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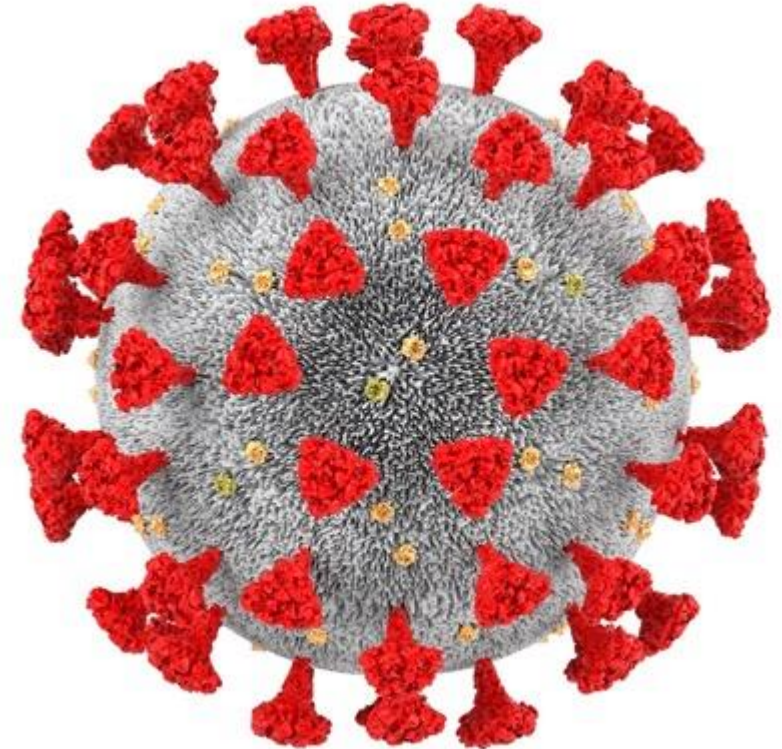
THE CONFERENCE BOARD 

In Collaboration with

  
ACCELERATE BUSINESS OUTCOMES

 Hollister

# Inspiring Innovation Success Amid the COVID-19 Pandemic



June 3rd, 2020

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# Speakers

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**Arthur Liberian**  
Senior Innovation Advisor



**Paul Fletter**  
Innovation Manager



# Agenda

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1

Transforming the Culture of Innovation

2

Established Best Practices to Adopt & Prioritize

3

Client Use Cases on  
“The Art of the Possible”

4

Hollister Incorporated Story

5

Q&A

A large, dark steering wheel is centered in the frame, set against a dramatic, cloudy sky. The wheel has several spokes and a central hub. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the title text. At the bottom, there is a solid orange horizontal bar.

