



## Customer Collaboration & Product Innovation

***Using Social Networks to Extend the Product Development Team & Create a Competitive Advantage for Your Business***

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## The Opportunity is Here and Teams Are Not Ready

- Enterprise social media has become a way of life.
  - Marketing, customer support, human resources.....and now **product development.**
- Social media investment in product development is trending up.
- Customers have already engaged

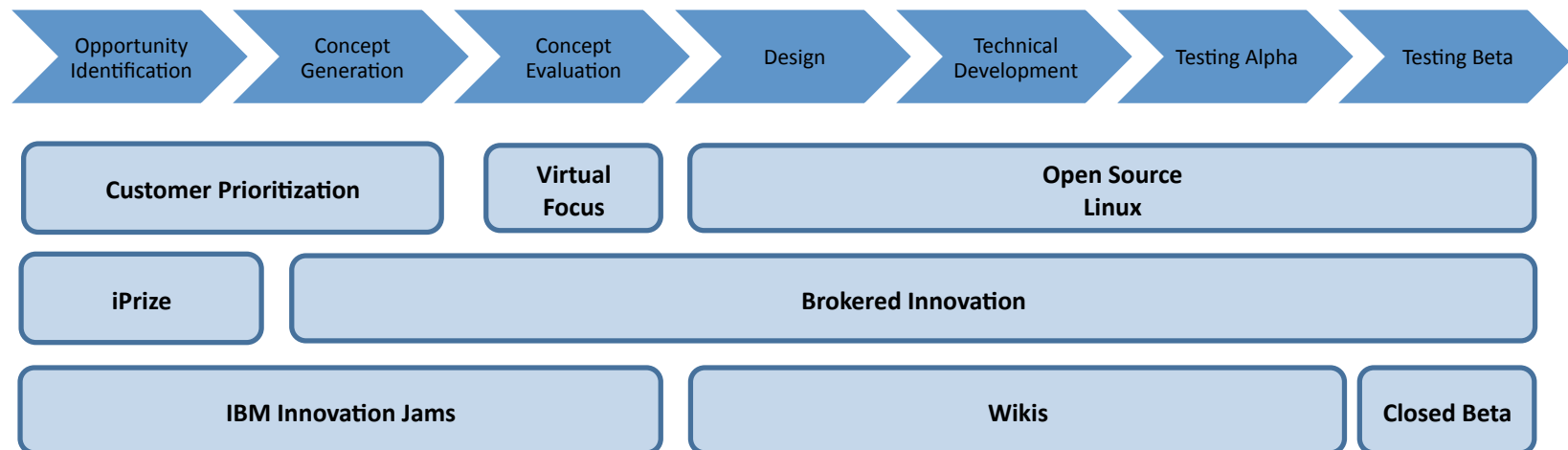


*Are you ready?*

*Project Management can make a significant contribution*

# Product Innovation Landscape

## Social Innovation Technologies over the Product Development Lifecycle



- *Deeper engagement with talent beyond the walls of the company*
- *More collaboration throughout the entire lifecycle*

