



# 7 STEPS TO SUCCESS | 3 STEPS TO FAILURE

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## 7 Steps to Success

- + Type of Innovation: *Defining the change that's right for you*
- + Scale of Innovation: *Incremental or Monumental*
- + Awareness of Innovation: *Determining and Understanding Your Stakeholders*
- + Agents of Change: *Identifying Evangelists, Designating Leaders*
- + Investing Time and Materials: *Scheduling and Planning*
- + Emotion vs. Execution: *Reconciling sexy end-goals with Devilish Details*
- + Continuity of Innovation: *Attaining Consensus, Maintaining Coordination*

## 3 Steps to Failure

- + Siloing and Orphaning: *Avoid the Guitar Solo*
- + Purpose without Power: *Empowering, not Undermining*
- + Failure to Commit: *Willing to Go the Distance?*

## Action Item: Define your "Innovation Brief"

1. REACH OUT to potential internal change agents & stakeholder representatives
2. INTERVIEW these individuals, with the goal of gauging awareness and interest
3. Develop an INVESTMENT PROFILE for the company that summarizes what you discovered in your interviews (Who's aware of the need and potential for innovation at your company? Who are your potential collaborators and advocates? Where are your barriers?)
4. Build a high-level ACTION PLAN based on the Investment Profile. (Use this to identify the appropriate first steps for your company.)
5. GET HELP. Yeh IDEology has a long history of partnership engagements in strategy and innovation. We design teams of all sizes. Contact us at: [info@yehideology.com](mailto:info@yehideology.com) and check out our website [www.yehideology.com](http://www.yehideology.com) Visit [www.dmi.org/?page=Web\\_Conversations](http://www.dmi.org/?page=Web_Conversations) to learn more.