



**Beiersdorf**

**FREEDOM TO INNOVATE**

18. November 2016, Dr. Pia Rücker

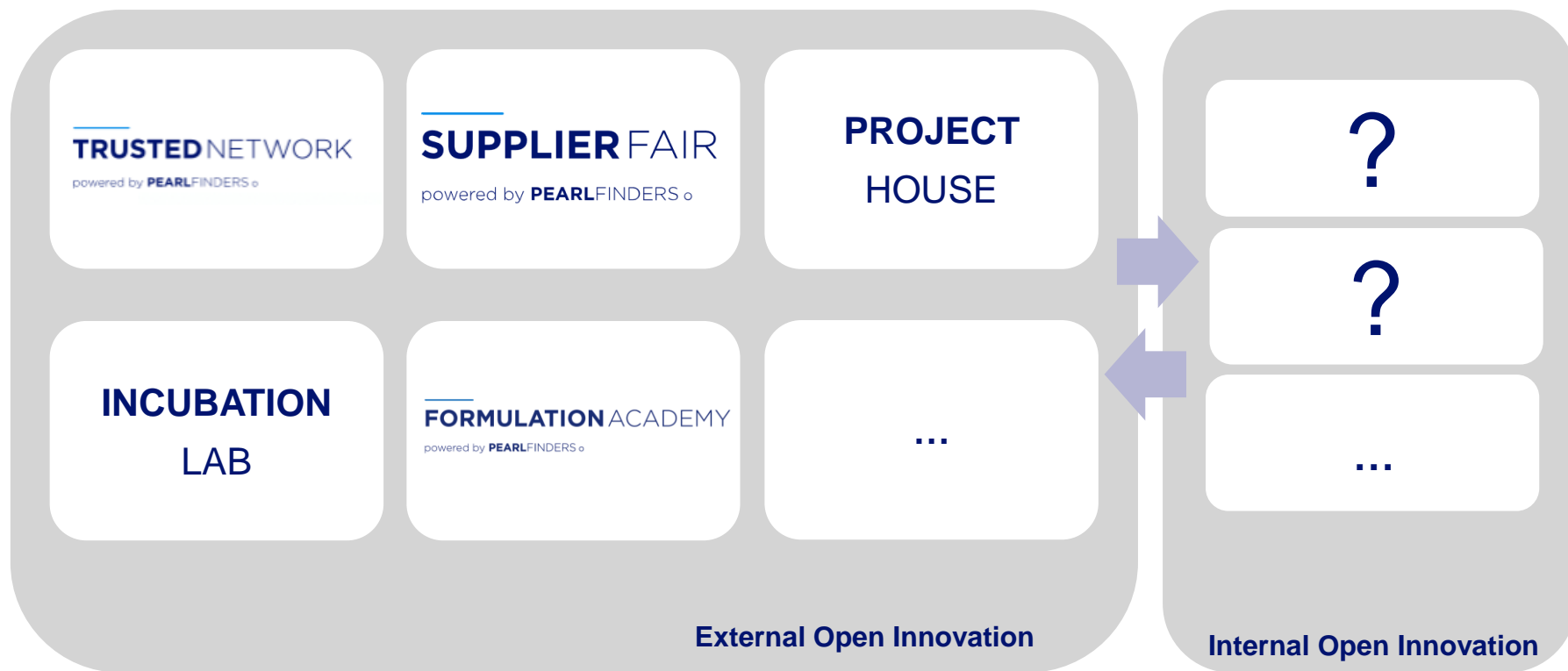
**WHY?**

**INNOVATION IS KEY TO OUR BUSINESS**

**WE NEED TO THINK AHEAD**

**MANY IDEAS INCREASE THE CHANCE OF IDENTIFYING  
GAME CHANGERS**

# WE OPEN INNOVATION



**WHY?**

# **INNOVATION IS KEY TO OUR BUSINESS**

**WE NEED TO THINK AHEAD**

**MANY IDEAS INCREASE THE CHANCE OF IDENTIFYING  
GAME CHANGERS**

**HOW CAN WE**

**LEVERAGE THE CREATIVE POTENTIAL**

**OF ALL THE SMART AND MOTIVATED PEOPLE**

**WORKING FOR BEIERSDORF?**

# WHY?

„I do not have **time** to think about new ideas.“

„**Budget** for new ideas is in competition with short term projects.“

„I am not working intensively on new ideas. I would have to do them **on top**.“

„**Early stage ideas** often are not mature enough to be presented to top management – they need to grow first.“