# Navigating Through the Storm

# Corporate Life Expectancy Challenge

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## Human Life Expectancy

Increased by ~30%  
since the 1960s



## Corporate Life Expectancy

Decreased by ~300%  
for the same period

**40% of Fortune 500 May Be Extinct in 10 years!**

Source: Harvard Business Review

# State Of Innovation During Challenging Times

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1

More start-ups have launched and propelled to become leaders

2

Opportunities for companies to introduce net-new services

3

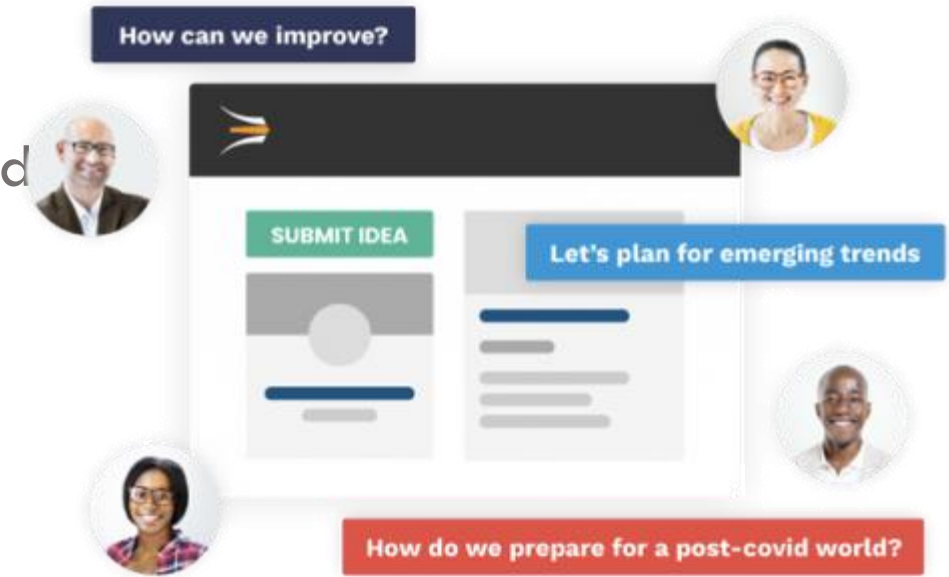
Ideal time to drive company-wide innovation



# Critical Skills Innovators Can Apply

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- 1 Innovators are Creative, Collaborative Problem Solvers
- 2 Innovators have Frameworks, Tools and Method Tough Problems
- 3 Innovators Connect Problems and Solutions
- 4 Innovators Listen to and Make Sense of Customers and Trends





# Transforming the Culture of Innovation

**20+**

Years of  
Domain  
Expertise

**400+**

Enterprise  
Deployments

**5M+**

Engaged  
Participants

**\$10B+**

Realized  
ROI for  
Customers

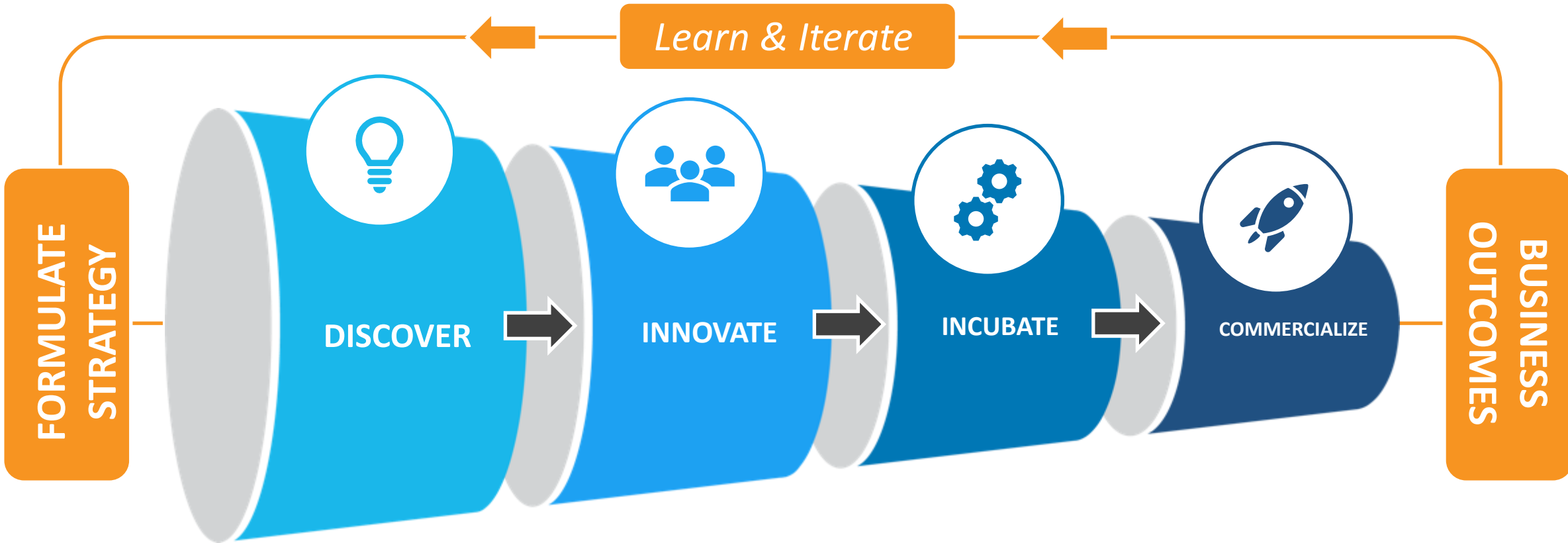
*Ranked #1 Innovation Management Platform Provider by Forrester*





