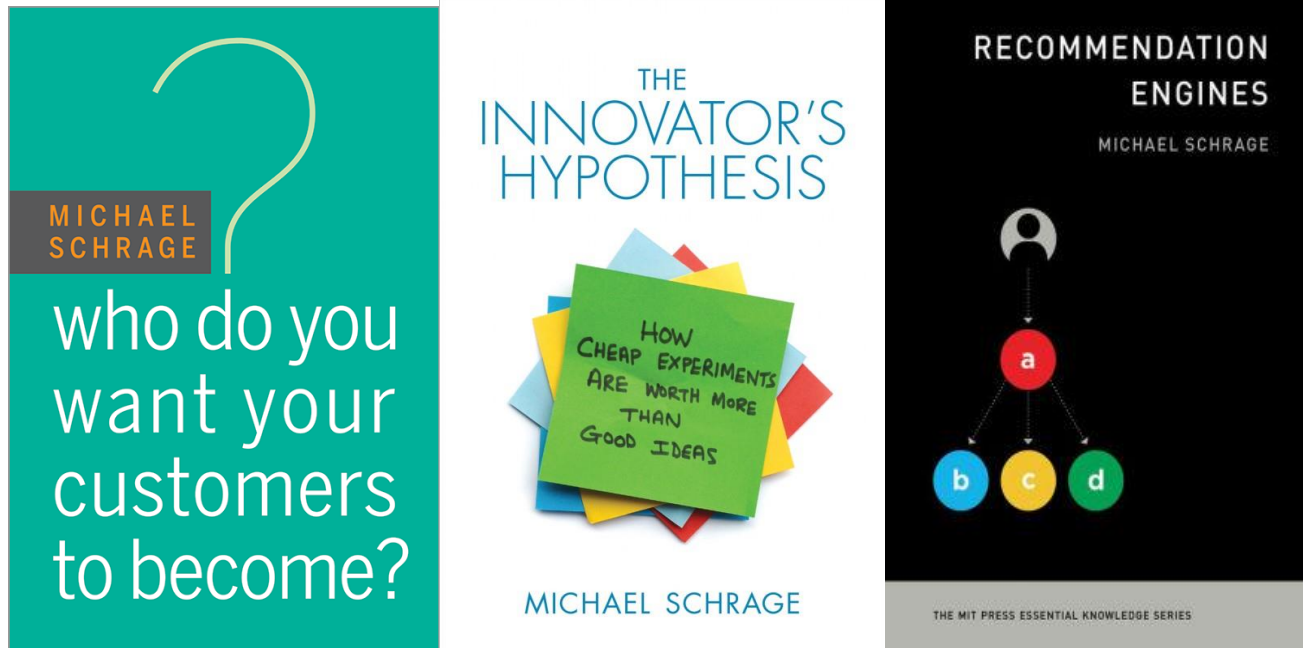




# Rethinking Innovation Investment:

*Five Tips for Making Your Customers More Valuable*

Today's Session Draws From....





The Content of the Audience  
is more important than  
The Content of the Talk

# ***My 'Big Flip'***



*From*

**'How Can People Create More Valuable Innovation'?**

*To*

**'How Can Innovation Create More Valuable People'?**

My 'Most Important Call2Action'



'Make Your Customers  
More Valuable'