„I feel lonely with my initial idea and **could use help** or feedback.“

„To grow a game changing idea I sometimes feel I **need additional competencies** I don't have.“

# WHAT?



- Central separate budget
- Allocation decision based on idea outline



- 10% of working time for incubation of ideas
- Posting of ideas to internal community for feedback, invitation to join



- Pitch ideas with sponsors to decide project start after incubation and ensure additional resources



- Create role of R&D idea coaches
- They help ideators to enrich ideas and to prepare for pitch and release small incubation budget

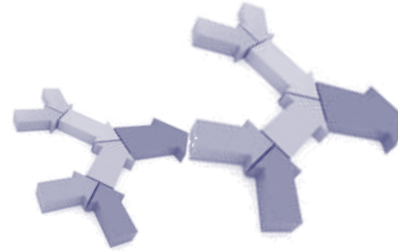
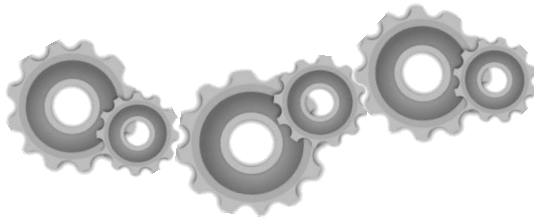
# THE BEGINNINGS

Five idea coaches starting the journey...



# CHALLENGES

## Process vs. Open Approach



## Communication



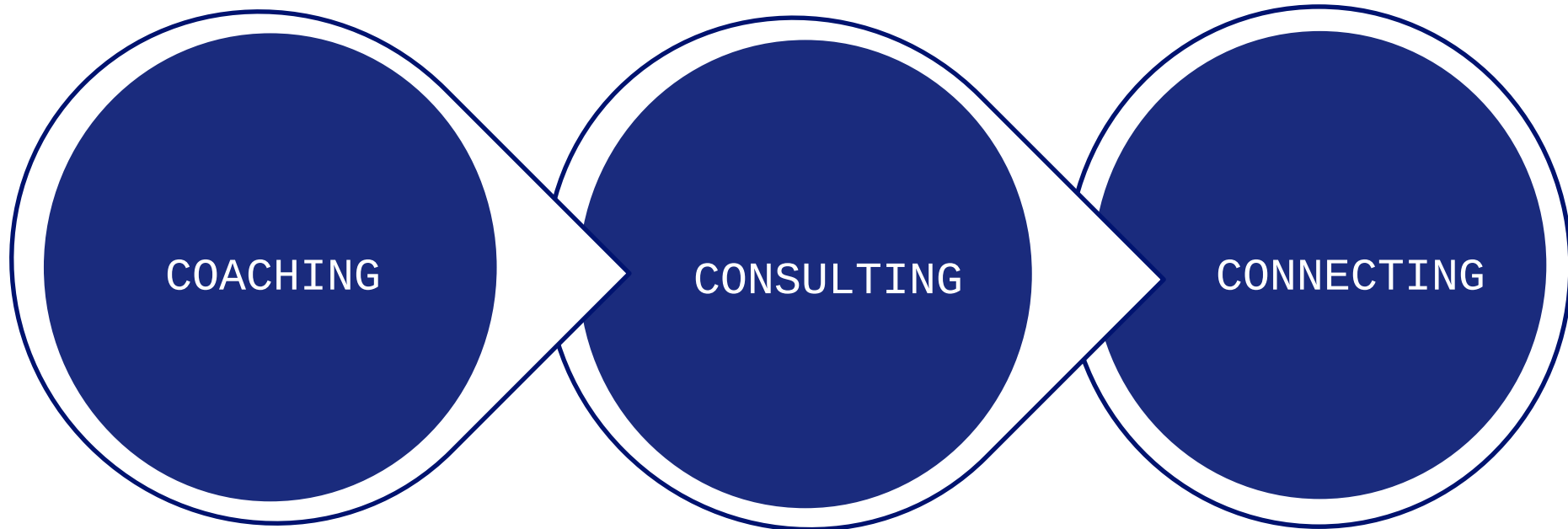
## Administration



# HOW? – OUR VALUES

- ✓ Create **Space**
- ✓ Develop Appreciative **Mindset** & Positive **Spirit**
- ✓ Empower through **Learning** and **Development**
- ✓ Offer **Support**
- ✓ Encourage **Self-Responsibility**
- ✓ Foster **Collaboration**
- ✓ Allow True **Freedom**
- ✓ Structure through **Flexible Approach**

