



LEVERAGING MILLENNIALS A HOUSEHOLD NAME IN ENTERTAINMENT

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.



SAM
HEAD OF STRATEGY

Sam heads corporate strategy for a household name in media entertainment. He knows they need to reinvent their cash cow – before it goes the way of the newspaper. He eyes the young talent in the cubicles, knowing they are digital and mobile natives. Currently these workers are playing a supporting role in an ageing business model.

Using the Swarm Innovation Profiler, Sam profiles the past five years of new hires at the company. The results show that Millennials are inherently quite innovative, and he specifically selects the top 20

percent (based on Swarm scores) for his high-stakes initiative. He also selects mentors who know the industry and company inside and out, and score high on Swarm. He coaches the mentors to inspire, coach and support the young teams in that order – vs. "managing" them in the traditional sense. He provides developers and UX designers to each team to round out their strong intrinsics.

The teams move quickly to frame the opportunity, explore emerging technologies and rapidly prototype solutions. In just six weeks, Sam has a pipeline of approaches to the decline of traditional media that range from innovative programming tweaks, to disruptive applications of AI, image recognition, and natural language processing.

Sam not only delivers on the company's important strategic objective. He identifies valuable innovation talent early, retains and leverages it, before it walks out the door.



About Swarm Vision

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

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