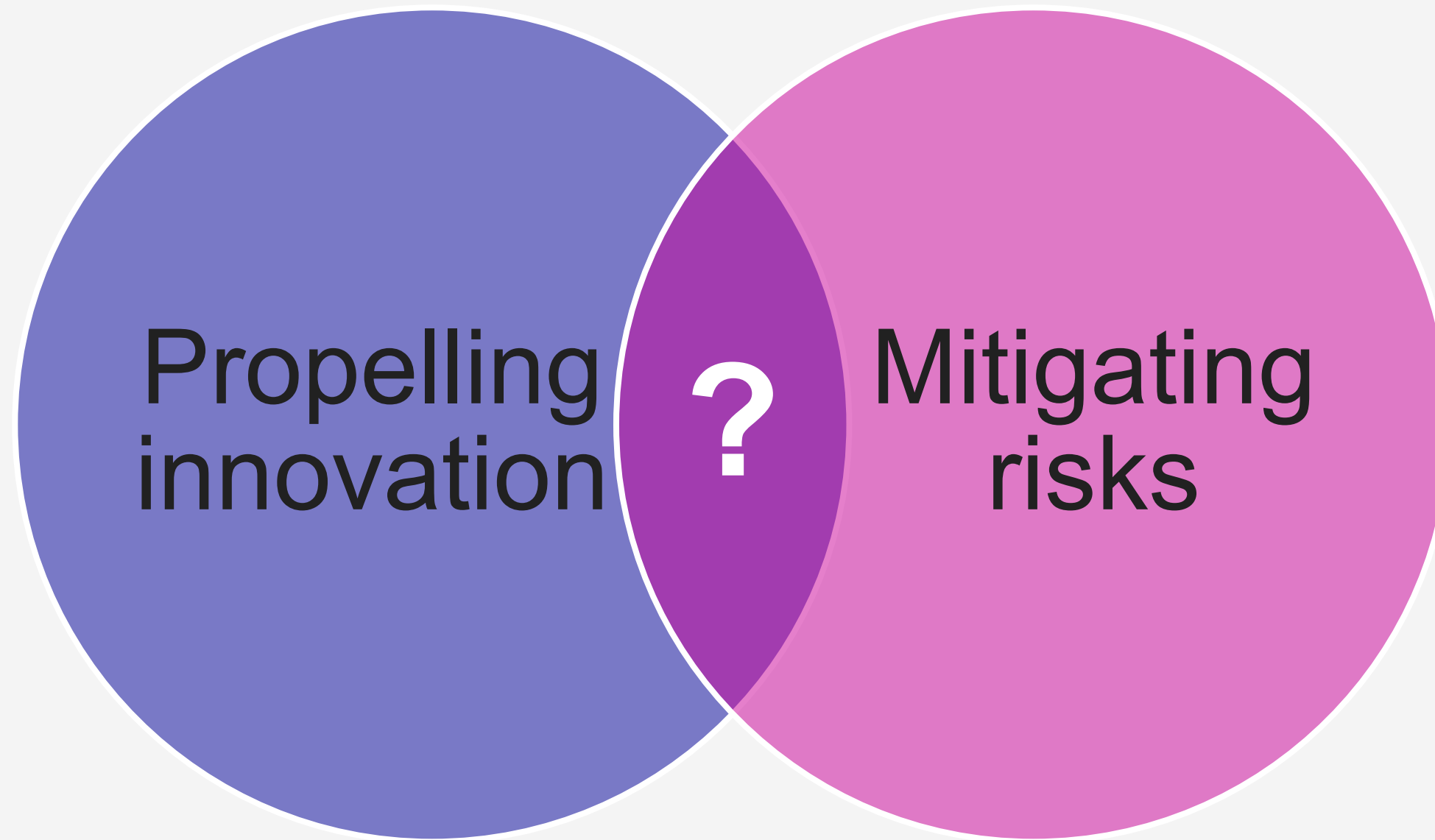
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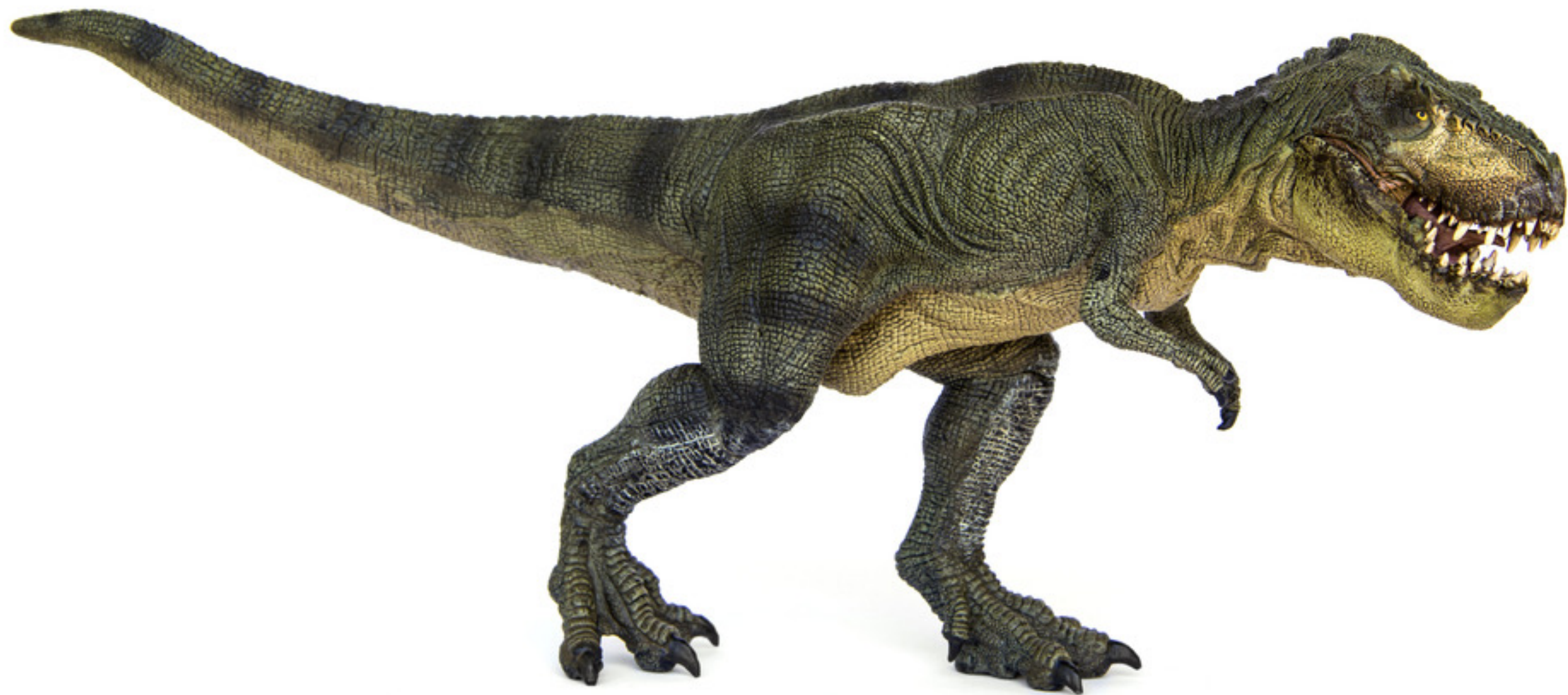
Hello, I am Erwin.