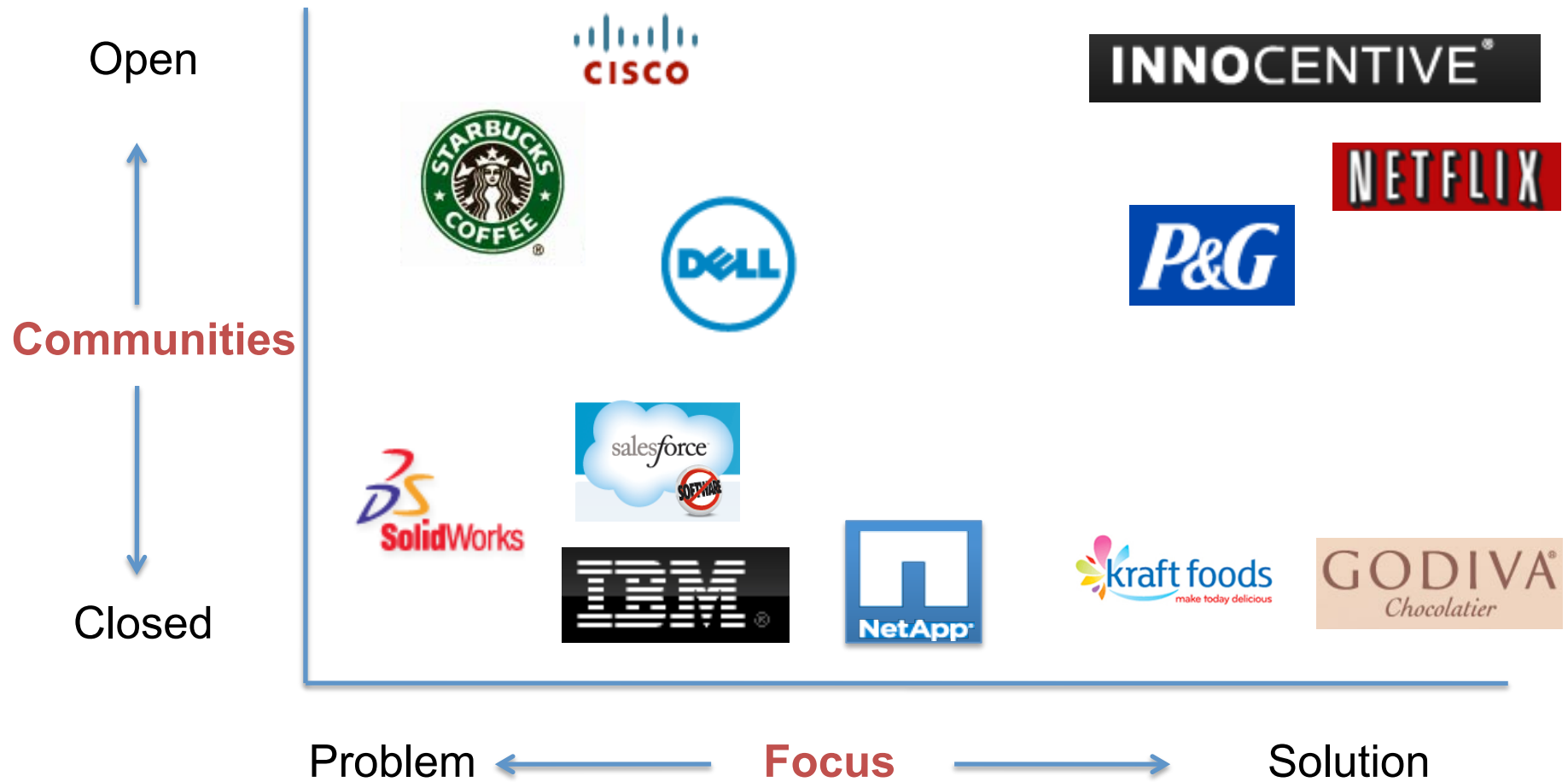
## Product Innovation & the Social Web

An increasing number of companies – both B2B & B2C - are embracing the social web to drive product innovation



*We've studied these companies and their product innovation methodologies – and from them identified best practices you can begin implementing today.*

