

A Beginner's Guide to... INNOVATION SPACES

OUR EXPERTS:



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What are They?

MICHELLE: "Any place where people can begin to do something different of value. And that could be a virtual space, it can be a physical space. It's more about how you're facilitating where people are coming together than the physicality of it."

MICHAEL: "An intentional effort towards transforming change... it's a signal to the rest of the company."

Words of Advice:

ANDY: "Be super clear on why you're building a space, and stay true to that."

MICHAEL: "You need people that want to fill up the water in the coffemaker, that want to clean things up, [and] treat it like their space... You want people to take a lot of pride in the space."

MICHELLE: "Bring in broad groups of people who push you out of your normal thinking."

Qualities of Great Spaces:

ANDY: "The ones I think that I've enjoyed the most tend to have a Disney feel to them. There's an allure to what's there, and you want to just play and tinker. They tend to be a little bit more hands-on."

MICHELLE: "For a digital one, it's really about having a good [software] tool. From a physical space, you want it to have a lot of light; you want it to have a lot of spaces where you can put information."

Common Mistakes:

ANDY: "It's the 'If I build it, they'll show up.' They won't show up just because you have a cool space. It takes work."

MICHELLE: "Problem definition. The reason being is that if you move to shaping choices before you have common understanding of the problem, you're going to end up with a narrower set of choices than you thought."

MICHAEL: "Don't take anything for granted, and don't assume."

Digital or Physical?

MICHELLE: "Being in-person builds camaraderie, collaboration, and connection that takes some time to do during a virtual environment. But a virtual environment is really great in the sense that you have this asynchronous piece of it."

MICHAEL: "I do think it's critical to have that physical space where we need to go in and be together... We have products that we have an ability to put on display... We want to be able to prototype things, and make it more of an immersive experience."

For more, catch our "Innovation Answered" podcast episode on this topic.