

THE PEOPLE EQUATION

Why Innovation is People, Not Products

DEBORAH PERRY PISCIONE with DAVID CRAWLEY

DEBORAH PISCIONE is a serial entrepreneur and principal of Vorto Consulting, a Silicon-Valley innovation consultancy firm. She is also the author of four books including *Secrets of Silicon Valley*. She is the founder of Nobiyo Freshwear and *Alley to the Valley*, a community of female entrepreneurs. She previously spent eighteen years in Washington DC as an on-air commentator for CNN, MSNBC and Fox News. Deborah Piscione is a graduate of Georgetown University and Florida State University.

DAVID CRAWLEY is also a principal of Vorto Consulting. He previously worked at Cypress Semiconductor where he was head of continuous improvement and as a project manager with McKinsey and Company. He is a graduate of the University of Cambridge, the University of Oxford and the Royal Military Academy.

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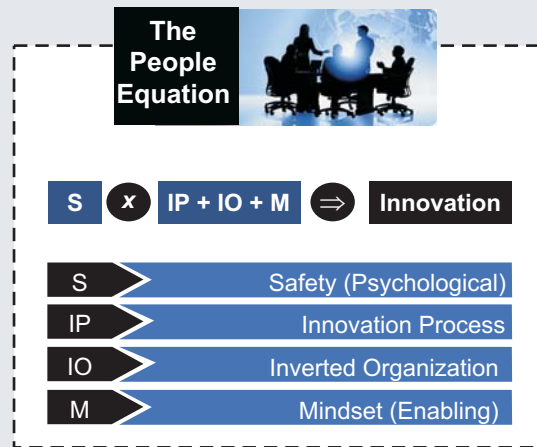
MAIN IDEA

The best way to get more innovation happening within organizations is to provide a culture where risk-taking is safe and innovation is completely democratized so anyone and everyone can participate.



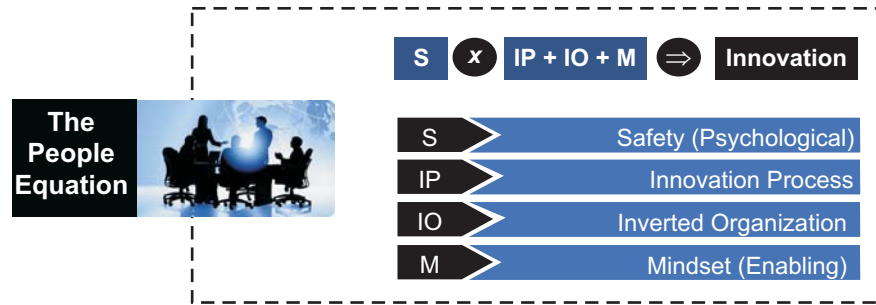
In other words, get The People Equation right first and innovation will happen. Rather than worrying about providing innovation tools or instituting innovation-generating processes, give people the go-ahead to innovate and they will.

The People Equation is that you need to have four elements which work together:



"People, not processes, create great products. We spend more time at work in our lifetimes than we do anywhere else, so when we stepped back to thoroughly and thoughtfully examine what the People Equation is, it became quite simple to us—put people first!"

– Deborah Piscione and David Crawley



Safety – Give people permission to take risks and fail while learning Page 2

Nobody will innovate if they see others who make an honest effort to try something new penalized when things don't work out. You've got to make it safe for people to try new things, fail at first but learn and keep moving on. Until you create an environment where it's safe to fail, people won't be creative.

Innovation Process – Have a democratizing innovation process. Pages 3 - 4

You also have to democratize innovation so that anyone can participate. You need a formalized process where everyone is trained on how to develop their ideas until they are viable. Empower everyone to push boundaries and grow the organization from the bottom up.

Inverted Organization – Empower your front-liners to do great work. Page 4

To keep new ideas bubbling up, you have to create an organization where those who are hands-on feel like they can mobilize the full resources of the organization if their idea is good enough. That will require a nonhierarchical structure which is focused on the needs of those on the front line.

Mindset – Harness the natural energy of people to achieve great things Pages 5 - 8

The key here is to have people who are working to make the train go faster rather than obsessing over getting into the first class cabins themselves. This kind of mindset requires five elements:



