

Intrapreneurship - Young professionals starting innovation

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**Company Case – Nokia Siemens Networks
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Nokia Siemens Networks

- Branch: Telecom industry
- Worldwide 60 000 employees in 150 countries
- One of the world's largest telecommunications infrastructure companies
- Nokia Siemens Networks was created as the result of a joint venture between Siemens AG's COM division and Nokia's Network Business Group
- Started full operations on 1 April 2007

Strategic goals

- By year 2015 more than five billion people will be connected
- Our strategic goal is to offer our customer end-to-end and innovative products, services and solutions

Obstacles in Innovation

Obstacles in Innovation at the moment

- As a quite new company innovation processes are under planning
- Current economical situation does not support entrepreneurial ideas, at the moment it is more survive game
- Project schedules, previous commitments and lack of time and resources can easily flatten new ideas
- Global idea management tool is in use
 - Not fully utilized yet
 - More resources is needed
- Innovation process has not seen fully at grass roots

However

- R&D innovations and improvements are day-to-day business in employee's own expertise area

What Is Innovation ?

It is essential to have a clear understanding across the company on “What is Innovation”

All these three are important but we need to clearly distinguish between Invention – Innovation – Improvement

Invention

May or may not be of Business relevance and is the first occurrence of an idea for a product , solution or process

Innovation

Is Business relevant and not related to daily work, but should has a realization concept available (allowing other Organization to evaluate and realize the Innovation

Improvement

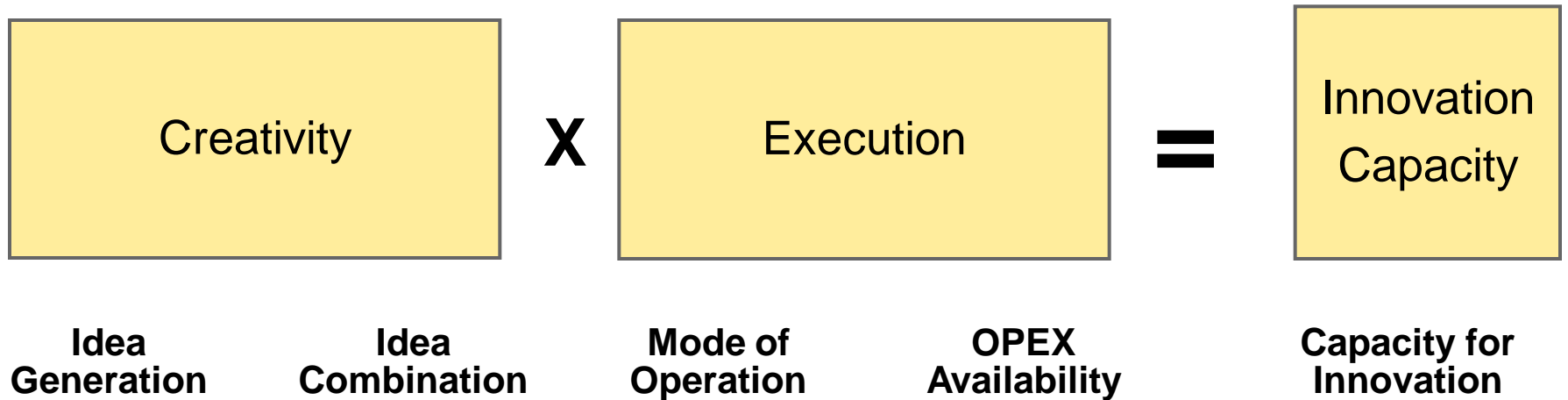
Improvement of Processes, Solutions, Products, or new Business Ideas directly related to daily work

Innovation is the successful exploitation of new inventions



"An important distinction is normally made between invention and innovation. Invention is the first occurrence of an idea for a new product or process, while innovation is the first attempt to carry it out into practice" (Fagerberg, 2004)

Innovation Capacity Framework

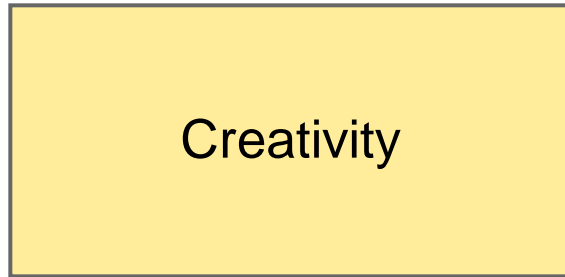


How to improve

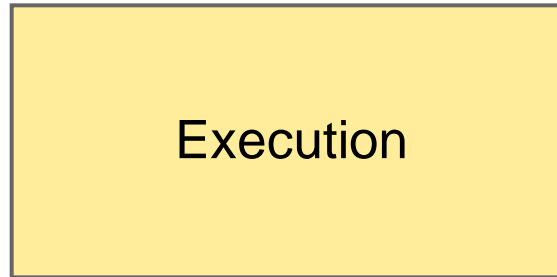
Corrective Actions

- Employee Engagement Survey indicates also the trend
 - Innovation low, Engagement high
 - Actively working on this issue, added to action plans
- Innovation intranet pages are available
- Global idea management tool will be enhanced
- Employee's personal development plan
 - Employee can spend certain amount of time for innovation, investigation and learning new things
- Big company, big potential

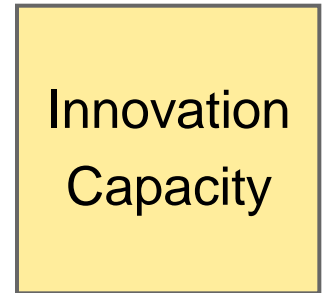
Innovation Actions



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Generating and Combining Business Ideas

1. Ensure that current process works and all people have been nominated
2. Improve communication on innovation facts
3. Arrange workshops and other events for teams to collect inputs
4. Establish new relationships for innovation outside of company
5. Combine ideas and break silos by creating multi-disciplinary teams

Mode of Operation to Make Ideas into Businesses

1. Assign resources to the selected venture projects
2. Engage with customers on the venture projects and make first deliveries
3. Document learnings and share them with everyone

Measure the Progress

1. Metrics in place for key areas
2. Longer term targets for innovation exist

Young professionals and Trade Union role

Young people and Intrapreneurship

- Strengths of Young professional
 - Fresh ideas
 - Out of the box thinking
 - Energy
 - Up-to-date education
- Company should utilize these strengths
- Manager job is to funnel this potential to innovation

Trade union involvement

- Challenge in Trade union involvement in innovation policies
 - Policies and Processes are company internal issue
 - Results of innovation process is asset of the company
- Trade union can improve young professional market value by enhancing students entrepreneurship and Intrapreneurship skills for example co-operation with universities

Thank You