Hyper Innovation

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"People are excited about the openness and opportunities for cross-industry learning, it's a design thinking network." - Mike Zhang, VP Global Innovation at Lands' End

Hyper Innovation Executive Brief

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Short video overview of Hyper Innovation Executive Session Intro:

Short video summary of UW-Madison's Jignesh Patel "Smarter, Faster, More Connected with AI:"

Inside:

Insights from a half-day strategy session held at the Wisconsin Institutes for Discovery in Madison, WI on November 30. Presentations on AI and Co-Innovation were followed by small group discussions and action plan development for lab activities. The event brought together a unique ecosystem of executives from a diverse group of leading companies*, start-up CEOs, and multi-disciplinary University of Wisconsin faculty, staff, and students.

- 21st Century Leadership
- Blockchain
- Internet of Things and Connectivity
- Future of Transportation and Mobility
- Innovation in Home-Healthcare Integration

21st Century Leadership

Creating a culture of innovation and the importance of ambidextrous organizations.

Key challenges revolve around the importance of creating a culture of innovation within an organization and factors that inhibit adoption by leadership and board members. Several companies discussed "ambidextrous organizations" – the concept of corporations focusing on achieving entrepreneurial speed and spirit - as the cornerstone for revolutionizing leadership and innovation within large organizations. An ambidextrous organization recognizes the necessity of a space for exploration that taps into the organization's core resources. Measuring the success of innovation within an ambidextrous organization involves the use of metrics such as the number of successes, the costs associated with failure, and the number of experiments.

In future Corporate Executive Member events, participants will have the opportunity to validate ideas and benchmark with other leaders in identifying how to create a highly effective ambidextrous organization. With creating tangible, short-term outcomes top-of-mind, cross-functional work groups will create customized action plans to take internally to engage executives across their entire organization while co-creating best-practices-driven plans for operationalizing innovation.

Blockchain

Jeff Glazer, Attorney, Entrepreneur, UW Law and Entrepreneurship Clinic
"As with all major paradigm shifts, there will be winners and losers. But if we do this right, blockchain technology can usher in a halcyon age of prosperity for all." - Don Tapscott

We have all heard that blockchain will disrupt virtually every industry. We are in a new Wild West and blockchain is leading the charge in what feels like the dot.com gold rush of the 90s. There is a lot of hype and we see a need to ground in real strategy and to distill the noise. Many companies are early-stage in exploring Blockchain opportunities. The technology is moving fast and some say we are two years or less away from mass adoption. Blockchain has already made a tremendous impact on the world as a platform for cryptocurrencies like Bitcoin and is poised to disrupt many industries. For instance, healthcare and insurance industries would benefit greatly from storing medical records on a secure and decentralized network. The appeals of Blockchain are the disintermediation of middle-men in transactions, tight security protocols, and the ability to create trust in trust-less environments. An action plan for the Blockchain Lab was formulated based on the interests and level of knowledge of the group to include boot camps and training for developers, open hackathons, student-driven sandboxing, and shared use cases in crypto and enterprise blockchain.

Internet of Things & Connectivity

Brian Klais, CEO of PureOxygen Mobile and digital thought leader

Key challenges in disruptive technology focus on how the industry can further monetize data and insights.

Questions of shared interest include:

How can data gathered be monetized?
How can MVPs be developed and tested more quickly?
How can industry insights and market trends be more clearly and effectively determined?

Creating focused working groups around these questions and how best to create value accelerates innovation through cross-industry insights, bringing thought leaders in the field to share knowledge, and tapping university thought leadership in specific spaces. The [Corporate Executive Membership](#) offers an opportunity to engage with other technology leaders to identify "what's next" in high impact spaces and to compare notes on how to effectively retain and recruit talent in highly competitive spaces.

The Future of Transportation and Mobility

Peter Rafferty -Wisconsin AV Proving Grounds / UW-Madison

The Future of Transportation and Mobility revolves around questions concerning safety in transportation, mutual awareness, and communication.

Transportation is complicated by slow moving infrastructure and fast moving technological advances. To ensure success of transportation innovation, there is a need for an active chain with teams across all aspects of the industry collaborating to make better decisions as a whole that are safer for all travelers.

Questions brought forward during the breakout were: "When you are driving and you see the pedestrian at the very last possible second, how many did you never see? How do we record these 'near misses?' And once we have collected that data, what should be do with it?" By creating shared awareness and a common language spoken between all vehicles on the road we may be able to eliminate 'near miss' scenarios by creating greater awareness and safety for all on the road.

The [Future of Transportation and Mobility Lab](#) offers the opportunity to identify key questions of how to gather data, garner insights from aggregated data sets, and to learn-by-doing by testing prototypes and technology in real world scenarios on the UW-Madison campus and other tracks that are part of the Wisconsin AV Proving Grounds.

Innovation in Connected Home-Health Care

Mary Michaud
Principal, Visualeverage and Health Systems Collaborator

Key challenges include increasing quality of care while keeping people in their homes and community longer while reducing the cost of healthcare.

The focus of Connected Home-Health Care is on improving the customer/patient experience of care, and the conditions at which patients could remain at home and in the community while living well with chronic disease.

Preserving health and well-being among patients requires personalized decision-making to give the patient options and power in the decision-making process. Recognizing that clinical care accounts for between 15 and 20% of overall patient outcomes, the group centered on innovation goals that 1) boost caregiver supports, 2) offer cost and price transparency to consumers, 3) help patients live at home and in the community for as long as possible, and 4) augment the quality of patient-provider relationships by improving supports for patient decision-making regarding care. Emphasizing the need for prevention, especially among people living with higher risk of chronic disease complications, the group contributed to an action plan around retooling technology and data to inform and design better systems serving patients and families, utilizing data collected on patient experiences and decision-making both within and outside the clinical services system, and new methods for delivering community-focused health care.

Learn more about Co-Innovation Labs and Corporate Executive Membership

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*Selected companies include: Accelerated Genetics, Agrace Hospice, Alliant Energy, BMO, CUNA Mutual Group, Curt Joa, Inc., Design Concepts, Grant Thornton, JJ Keller, Johnson Controls, Lands' End, Lohman Technologies, Moxe Health, Spectrum Brands, Springs Window Fashions, Trek Bicycles, Wall Family Enterprises, WPS Insurance, Zoll Medical and UW-Madison: Wisconsin School of Business, Law School, College of Engineering, Computer Science, Professional Development and Executive Education.

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We accelerate innovation for mid- to large-sized corporations through collaborative programs for corporates, startups, and universities and frameworks for staying relevant in highly disruptive spaces

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