



What If????



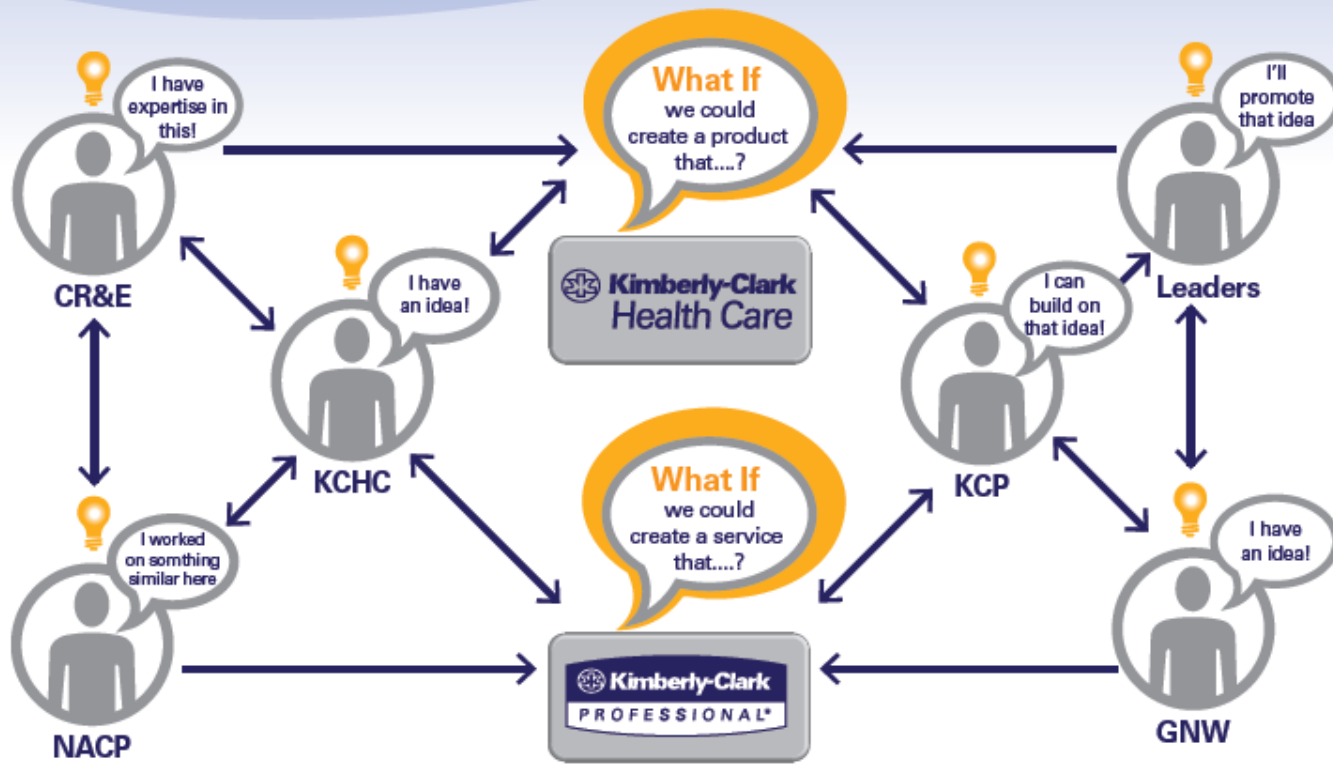
By Kimberly-Clark Corporation

- Situation: Failed “open ended” innovation ideas submission process. Hardly any ideas that were business specific and little participation due to failed feedback loop
- Purpose: To engage and leverage teams across Kimberly-Clark Corporation in innovation on a particular topic
- Insights:
 - Innovation performance is improved when focusing on a specific topic with limited boundaries and when multiple teams can engage at their convenience
- Process: Utilize Spigit technology platform to enable cross function, cross business collaboration on a specific innovation topic, in the form of a sprint
 1. Post challenges
 2. Submit ideas
 3. Vote and promote ideas – Shark tank like experiences with senior leaders and funding for projects
 4. Reward participation – individual compensation for performance
- Outcome:
 - Dozens of ideas that were relevant to posted challenges
 - Individuals from all over the company contributing regardless of business/function responsibility
 - Top 4 ideas rewarded; Top idea funded for advancement and now actually part of an innovation pilot

What is...**What If?**

An internal cloud based KC community that will create a "Crowd Innovation" pipeline for realizing untapped business value by connecting employees, customers, and industry thought leaders for innovation and insights that will create **business focused** portfolio choices.

It works by enabling the businesses to share with the KC community what problems we need to solve and utilizing our broad expertises to share in the creation process and create business solutions.



Post Challenges



Submit Ideas



Vote and Promote Ideas + Reward Participation

What If?

Coming Soon!

Kimberly-Clark

- **What If** we had a place where the businesses within KC could post challenges that were **strategically focused** on growing our profits?
- **What If** this place allowed them to share these challenges with the **entire KC community** that allowed ideas to be shared and easily flow between businesses and expertises?
- **What If** this kind of transparency actually sped up our innovation process and created a **community of thinkers** of unlimited potential rather than a small project team of limited resources.

Are you Ready to Change the Status Quo?