

11

LESSONS  
LEARNT

#exago11years

You never know when and where the next brilliant idea is going to form

In 2007, three friends met for coffee and the seeds for Exago were sown.  
Since then, we have come a long way with our clients and partners worldwide:+1M  
ACTIVE  
USERSUSING EXAGO IN  
9 LANGUAGE  
OPTIONSIN 5  
CONTINENTSTENS OF  
Thousands  
OF IDEAS  
SHAREDOVER 4K  
IMPLEMENTED  
PROJECTS+€35M  
ROI FOR JUST  
1 CLIENT

But there is still so much to be done!

To celebrate 11 years of Exago, we asked our clients to share their nuggets of wisdom and they responded in kind. From them, to you, here are the **11 Lessons Learnt**:

1

Set your innovation programme success from the beginning, with **strategic, purposeful challenges***"Idea collection must try to solve real pains in the organisation. Only by having that pain present can you truly find the motivation to generate high levels of participation."*

2

**Top management commitment** (and accountability) is needed to put the wheel in motion*"It is crucial for top management to get involved and follow up the solutions selected by the departments that have launched challenges. This is a sign that you expect tangible results and awareness around your idea management programme."*

3

You never know where your next idea will come from, so go for **global participation***"Integrating all your workforce is essential. Innovation and a culture of innovation cannot be limited to a restricted number within the organisation. Your next idea can come from anyone."*

4

Quality and quantity of ideas always hangs on people's **engagement***"To engage people in your innovation management challenge and gather their collective intelligence, make participation fun (gamification mechanisms can help here). Above all, you have to create an environment where people feel they can share and discuss ideas with the community, openly and in a collaborative way."*

5

**Promoting the initiative** is essential and only limited by lack of creativity*"For those starting to develop their innovation programmes, besides a formal model of innovation and the tech tools to support it, it is essential to promote the initiative. This means defining a set of actions that change from organisation to organisation, with the purpose of engaging people in innovation. It is important that employees come to the platform, but the platform must go to them as well."*

6

**Communication of and within the initiative** ensures a human, empathetic connection*"Beyond implementation, of making an idea real and showing that all ideas are valid, we must communicate: in a clear, innovative and involving way; and case by case, pay attention and invest time in each person (CEO, BO or user) and in each idea."*

7

If people do not trust the process, they do not come

*"This is crystal clear: the adoption of plain and explicit evaluation methods such as likes, star rating or prediction markets, as well as the announcement of the winning ideas and their authors, helps people trust the process as a whole."**Therefore, you get to sustain innovation and its results over time."*

8

**Setting metrics** will help you keep everyone focused, at all times*"If what gets measured gets done, Innovation Management as a blend of art and science depends on it. Set your goals, KPIs and metrics from the start and make sure your tools allow for the collection of all the data required to feel the pulse of your programme - every step of the way."*

9

We all need a little push, rewarding and recognition

*"At Grupo Fleury, we cherish programme transparency, as well as people's engagement and recognition. We believe in recognising those who have contributed to the process, not only with material awards, but also with certificates, honours and announcements."*

10

If you have good ideas, make sure **implementation** really happens*"There's no point in collecting ideas, engaging everyone to find and improve the best ones, if you do not make them come to life. This requires business planning, a pre-established budget and the capacity to call on essential players - each idea's author, department leadership, challenge-sponsors and area experts, when needed - to take part in the implementation efforts."*

11

Innovation management is not an end in itself, but a way of thinking and doing

*"Success in innovation is not a sprint. It's a marathon in an ongoing race for which you need endurance and an open-to-innovation mindset. You create an innovation culture when you manage to spread this to the attitudes and work values of your people."*Get inspired for your Innovation Challenge at [www.exago.com](http://www.exago.com)