# Innovation as a Platform

*Ecosystem: Solvers, Startups, Partners, Academia, Clients & Employees*



*Insights & Sentiments:* f t in RSS G [network icon] salesforce uspto y [calendar icon] x [excel icon] s [powerpoint icon]

# Innovation Use Cases on the “Art of the Possible”



**ExxonMobil**

Global CI, Digitalization & Modernization Program

**COVID-19 Challenge:**  
Continuity Planning



**sodexo**

Build a Cohesive Culture of Innovation

**COVID-19 Challenge:**  
Mitigate Risks & Reduce Spread



**Hollister**

Operationalize Design thinking Framework

**COVID-19 Challenge:**  
Repurpose materials for masks



**Chick-fil-A**

Global System of Record for Innovation

**COVID-19 Challenge:**  
Voice of Customer



**NOVARTIS**

Global Ideation Program

**COVID-19 Challenge:**  
Virtual Volunteering

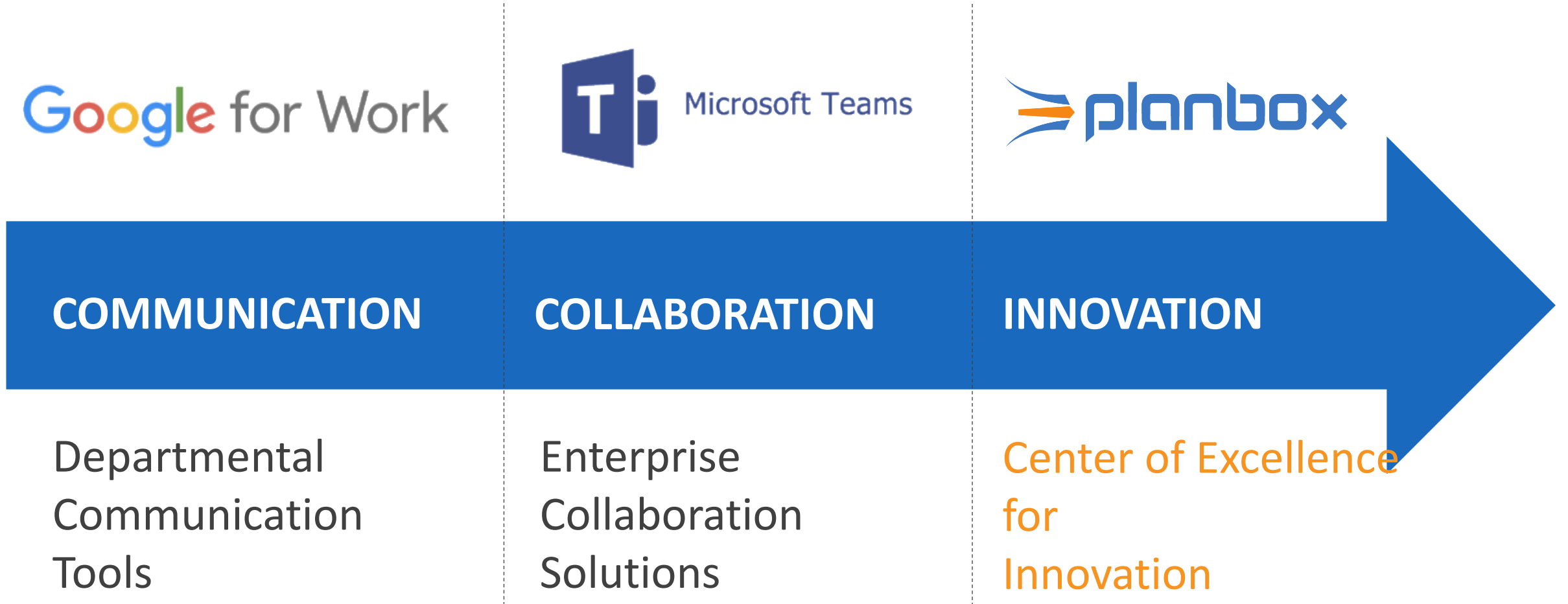


**DOW**

Tech Scouting and Innovation Portfolio Management

**COVID-19 Challenge:**  
Self Service Agility in Crisis

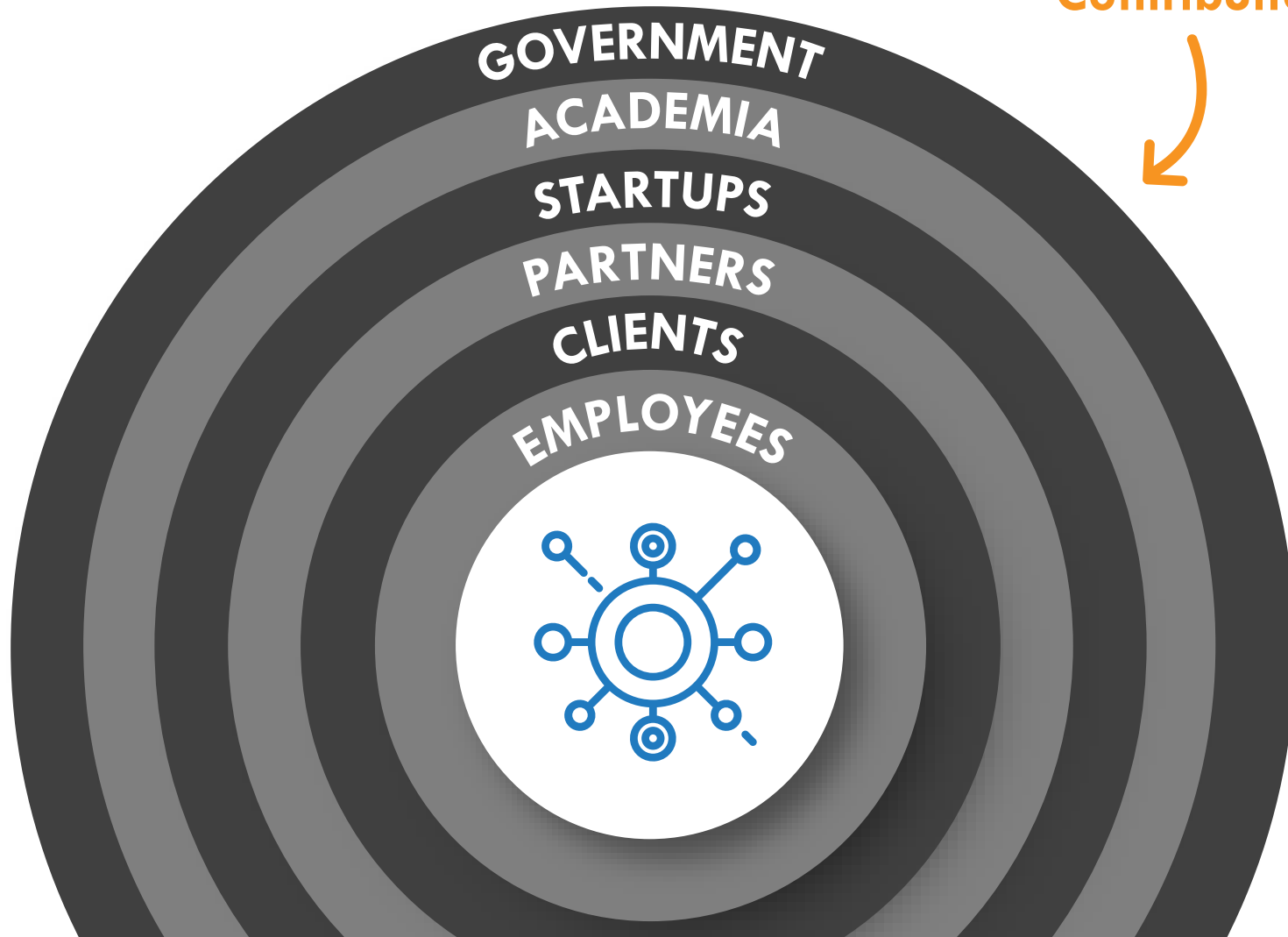
# Continuum of Collaboration



**\$2.6B Market Size** based on 15% CAGR from 2019-2025 – Source: Forrester

# Innovation Ecosystem:

## The New Economic Moat



- Build a Community
- Connect your Network
- Nurture and Gamify