*'Customer Lifetime Value'*

$$CLV = \sum_{t=0}^T \frac{(Mb_t - c_t)r_t}{(1+i)^t} - AC$$

**'CLV'**





*Delighting/Pleasing/Satisfying 'Customers'*

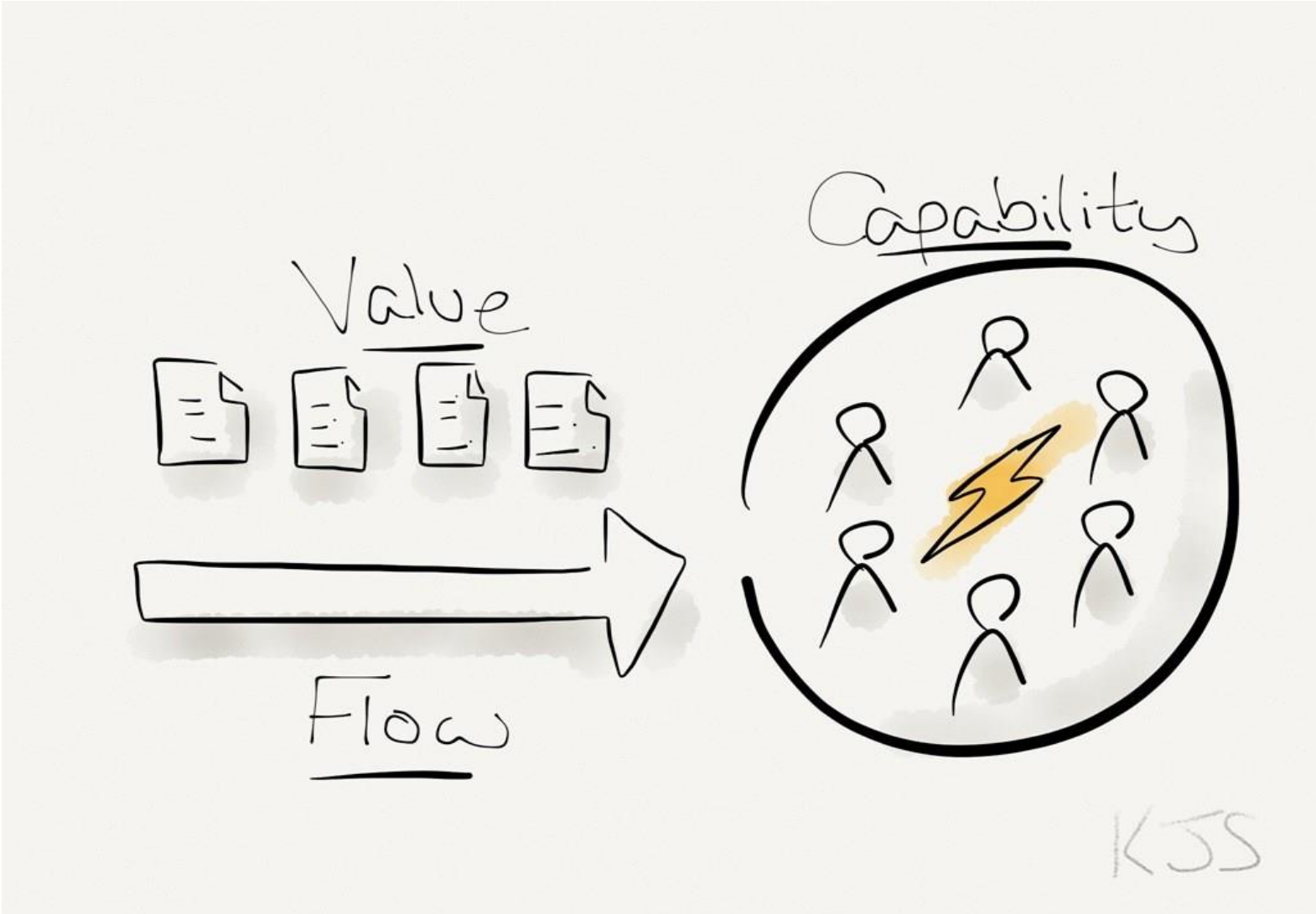


*My theme & thesis on a T-shirt...*

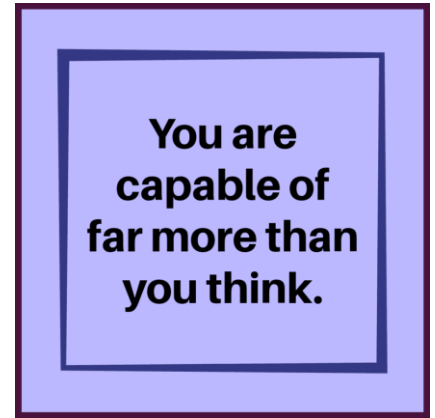




Our 'Innovation Design' Heuristic: 'Invest in Customer/Client Capability'

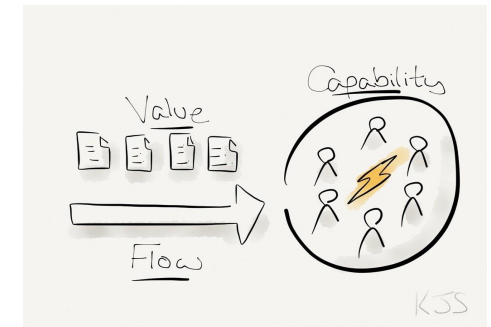


*Shamelessly Repurposed/Repackaged from Josh Bersin....*



**What is a customer capability?** Put simply, it is a combination of skills, knowledge, and experiences your customers need to 'succeed.'