Corporate Innovation by Johnson & Johnson

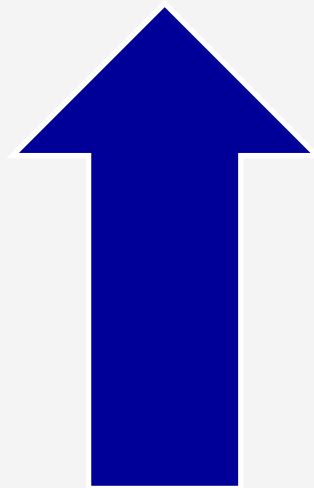
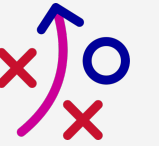


How might we find the sweet spot between...





Quality?



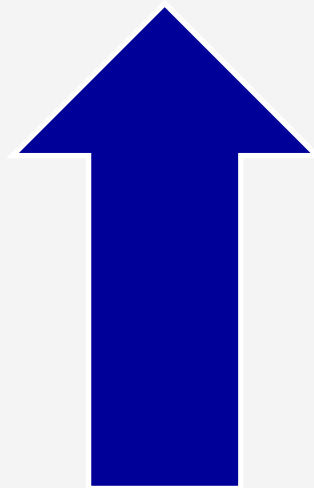
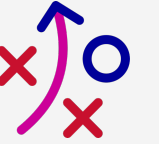
Enabler
“Competitive
advantage”



Inhibitor
“Obstacle”



Quality?



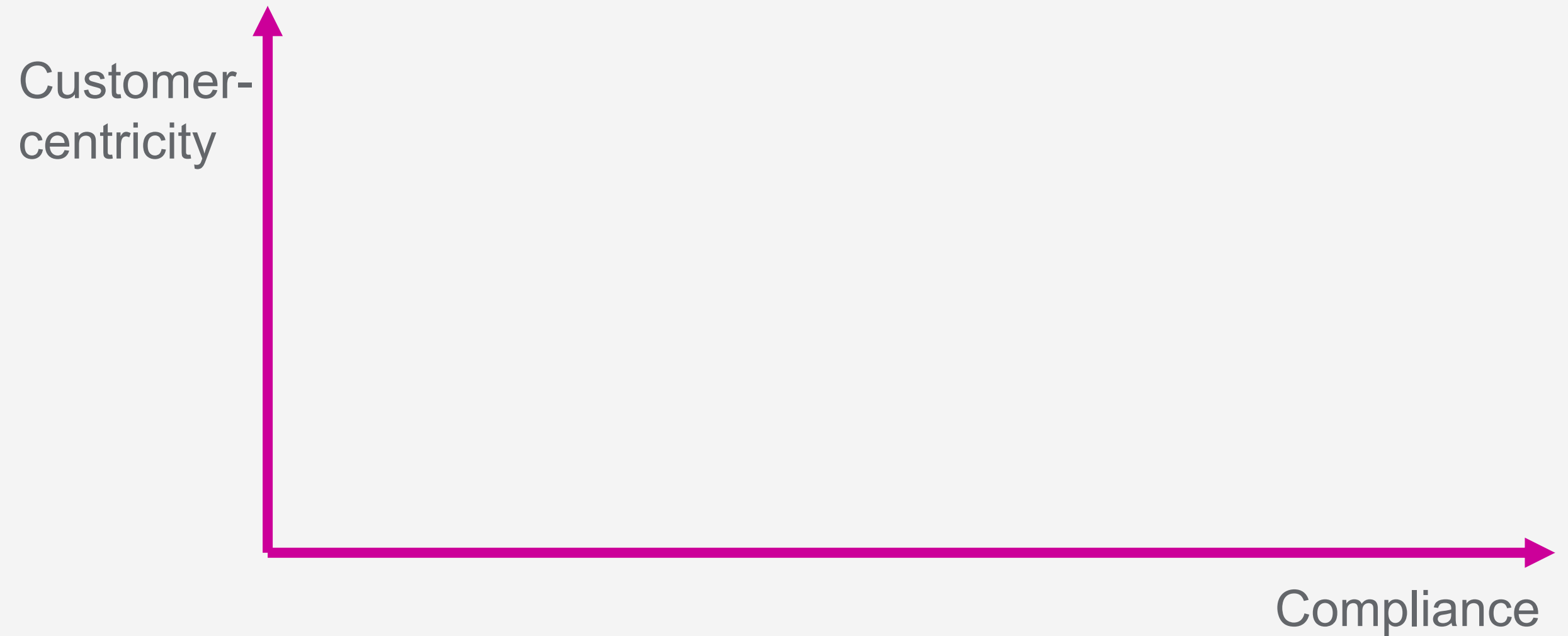
Enabler
“Competitive
advantage”



