

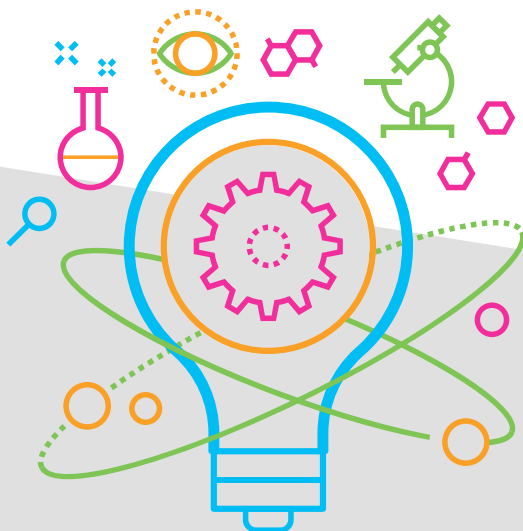


Driving Sustained Innovation With the Workforce You Already Have

To win in today's environment, companies are investing in innovation. They engage in Hackathons, Accelerators and perhaps Corporate Venture. These external and event-driven solutions can be part of the solution. But eventually, companies realize that to be sustainable, innovation also must come from within. The dilemma? Their workforce really wasn't hired for that.

Are you charged with driving innovation internally ...with a workforce that wasn't hired for that?

Current hiring and review practices are not designed to detect and leverage innovation talent. This priceless talent often lies outside of senior management's site lines. Employees may be overlooked who don't fit the "creative" stereotype, even while they possess other equally critical innovation skills – like Drive, Deliver, Control, Think or Connect.



The Swarm Innovation Profiler reveals all of the innovation talent hiding in your workforce.

Seven Ways

Companies Are Using the Swarm Innovation Profiler



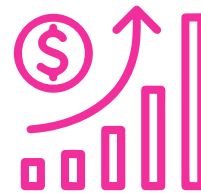
Innovation from R&D and Technical Functions

1

Many companies rely on R&D and Product functions for innovation. Yet we know that academic and technical resumes are not indicators of innovation outcomes. **Make sure your R&D and technical teams have the intrinsic qualities to actually deliver on innovation.**

2 High Potentials to Lead in Times of Change

You invest a lot in your “High Potentials.” Your succession plan is built around them. Yet HiPos are often identified for their performance within an established business context. **As the pace of change accelerates, select High Potentials who can also lead in uncertainty.**



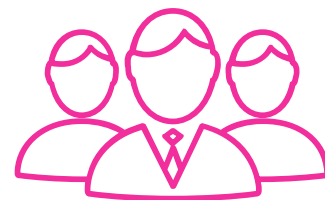
Attract and Retain Innovators

3

Companies often make promising new hires “pay their dues” before they can contribute to innovation initiatives. Yet innovators are more prone to leave if their talents are not being utilized. **Identify your innovation talent early, retain and leverage it, before it walks out the door.**

4 Form Stronger Innovation Teams

When forming innovation teams, companies often fall back on “the usual suspects,” functional skills, or simple availability. But would you put your slowest guy as running back on a football team and hope for the best? **Form innovation teams based on actual ability, not guesswork.**





Drive Innovation Everywhere

5

While it's true, good ideas can come from anywhere, it turns out, they don't come from just *anyone*.

Employees who score higher on the Swarm Profiler have significantly more ideas, and higher-value ideas.

Engage employees likely to have high-value innovations, wherever they are in the organization.

6

Foster a Culture of Innovation

Companies want to create a culture of innovation. But there is little science to inform this goal. Is it casual Fridays or fun furniture? Companies use the Swarm Innovation Profiler to design their innovation culture. **Promote a culture based on the attitudes, traits and behaviors that actually lead to innovation business results.**



Increase Your Innovation Training ROI

7

Remember the famous saying, "Half the money I spend on advertising is wasted; the trouble is I don't know which half?" Well, the same might be true of innovation training. Except now we do know: about half of humans have little inclination to innovation. **Focus your innovation L&D dollars on those most likely to benefit.**

About Swarm Vision

Swarm Vision is a Silicon Valley-based predictive analytics company focused on corporate innovation.

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