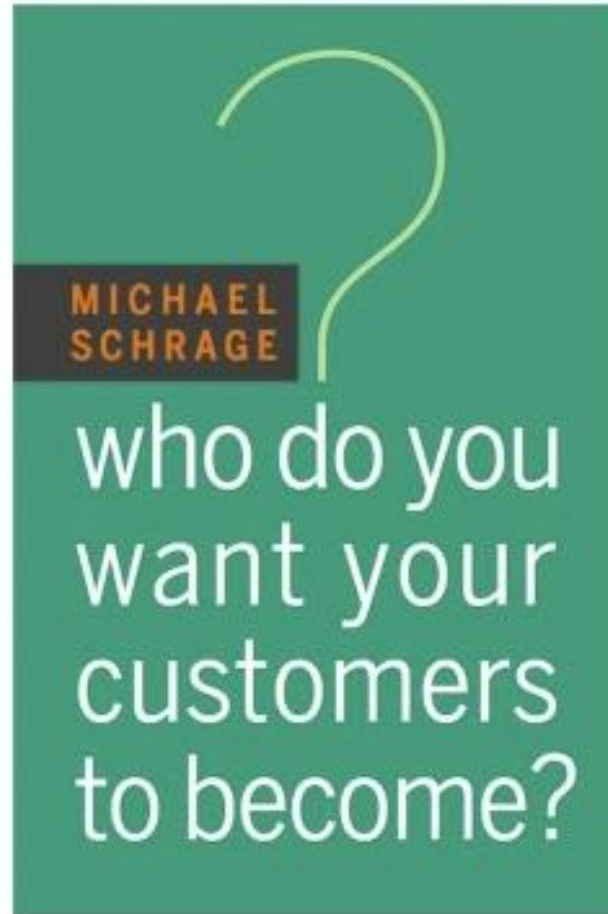
Investment Ethos: *New Capabilities; New Value*



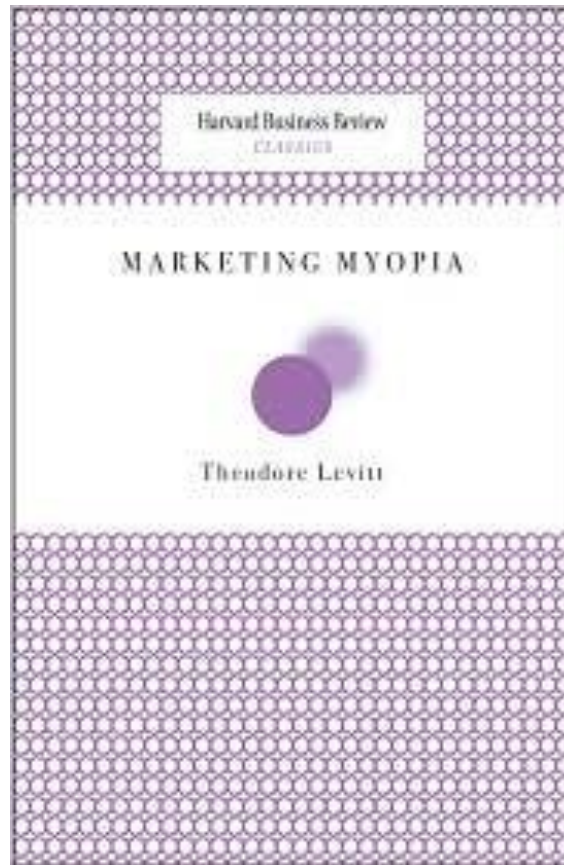
Greater [Customer] Capabilities;  
Greater [Customer] Value