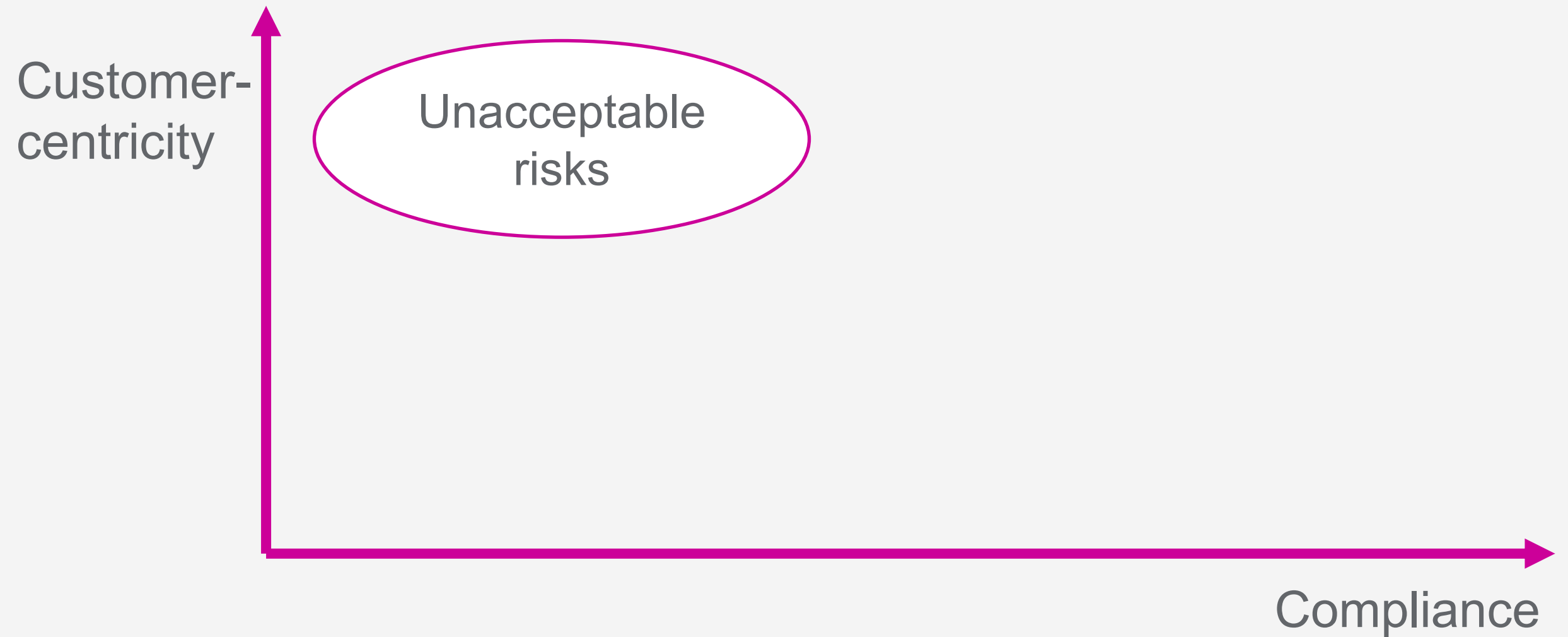
Inhibitor
“Obstacle”