- Encourage D&I
- Develop Skills & Talent

# Hollister Incorporated

Serving People Throughout the Global Community

People who use our products and services are on a challenging life journey – our commitment is to make a difference in that journey.

Making a Difference in the Journey of Life

# Innovation Management Office

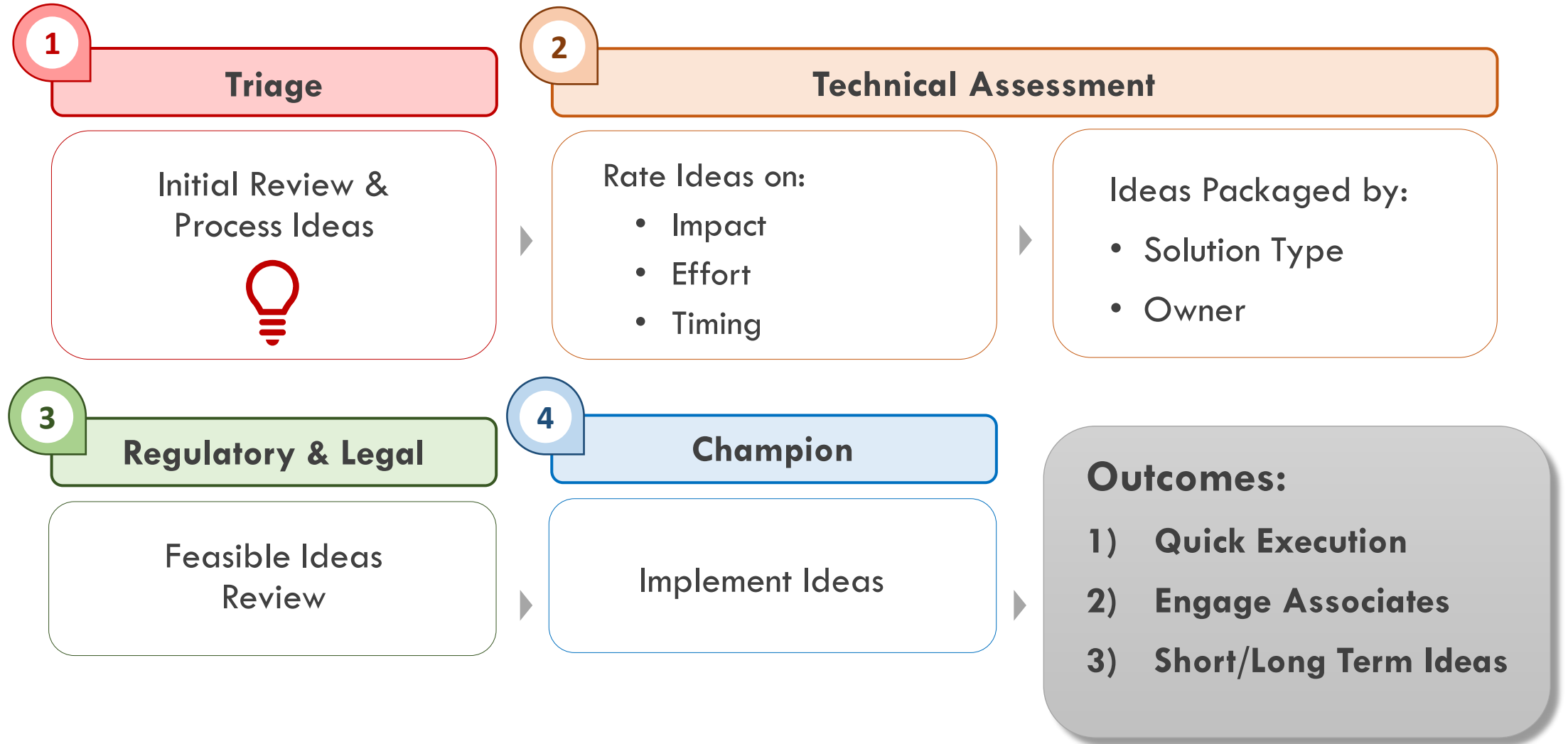
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Sustainable, inclusive innovation requires a diverse ecosystem of contributors and a robust *program* to deliver repeatable results. Our social innovation *platform* enables effective discipline at scale.





