

*Our most important innovation is the way we work*®

# Liberating the Genius of Teams

*How the use of a core value proposition  
and comparative learning accelerate value creation*

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# Importance of Value Creation

- Only fair performance
- Essential skills missing
- Multidisciplinary opportunities
  - Requires creativity, collaboration, motivation, behaviors, skills
  - Make innovative success “inevitable”

# Ineffective Methods

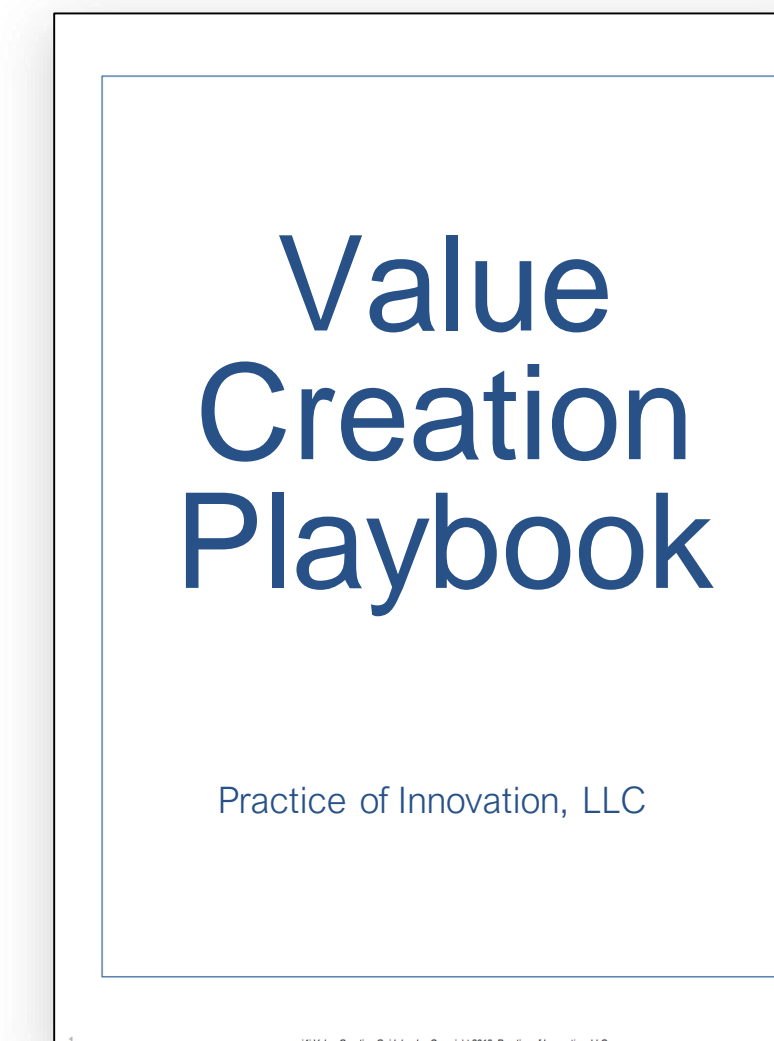
- Admonishing people
- Individual feedback
- Brainstorming
- Incubation without shared mental frameworks



Value-creation is only learned experientially

# 2 Year NAE Study on Value-Creation

- Limited performance
  - Lack of skills
  - Poor collaboration
- Value-creation playbook
  - Important opportunities
  - NABC value propositions
  - Value-creation forums
- Paradigm shift is possible





# Value-Creation Forums



“Which is better, A or B?”

- Recurring — NABC value proposition presentations
- 4-6 teams, 2-5 minutes with constructive feedback
- Presenters listen: no arguing

# Rules for Genius-Level Teams

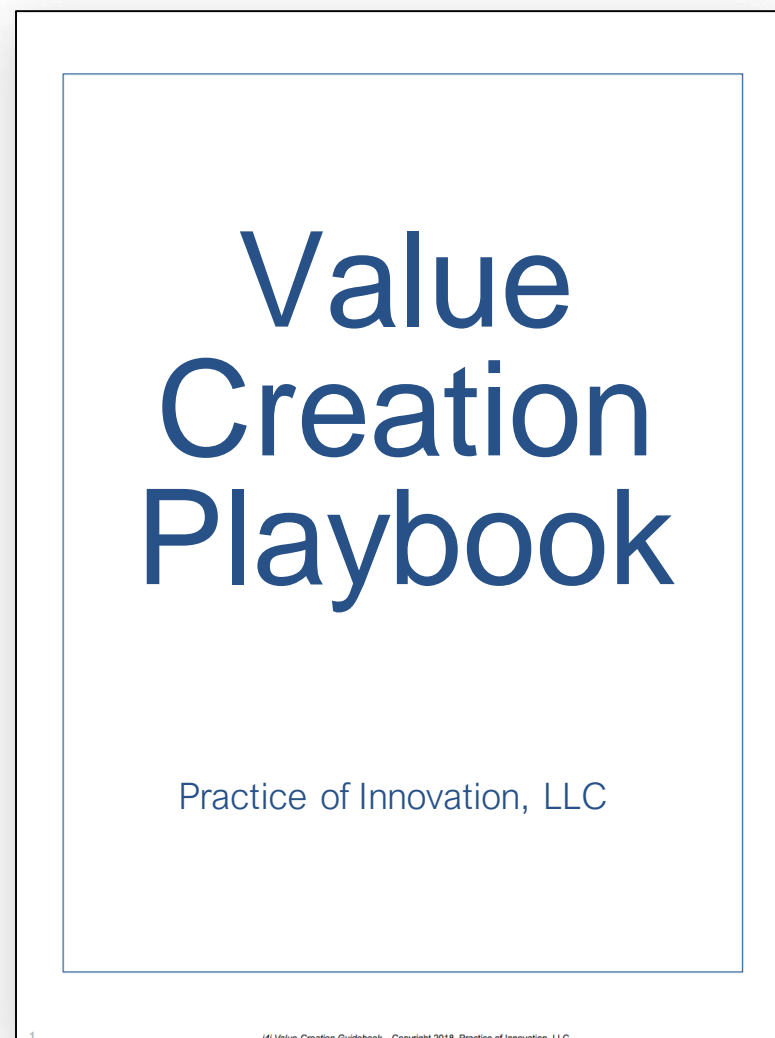
“Point of view is worth an extra 80 IQ points”

- Important opportunity
  - Shared vision
  - Unique, complementary roles
  - Shared rewards
- Human values
- Motivation





# Liberating the Team's Genius



## Value-creation workshop



## Value-creation forums

- Every 2-6 weeks
- Constant iteration

# Summary

- Essential value creation skills — only learned by doing
- NAE — value-creation playbook
  - Important opportunities
  - Key concepts: NABC value propositions
  - Value-creation forums
- Forums and NABCs enable comparative learning
  - Teaches value creation
  - Provides motivation, creativity, collaboration, incentives, ...



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# Thank You

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