



BT Center of Excellence

ThinkPlace Program

“Demonstrating that every IBMer can be an Innovator”

ThinkPlace Roles

January 12, 2006

Surinder Prakash and Bob Frank, BT COE

ThinkPlace Roles

- **Author**
 - ▶ Creates, promotes and tracks an Idea in ThinkPlace
- **Coauthor**
 - ▶ Co-creates an idea
- **Reviewer**
 - ▶ Reviews and rates ideas
- **Collaborator**
 - ▶ Collaborates and contributes to an existing idea
- **Pre-catalyst**
 - ▶ Finds an idea worth accepting as a catalyst
- **Catalyst**
 - ▶ Matches an idea with the right team to develop and implement
 - ▶ Provides guidance to help an author promote and develop the idea
- **Sponsor**
 - ▶ Makes implementation decision
 - ▶ Funds idea implementation
 - ▶ Owns ThinkPlace challenge which can be delegated
- **ThinkPlace Program Management**
 - ▶ Owns ThinkPlace application and processes
 - ▶ Provides strategic direction, manages roll out, manages operational execution, monitors inputs
 - ▶ Tracks metrics to determine if the ThinkPlace application is meeting goals

Author

- **Function**
 - ▶ Creates, promotes and tracks an Idea in ThinkPlace
- **Responsibility**
 - ▶ Creation, documentation and submission of an idea
 - ▶ Review, collaboration, implementation, promotion and marketing of the idea
 - ▶ Assurance the idea is receiving adequate attention
 - ▶ Review and response to collaborative comments
- **Key decisions**
 - ▶ Assignment of category to the idea
 - ▶ Promotion or closure of an idea

Co-Author

- **Function**
 - ▶ Co-creator of an idea
- **Responsibility**
 - ▶ Assistance in helping the author create the idea
 - ▶ Help to the author in promoting and marketing the idea
- **Key decisions**
 - ▶ Is the idea getting enough attention?
 - ▶ Should the idea be promoted further?

Reviewer

- **Function**
 - ▶ Reviews and rates ideas
- **Responsibility**
 - ▶ Seeking out ideas that relate to the reviewer's interests and expertise
 - ▶ Reading ideas with a critical eye to determine the usefulness
 - ▶ Rating the idea as a contribution to the group rating
- **Key decisions**
 - ▶ How useful is the idea?

Collaborator

■ Function

- ▶ Collaborates and contributes to an existing idea

■ Responsibility

- ▶ Seeking out ideas relating to the collaborator's interests and expertise
- ▶ Reading ideas with a critical eye to determine usefulness
- ▶ Rating the idea to contribute to the group rating
- ▶ Adding meaningful comments (improving the idea, identifying obstacles, providing contacts, etc)
- ▶ Linking ideas to highlight related or duplicate ideas
- ▶ Volunteering to participate (helping to catalyze, helping with testing during implementation, etc.)
- ▶ Helping to promote and market the idea

■ Key decisions

- ▶ How useful is this idea?
- ▶ What can I do to improve the chances that this idea will succeed?

Pre-catalyst

- **Function**
 - ▶ Finds a worthy idea to accept as a catalyst
- **Responsibility**
 - ▶ Reviewing of community ratings to determine its worth
 - ▶ Finding an idea that merits development and/or implementation
 - ▶ Finding ideas that need to be closed
- **Key decisions**
 - ▶ Accept the idea?

Catalyst

- **Function**
 - ▶ Matches an idea with the right team to develop and implement
 - ▶ Provides guidance to help an author promote and develop the idea
- **Responsibility**
 - ▶ Closing ideas
 - ▶ Building the team to develop, promote and market the idea
 - ▶ Consulting with the author, co-author, and team
 - ▶ Identifying milestones
 - ▶ Helping the author and co-author to build a business case
 - ▶ Reviewing comments and keeping comment summary updated to help facilitate collaboration
 - ▶ Encouraging team to group similar ideas (Linking)
 - ▶ Coordinating team to present the idea to management and stakeholder
 - ▶ Notifying ThinkPlace Program Management when a stakeholder adopts an idea
 - ▶ Keeping the status of the idea up to date
 - ▶ Leveraging team to identify the appropriate stakeholders
- **Key Decisions**
 - ▶ What milestones are needed to advance this idea?
 - ▶ When is an idea ready for presentation to a manager/stakeholder?

Sponsor

- **Function**
 - ▶ Makes implementation decision
 - ▶ Funds idea implementation
 - ▶ Owns ThinkPlace challenge which can be delegated
- **Responsibility**
 - ▶ Renders an implementation decision by meeting with catalyst and / or author to discuss the merits of an idea
 - ▶ Creation of ThinkPlace challenge by finding needs within their scope of responsibility
 - ▶ Implementation of the idea
- **Key decisions**
 - ▶ Should the idea be implemented? (funding, etc)

ThinkPlace Program Management

- **Function**
 - ▶ Owns ThinkPlace application and processes
 - ▶ Provides strategic direction, manages roll out, manages operational execution, monitors inputs
 - ▶ Tracks metrics to determine if the ThinkPlace application is meeting goals
- **Responsibility**
 - ▶ Posting ThinkPlace challenges
 - ▶ Reviewing ideas that can be patented
 - ▶ Removing ideas that can not be patented
 - ▶ Helping educate the catalysts
 - ▶ Securing funding for the ThinkPlace application
 - ▶ Working on improving the ThinkPlace application
 - ▶ Helping encourage the use of ThinkPlace and communicating the benefits and impact
 - ▶ Awarding and recognizing individuals who have helped to implement adopted ideas
- **Key decisions**
 - ▶ Can an idea be patented?
 - ▶ Does an individual deserve an award recommendation?