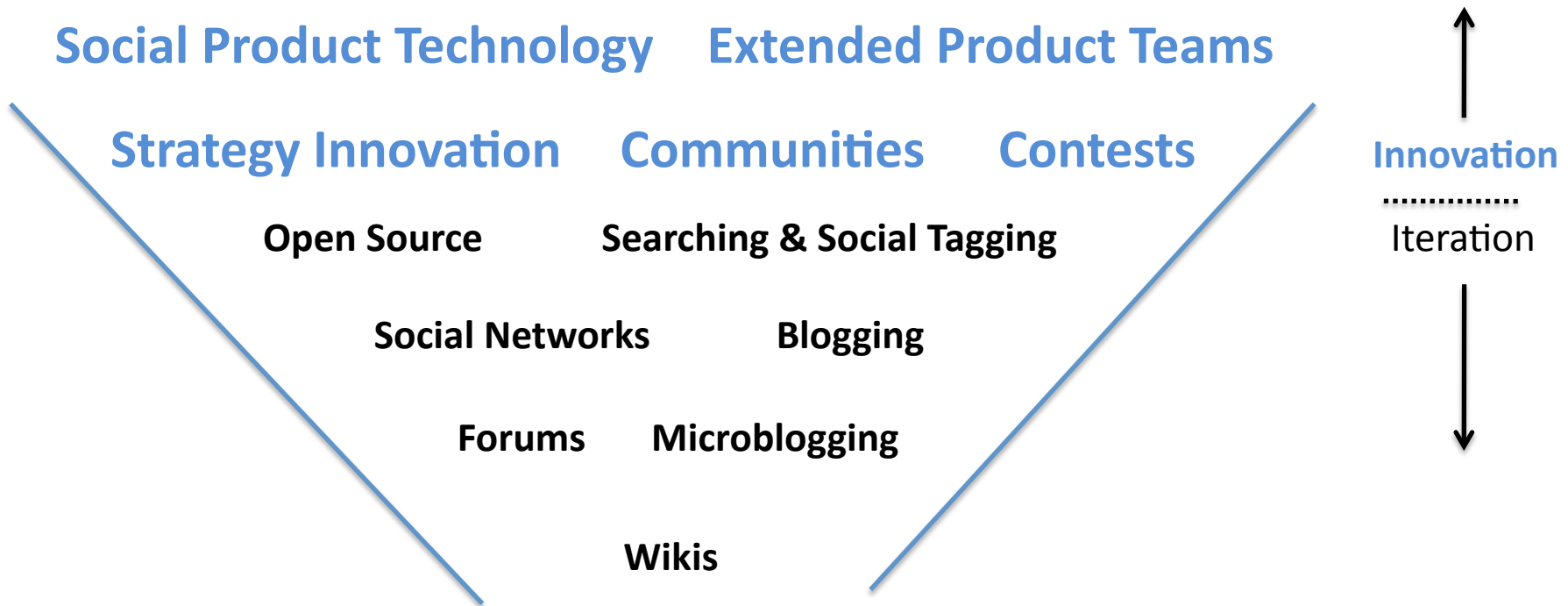
# Product Innovation Organizing Principles



*Well focused communities drives effective innovation*

# Social Media for Product Development

*With so many tools, which ones move the needle for product innovation?*



*All these methodologies can contribute to product creation – but the best practices come from the few at the top*

## Best Practice Social Media as a Feature

*Social Media isn't limited to tools, but is migrating into the fabric of a product.*

Practice: Company with a vibrant user community, implements RSS feeds as a feature in its software application.

Goal: Increase user engagement; Fast, relevant feedback into the dev team

Result: Fast, direct feedback into product development every time the user launched the applications

Social Product Technology

## Best Practices: Communities Drive User Generated Content

*Know where your  
customers can make the  
highest value contributions*

Practice: Busy Moms photograph their purses and design the ideal “mobile” cosmetic solution.

Goal: Significantly Accelerate Time-to-Market.

Results: Twelve products in 6 months  
(significant reduction in TTM)

Better Product Decisions, Faster

## Best Practice Customers Driven Product Strategy

*Allowing customers to set product strategy allows teams to be laser focused on delivery; validates customers voice.*

Practice: Users submit and vote on features. Top 10 List is announced at annual user conference

Goal: Allow users to be in control of the product strategy

Results: 85% of user driven features are implemented

Strategy Innovation

## Best Practices

### Community Co-Habitants: Customers & Industry Thought Leaders

*Well defined objectives  
drives effective  
collaboration & solution  
credibility.*

Practice: Harness the determination of customers & expertise of thought leaders to co-create solutions

Goal: Channel customer frustration into profitable solutions.

Results: South Beach Diet: 48 new products, \$100M revenue, 6 months

Product Line Expansion

## Best Practice Extending the Product Team

*Typically outsourcing is  
focused on execution.  
Now there's an  
opportunity is to apply it to  
problem solving.*

Practice: Entice & engage top global talent to solve business critical problems.

Goal: Highly leverage global resources to identify the next big opportunity or solve a specific problem.

### Results:

- Cisco iPrize: Next critical business
- P&G: 1000+ innovations
- Netflix: Increased critical performance

CEO Driven: but they don't have to be

## Pitfalls, Landmines & Sand traps Integrating Social Innovation

*Social Innovation is redefining many aspects of how products get developed – but how that happens is not cast in stone*

### Executive support: Who's in charge?

- Without it, you can get a lot done.
- With it, you can do more.