# HOW? – OUR APPROACH



# HOW? – OUR APPROACH

COACHING

Foster new  
**Innovation Culture  
& Mindset**

CONNECTING

# GETTING STARTED



# EXPERIENCE AFTER 10 MONTHS

20 ideas from different departments and regions



13 actively pursued



4 currently on hold



2 explored and closed



1 successfully handed over into a project



> 80 people connected across regions and departments  
inside and outside R&D



# IDEA DIVERSITY

-  in progress
-  on hold
-  closed

## CATEGORY

NEW

FACE

BODY

SHOWER

DEO

MEN

SUN

FORMULA



TECHNOLOGY

CONCEPT / BUSINESS MODEL

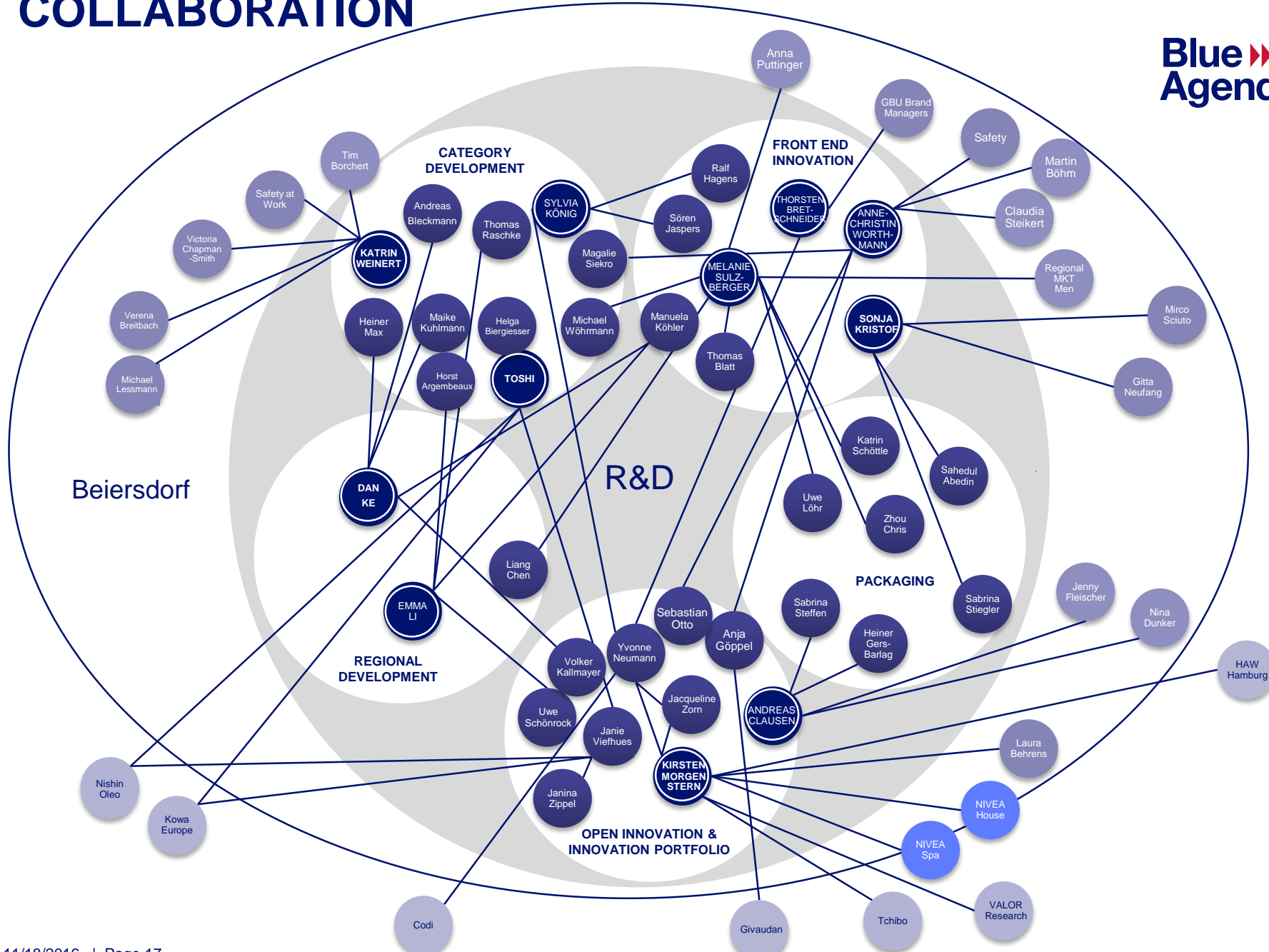
# INNOVATION SPIRIT

„It was never so easy to work on my idea and master challenges beyond the day-to-day business...“

“It’s really helpful for my **personal development.**”

“I got a **new insight** of how processes of products work, what issues have to be solved. I get into contact with **people from other functions/continents** and that enriches my work and last but not least **looking beyond horizons** also **enriches my work life.** “

