

Next generation ideas

Joint opportunity creation for Philips

Situation

Royal Philips Electronics is one of the world's biggest electronics companies and Europe's largest with sales in 2004 of £30.3 billion. The business spans medical systems, domestic appliances, personal care, consumer electronics, lighting, semiconductors and other activities including a technology incubator and corporate investments.

Philips is committed to open innovation and the Philips Research lab in Eindhoven, Holland has become a high tech campus for many organisations in addition to Philips. Dr Terry Doyle, Managing Director of Philips Research Laboratories assigned H-I to support the Open Innovation development and bring new ideas to a product domain for Philips. The assignment was carried out as part the tailored programme, offered as part of the H-I Network membership.

Objectives

The objective of the assignment was to provide an environment to develop 'Next Generation Ideas' on the theme of health and wellbeing, particularly related to Information and Communication Technology (ICT) connectivity. This approach also aimed to give the Philips team an external entrepreneurial perspective and the opportunity to collaborate with other leading organisations. The idea was not to generate a specific opportunity but to build respective understanding between Philips and the participating organisation.

Approach

H-I conducted a Joint Opportunity Assembly (JOA) to generate Next Generation Ideas which involved:

- Tapping into H-I knowledge and connecting Philips with other leading members of the H-I Network interested in open innovation
- Initial scoping discussion with Terry Doyle and key executives
- Confirming objectives, attendees and the programme agenda
- Leading a workshop using innovation techniques and external input – the external participants included executives from a health sector business, part of a leading multinational
- Providing the output and notes from the meeting, which were then used at an internal management meeting to decide next steps
- Facilitating the next stage of the idea development

Results

The programme achieved the objectives and feedback scores were high. The JOA created gems of insight for the teams and Philips now wishes to progress one specific idea. Dr Terry Doyle was clearly impressed: *"I think that we indeed succeeded in building a common understanding between the organizations and there are valuable ideas to take forward."*

The other organisation also valued the JOA programme, one participant described the experience as a: *"Great chance to test our thinking with a leading corporate and have an opportunity to build a business opportunity"*

We are delighted to be continuing our long running support to Philips.