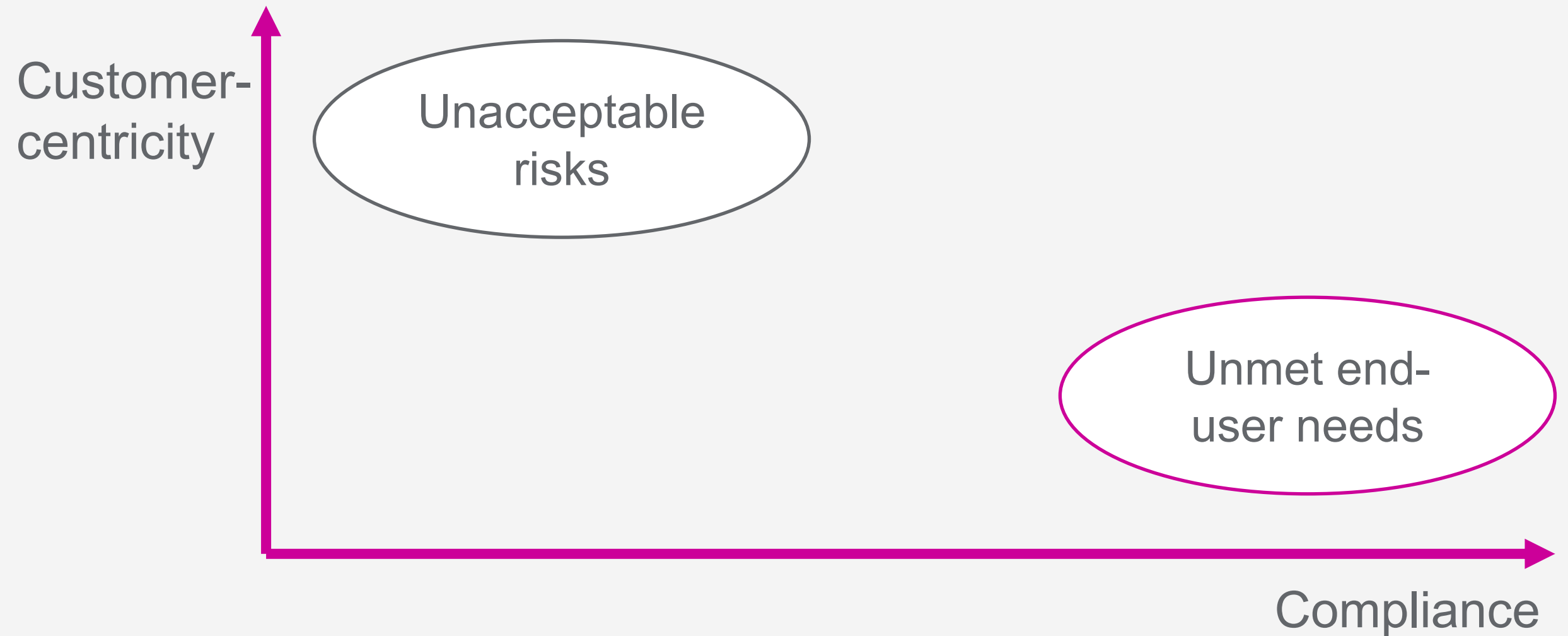
Resolving the dilemma



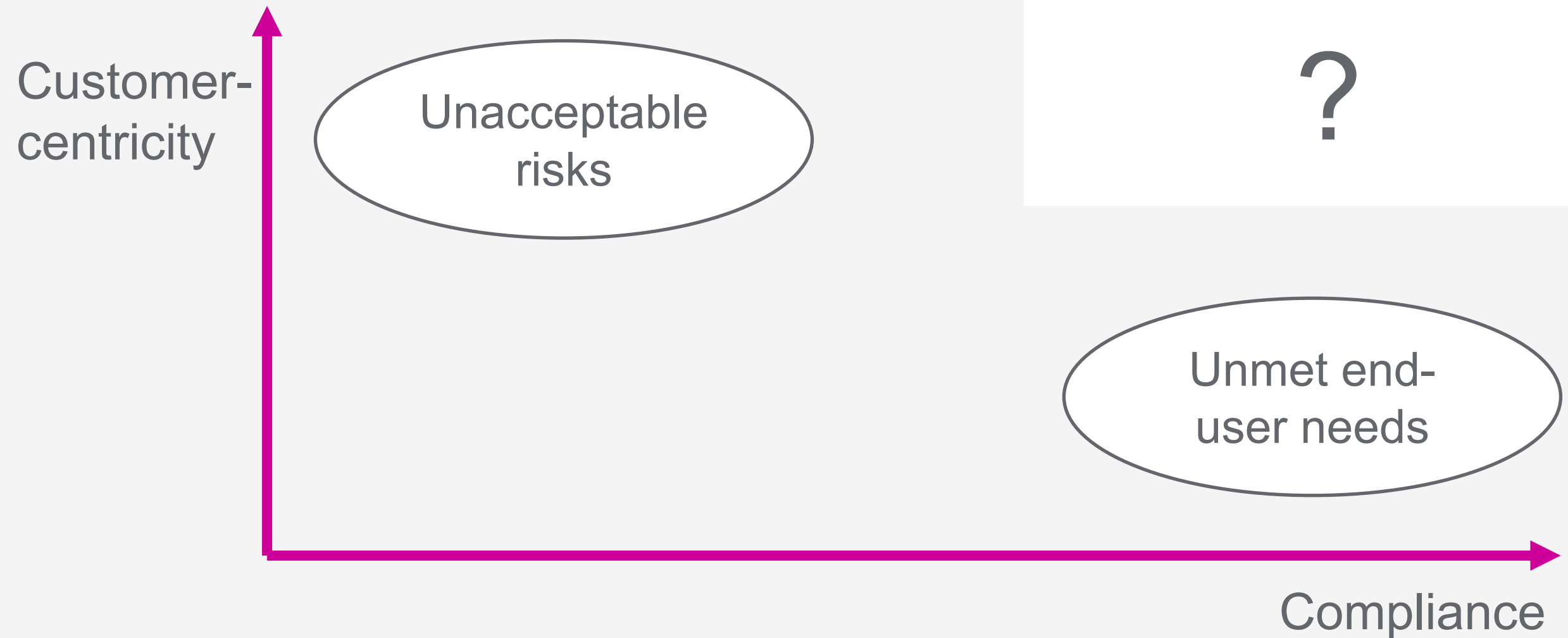
Resolving the dilemma



Resolving the dilemma



Resolving the dilemma



Resolving the dilemma





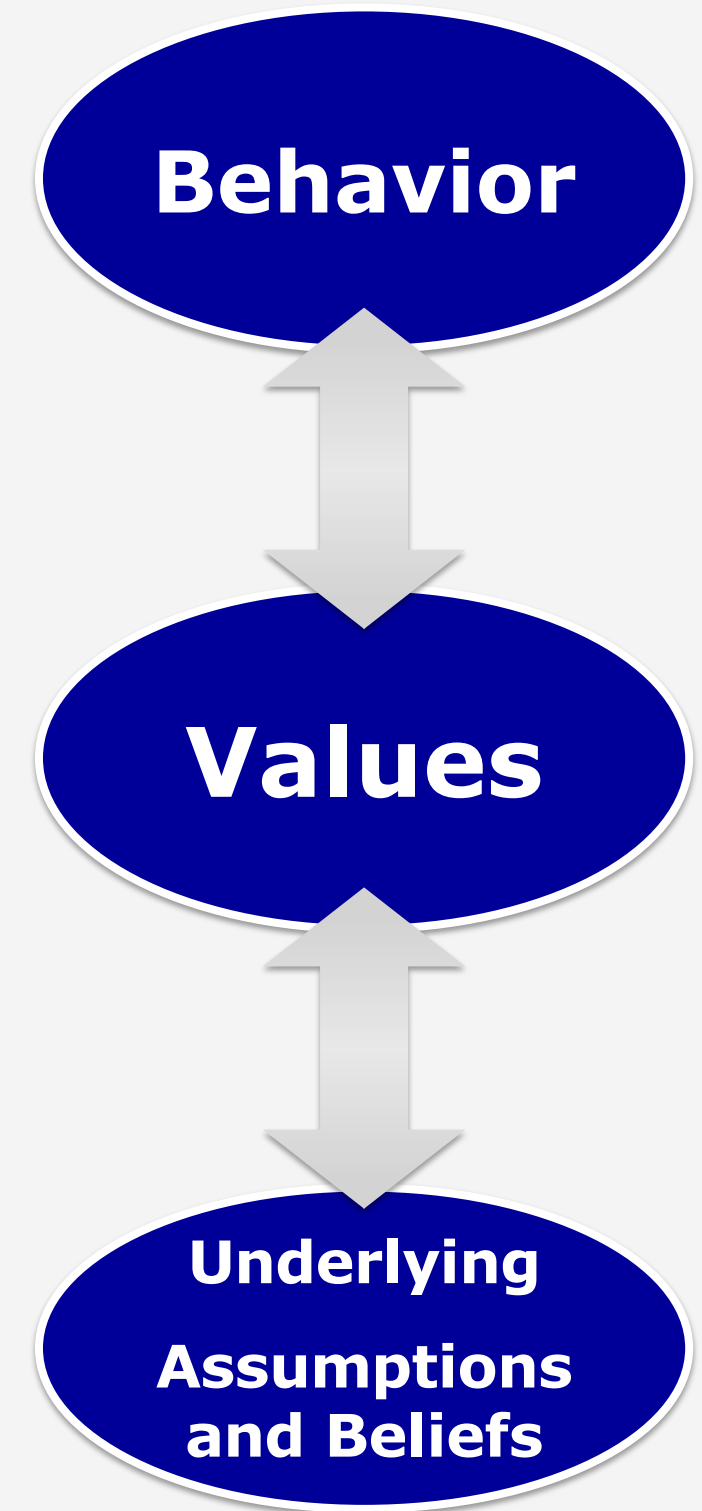


**“Culture eats strategy for breakfast”
Peter Drucker**

What is Culture?