### The Social Media Workforce

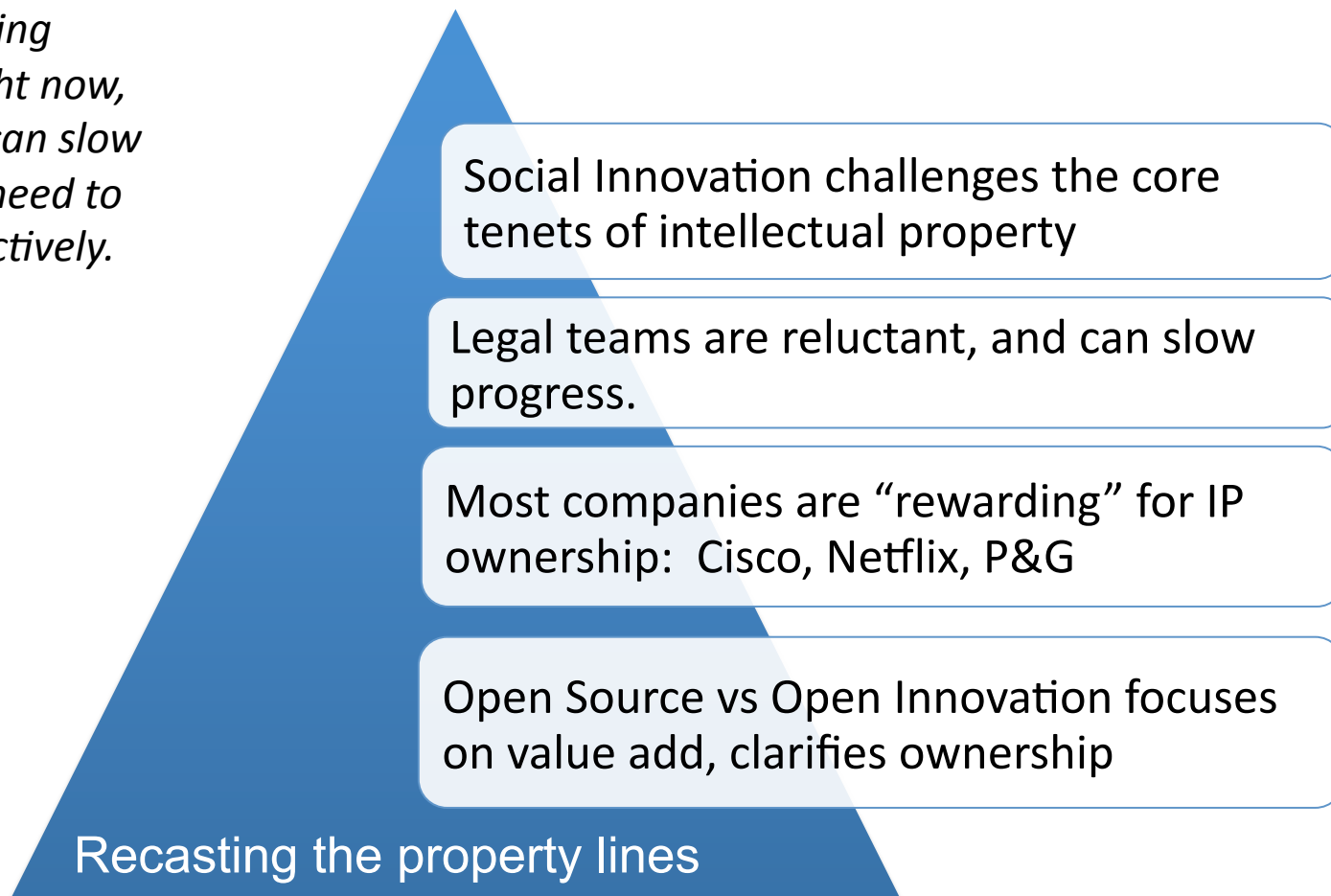
- Employee engagement is the first big hurdle.
- Rethinking talent acquisition

### Aligning with traditional PDP

- Changing roles & responsibilities
- Managing the data

## Pitfalls, Landmines & Sand traps Social Innovation and Intellectual Property

*This is a changing landscape. But right now, legal departments can slow teams down, and need to be managed proactively.*



## Poising Your Team for Success



- Are you using social innovation?
  - If not, why not?
    - Next Step:
      - Select one of these areas.
      - Focus on your low hanging fruit, and then build momentum.
  - If so, how can you improve?
    - Next Step:
      - Select one of these areas of best practice.
      - Apply the practice, accelerate by learning from others.

*Most teams don't know where to start.  
They need project leadership – you have the right skill set to get them going.*



## Questions?

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