



**BT Center of Excellence**

## **ThinkPlace Program**

***“Demonstrating that every IBMer can be an Innovator”***

**ThinkPlace Roles**

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# 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?