Definition

- Culture is defined by the set of values, beliefs, assumptions, rituals, and behavior patterns exhibited in an organization
- Culture represents the unwritten rules: “How we do things around here”



Innovation Culture Behaviors and Attitudes

Innovation is a process of partnering with our business partners to reduce ambiguity for problem definition and solutioning prior to project implementation

EXAMPLE

Messaging

We embrace that innovation is a process to reduce ambiguity for problem definition and solutioning prior to project implementation

We seize the opportunity to ideate, explore and experiment prior to project implementations

We establish guardrails to communicate when we continue innovative efforts, and when we stop to capture learnings

Celebration & Reward

We share learnings from innovation

We create a safe environment where experimentation is encouraged and protected

We use behavioral metrics that measure engagement

Leadership Emphasis

Our strong innovation culture begins with leaders that encourage innovative ideas and experimentation across all initiatives

As leaders, we create a safe environment for experimentation and test & learns to occur before project implementation occurs

Employee Ownership

We see the impact of our innovation behaviors on BRQC and our business partners

We can apply innovation techniques in my day-to-day work

We take personal risk to ideate and experiment, even when no one requires it

[illegible]

Sample Innovation Intake Targets

EXAMPLE



SLT+1

25% participation of function at innovation intake events

10% of functional participants submitting ideas

5% of idea manager time prioritized for 12-week idea exploration (endorsement)



