

The challenge to manage your idea in the organization

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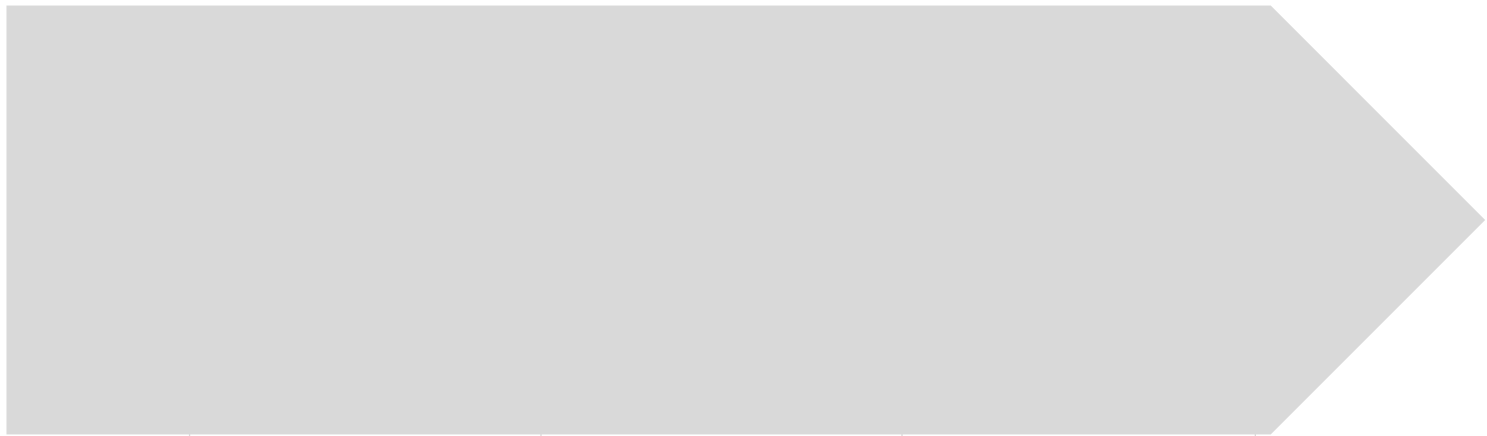
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Bosch Thermotechniek B.V. Deventer

2-11-2016

NEFIT easy

BOSCH



6-2011

9-2011

12-2011

←project→

6-2013

NEFIT easy

BOSCH



Feedback



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Feedback



Responsibility
BUDGET
Roadmap

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NEFIT easy

BOSCH



Feedback



Responsibility
BUDGET
Roadmap

fast cheap
good



6-2011

9-2011

12-2011

←project→

6-2013

Impact on the department

since release of NEFIT easy

- ▶ Innovation team created
- ▶ Motivation of other team members grow
- ▶ Project teams spend time on innovation

- ▶ R&D Budget doubled
- ▶ Department awareness grew within & outside Bosch

since release of NEFIT easy

Motivation & passion for the job increases
Interdisciplinary and outside oriented

Freedom and responsibility for team-members

Generate a common purpose

Create concept
Support team





Convince the organization

How to sell my innovative idea

7 steps approach

- 1 Believe in your idea
- 2 Who should you convince?
- 3 Self-reflection and team-play
- 4 Know the potential roadblocks
- 5 Preparation
- 6 Presentation
- 7 Keep management connected

Keep focus and believe

I already proposed it 10 years ago

It is not planned in the roadmap

It will never work

...

That is a great idea

Who should you convince?

Know your organization

Leaders, followers, rules, KPI

Prepare a strategy

Personalized pitch

Feedback

Challenge the people why they think it is a bad idea

Use feedback to improve your idea



Self reflection

What are my skills?

Should I get support and why?

Potential roadblocks



Traffic lights

Evaluate red lights

Put your effort in green lights!

Generate solutions for potential roadblocks

Think out of the box

Preparation

Determine your goal!

What do you want to achieve?

Build your case

Which benefits bring your idea

Analyses of target groups (management, customer)

What could you ask?

What can you get easily (e.g. pilot project, small team to start, ...)

Be realistic, don't exaggerate



Promote your idea by



“Advertisement is preached. Stories are shared.”

Promote your idea by



Prototyping

Promote your idea by



Clarify chances for future, business, portfolio

Keep management connected

Give frequently an update



Show every presentation new possibilities

Don't give everything away in the first pitch



Use feedback to improve the idea for the next time



THANK YOU

The challenge to manage your idea in the organization

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