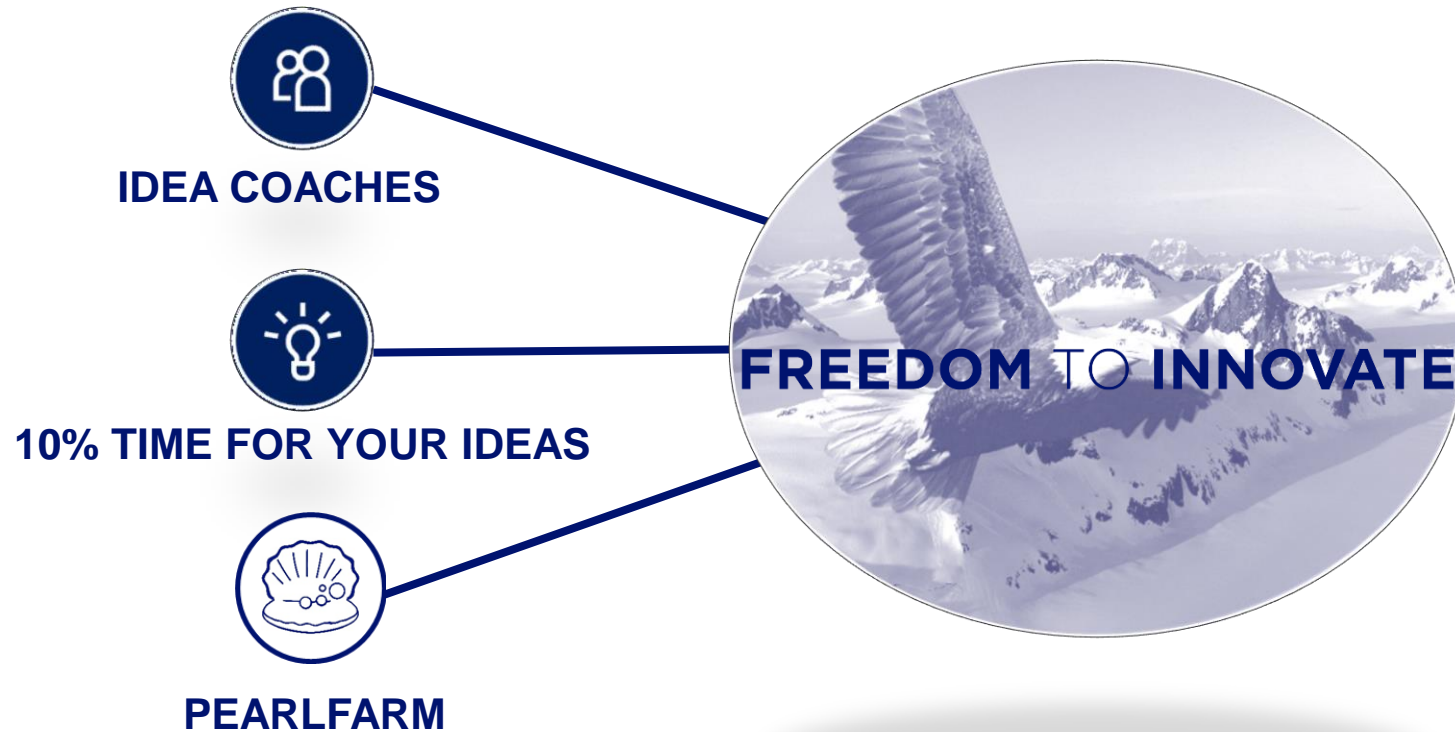
# COLLABORATION



# EXPERIENCE AFTER ONE YEAR



# PEARLFARM AS A NEW ELEMENT



# PEARLFARM AS A NEW ELEMENT

DO YOU HAVE AN OWN IDEA?