Line Management

5% of idea manager time prioritized for 12-week idea exploration

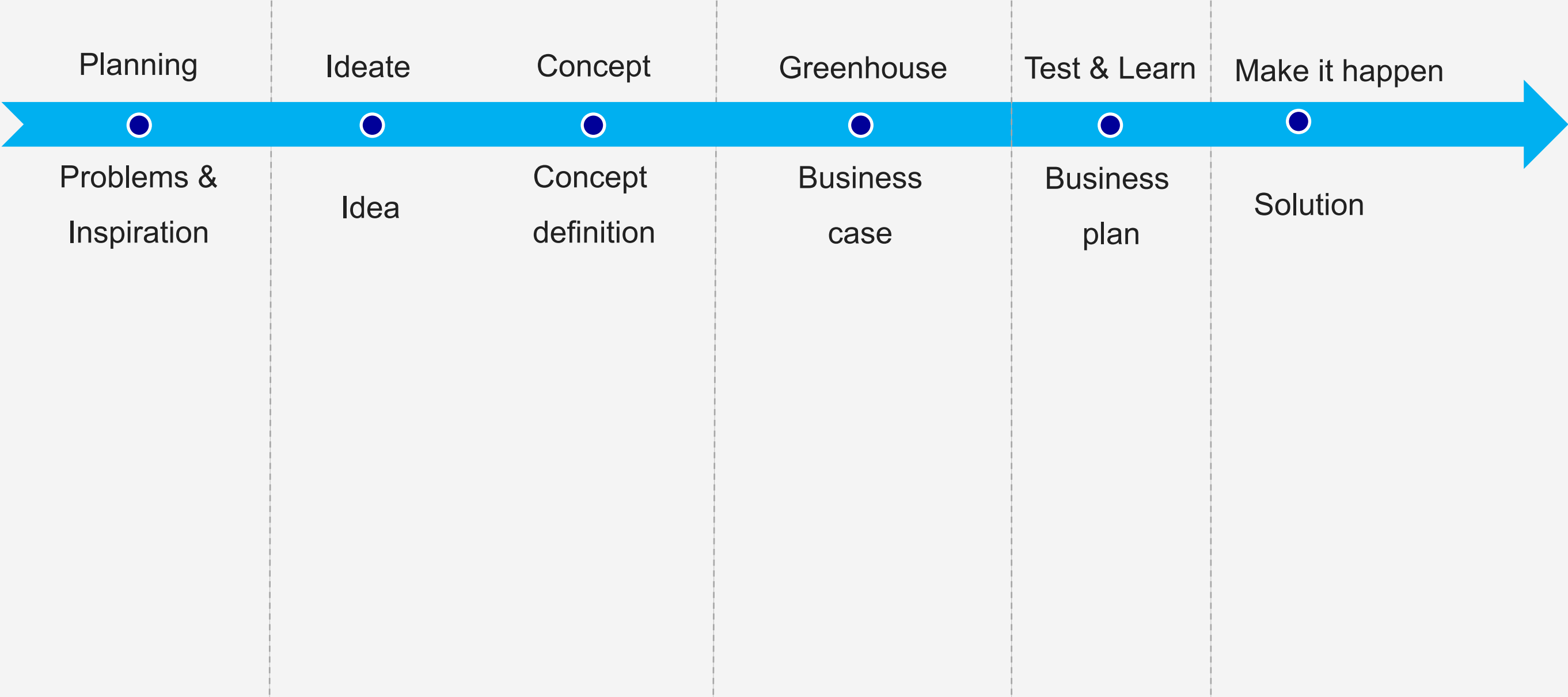


Employee

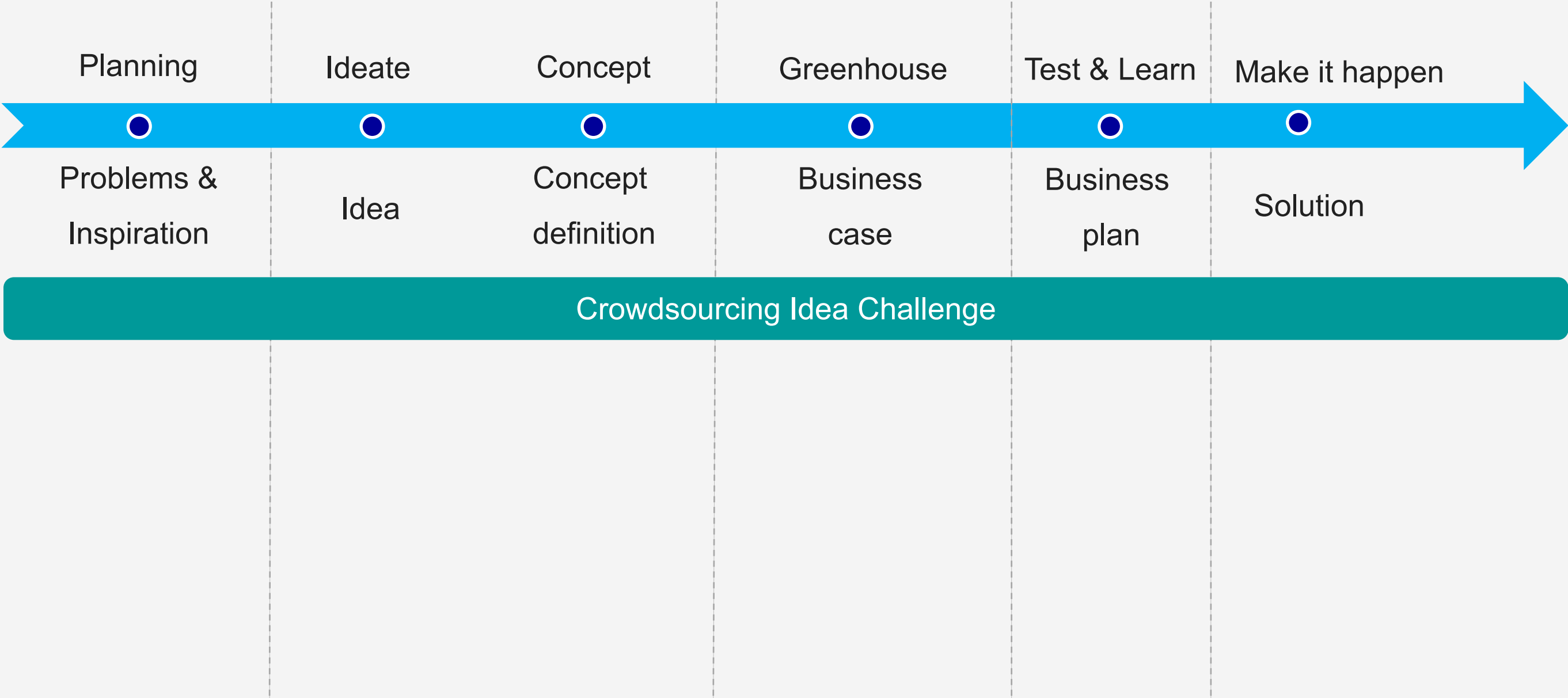
5% of time spent on idea growth for 12-week idea exploration



Full Innovation Program



Full Innovation Program

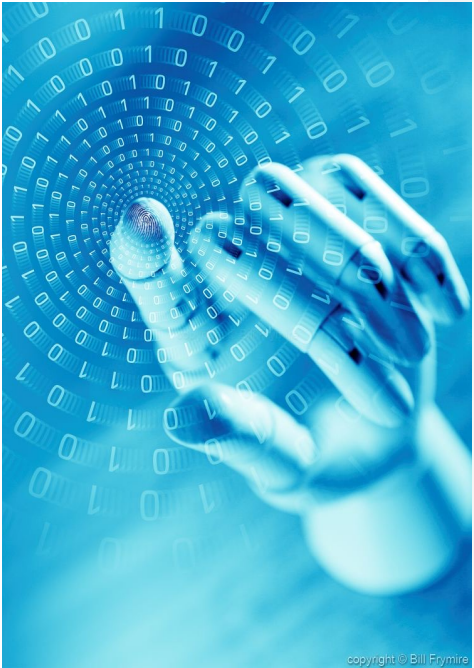


Topic modeling reveals better questions

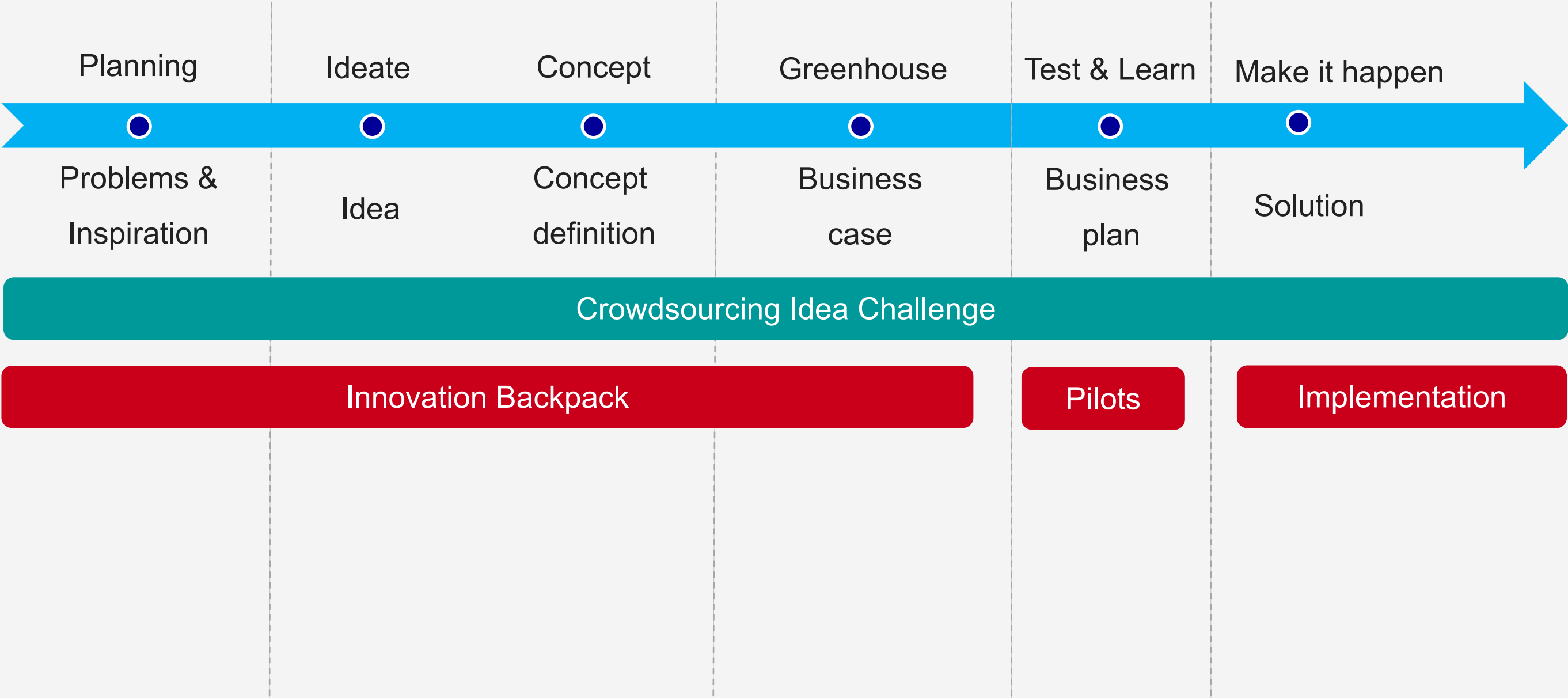
Improve, processes, training, risk, base, quality, technology, data, change



How might we improve our training on risk-based processes and analytics so that our personnel are better equipped to manage change?