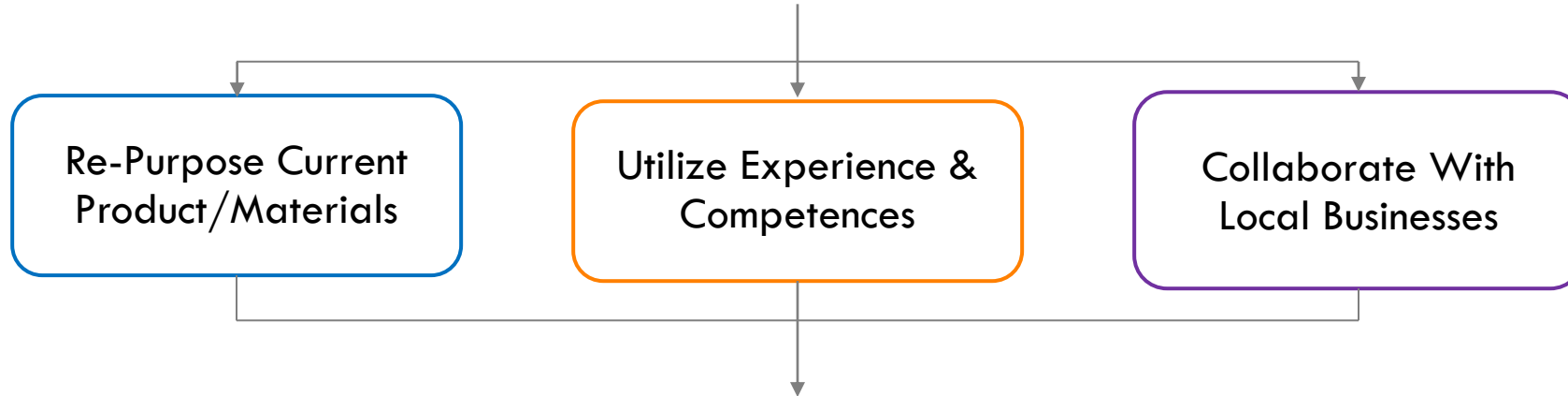
# Idea Management Challenge Workflow



# Hollister Incorporated **COVID-19 Challenge**

An Innovation Campaign in Response to Current Events

**What can we do quickly to aid the outside world?**



**The best ideas can be successfully implemented quickly & without disruption**

# Hollister Incorporated **COVID-19 Challenge**

***Fast and Furious: 5-day submission period that delivered Real Impact***

Score

**All opportunities categorized and scored by experts**

Sort

**27 mask-related ideas for immediate implementation**

Store

**Idea repository of medium and long term solutions persists**



Filter material for N95 Masks



Film material for hospital drape

Number of Ideas	<b>87 evaluated</b>
Participation Rate	<b>30%</b>
Submission rate	<b>6x prior best</b>
Implemented Ideas	<b>&gt;5 to date</b>



Let's talk how you can

**FUTURE-PROOF** your organization

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