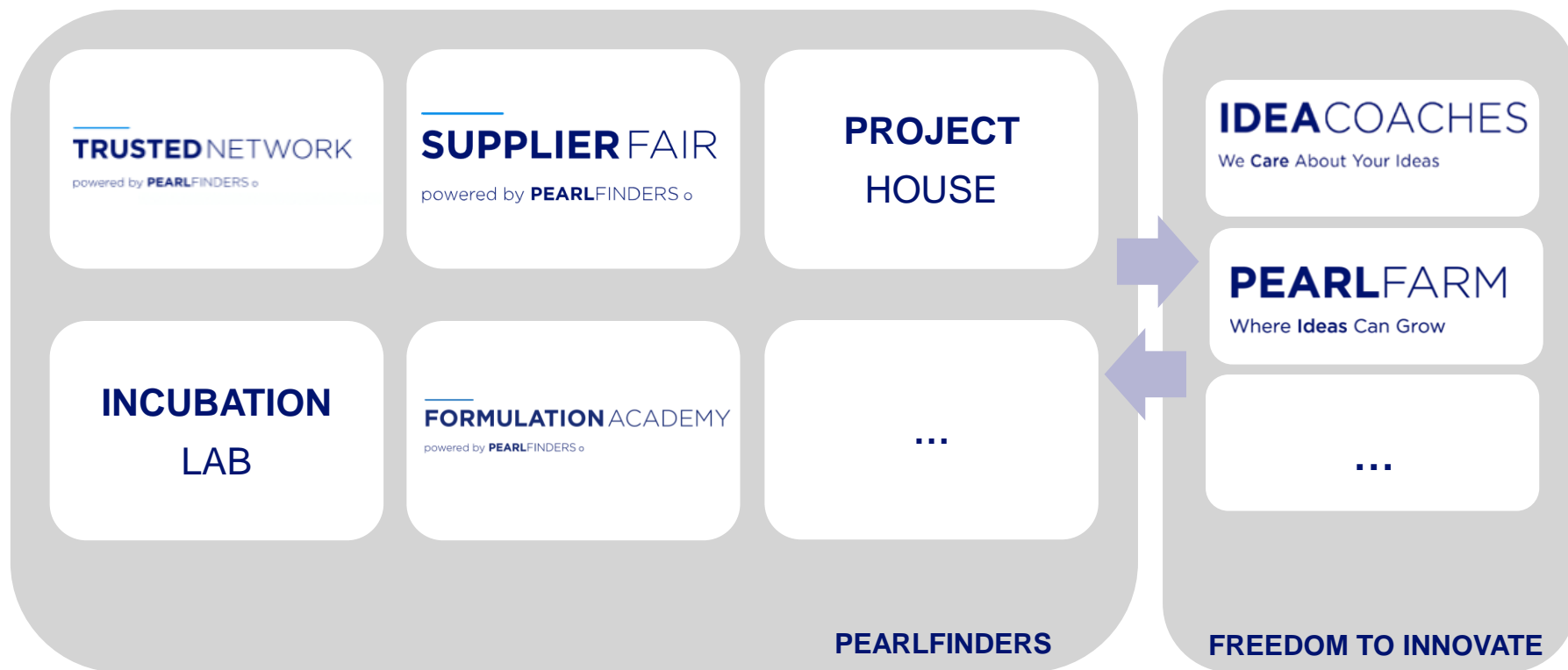
DO YOU WANT TO  
CONTRIBUTE TO A CHALLENGE?



**PEARLFARM** ○

Where Ideas Can Grow

# WE OPEN INNOVATION



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**THANK YOU!**