Full Innovation Program



Step-by-step guide

Congratulations, you have received a BRQC Innovation Backpack!
Let me share with you the three most common issues that people have been raising about starting an innovation project:

1. They don't have time.
2. They don't have money.
3. They do not know where to start.

I acknowledge the validity of these thoughts, and that's exactly why we have created the BRQC Innovation Backpack for you. Here are the "rules":

- You can spend 40 hours on your innovative idea. It is your responsibility to do this within a 6-8 week timeframe. Please give me a progress report every 2 weeks.

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Learn. Organize. Create.

COMPOSITION
100 sheets/200 pages



No

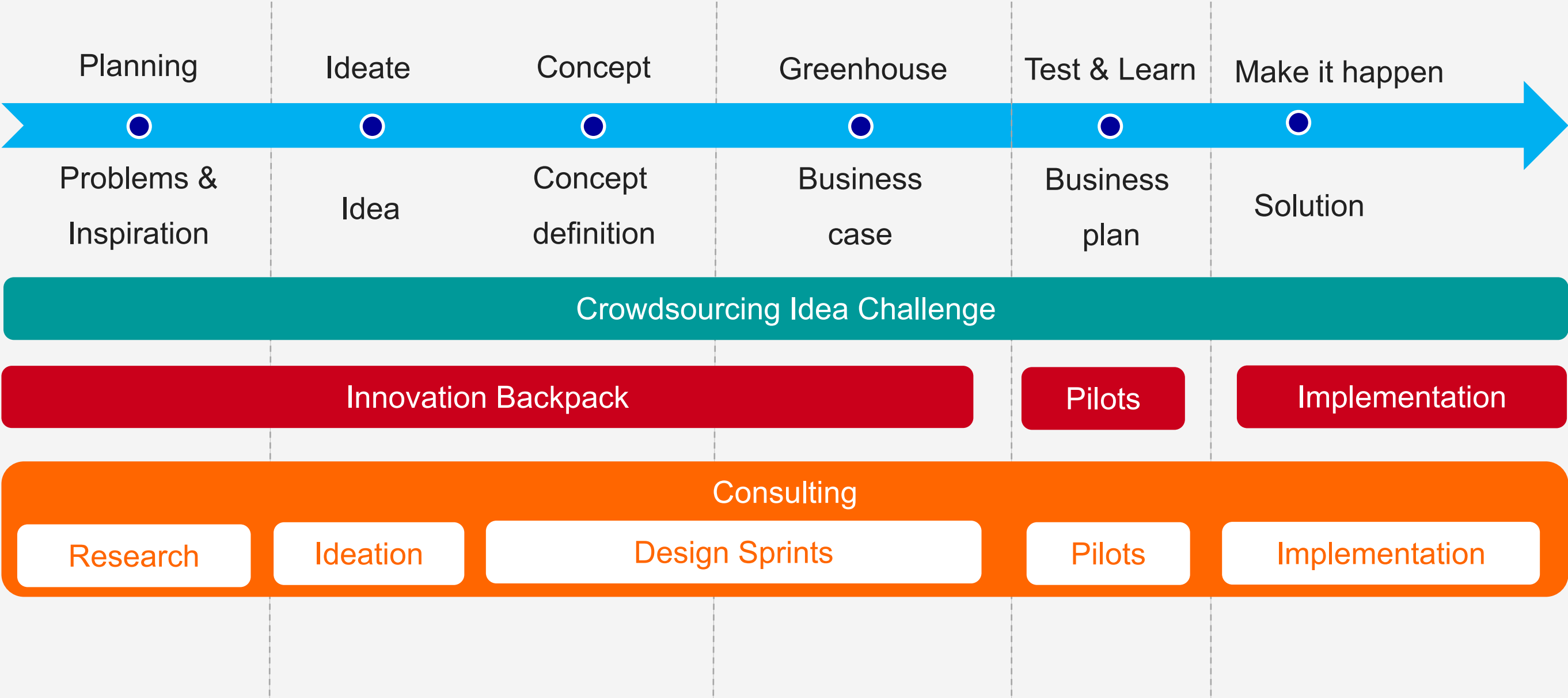
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L.L.Bean

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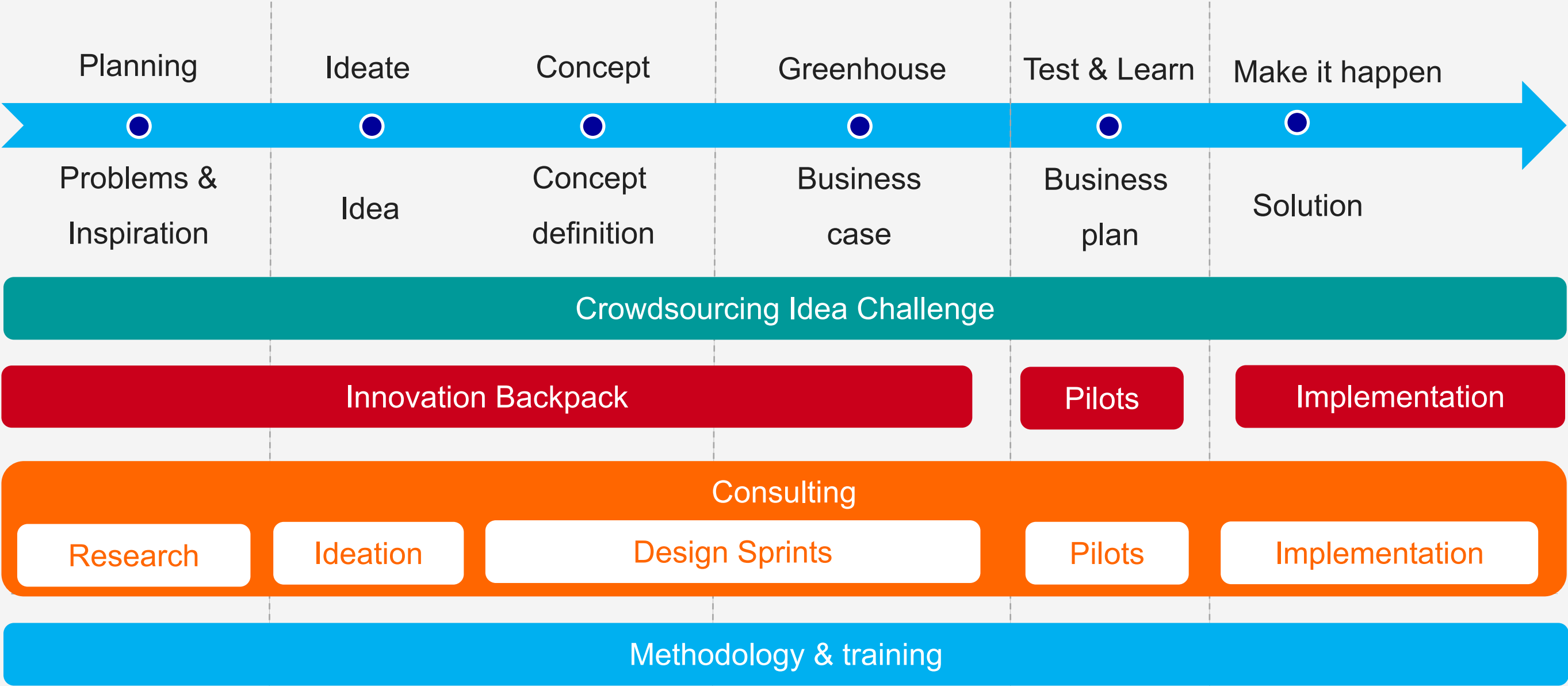
Full Innovation Program

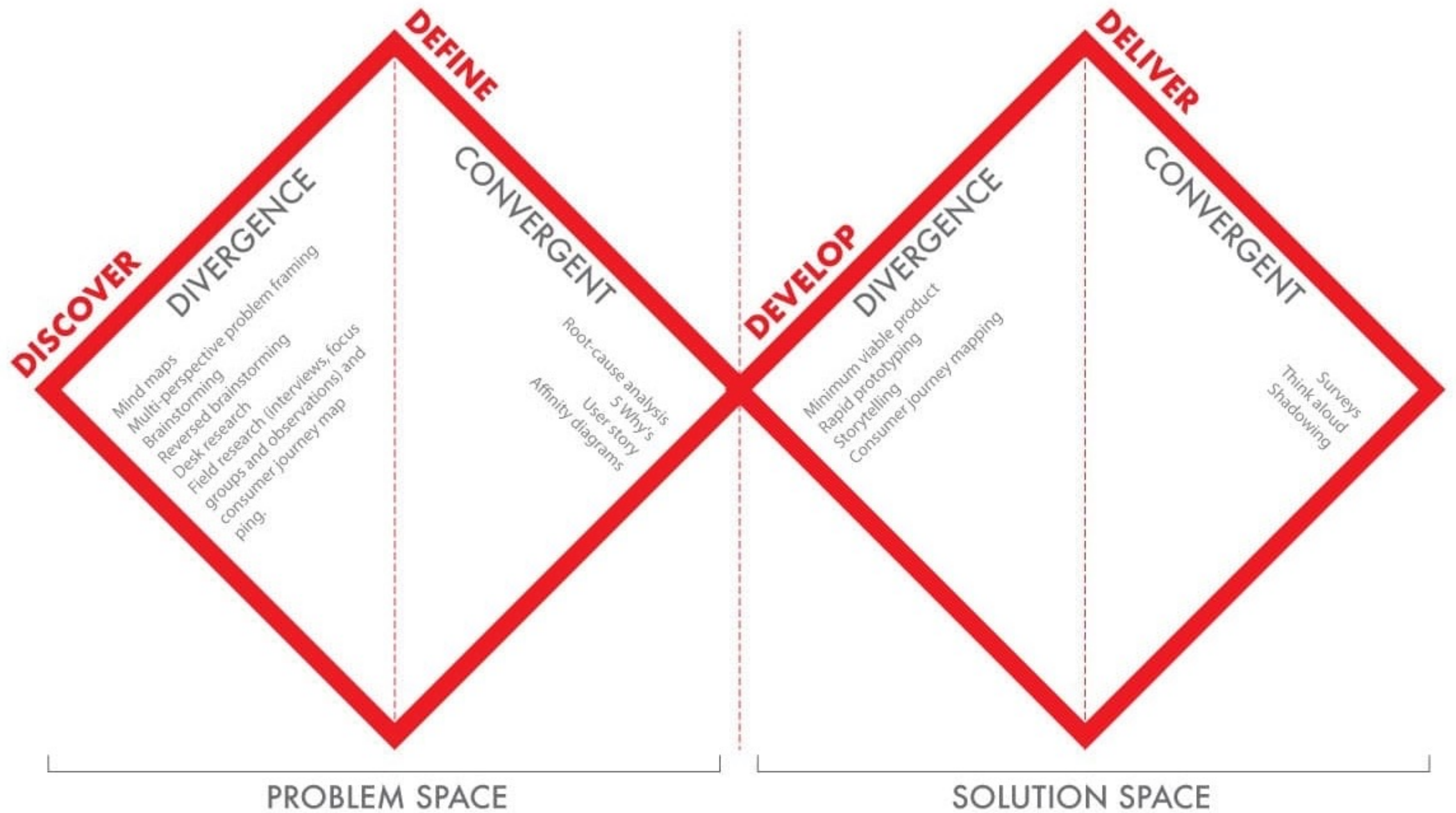




Reframe & experiment

Full Innovation Program







2

2

2

A portrait of Dr. Paul Janssen, a middle-aged man with short dark hair, wearing a white lab coat over a light blue shirt and a dark blue striped tie. He is standing in front of a large wooden bookshelf filled with books. A large blue circle is overlaid on the left side of the image, containing the quote "Patients are waiting".

“Patients
are waiting

Dr. Paul Janssen
(1926-2003)

One of the
20TH CENTURY'S
— MOST —
innovative & inspiring
SCIENTISTS

Thank you.

Erwin De beuckelaer

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