*[How] Does that enable/facilitate/create greater monetization opportunities?*

*What Does 'Investing in Customer Capability' Mean?*

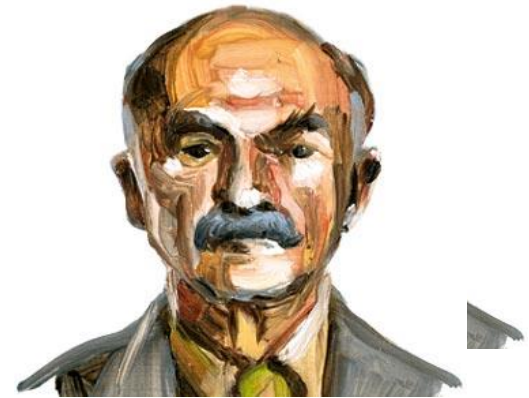


***A Genuine Classic: The Most Popular HBR Reprint EVER!***



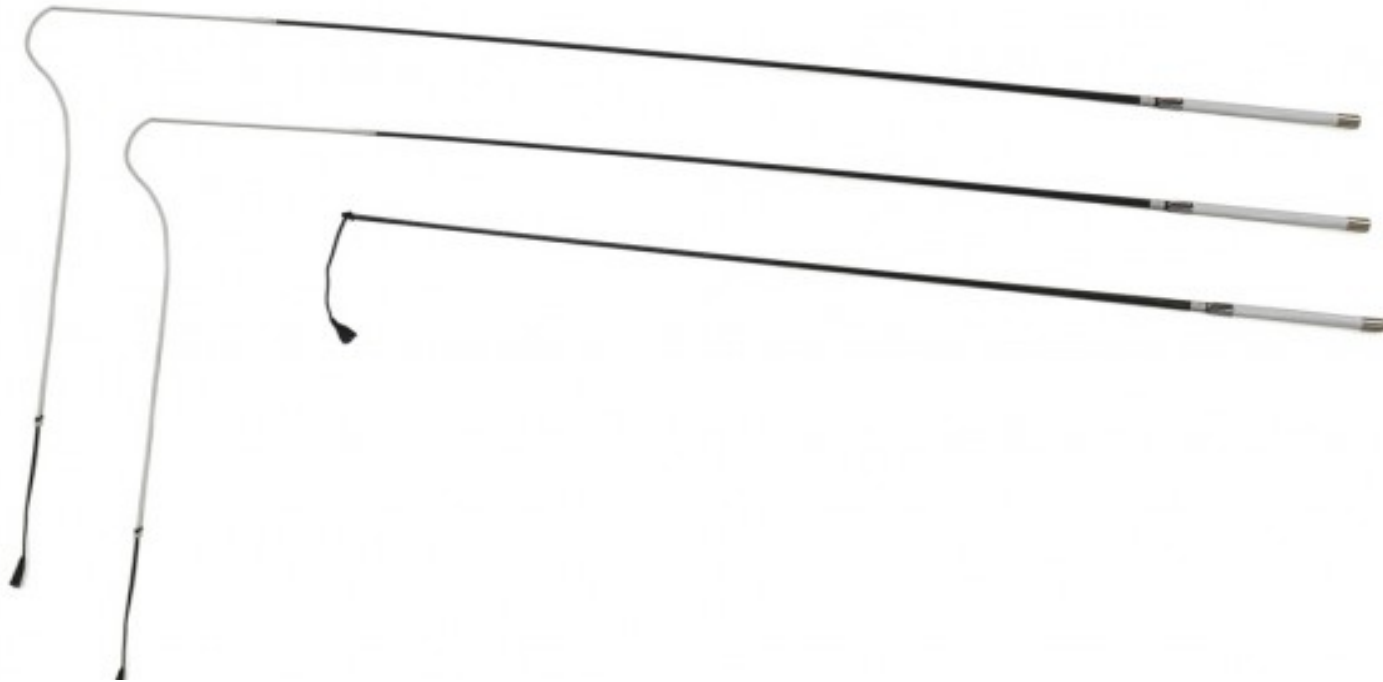
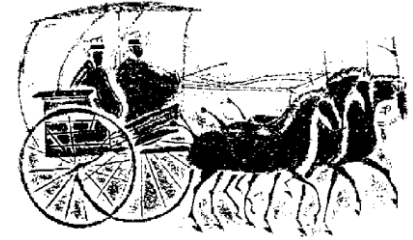


*Levitt's Essential Marketing/Strategic Question*



“What Business Are We In?”

*What Business are 'Buggywhip Manufacturers' In?*



## How Can [Digital] Investment Help Us Better Define and Support 'The Business We're In'?



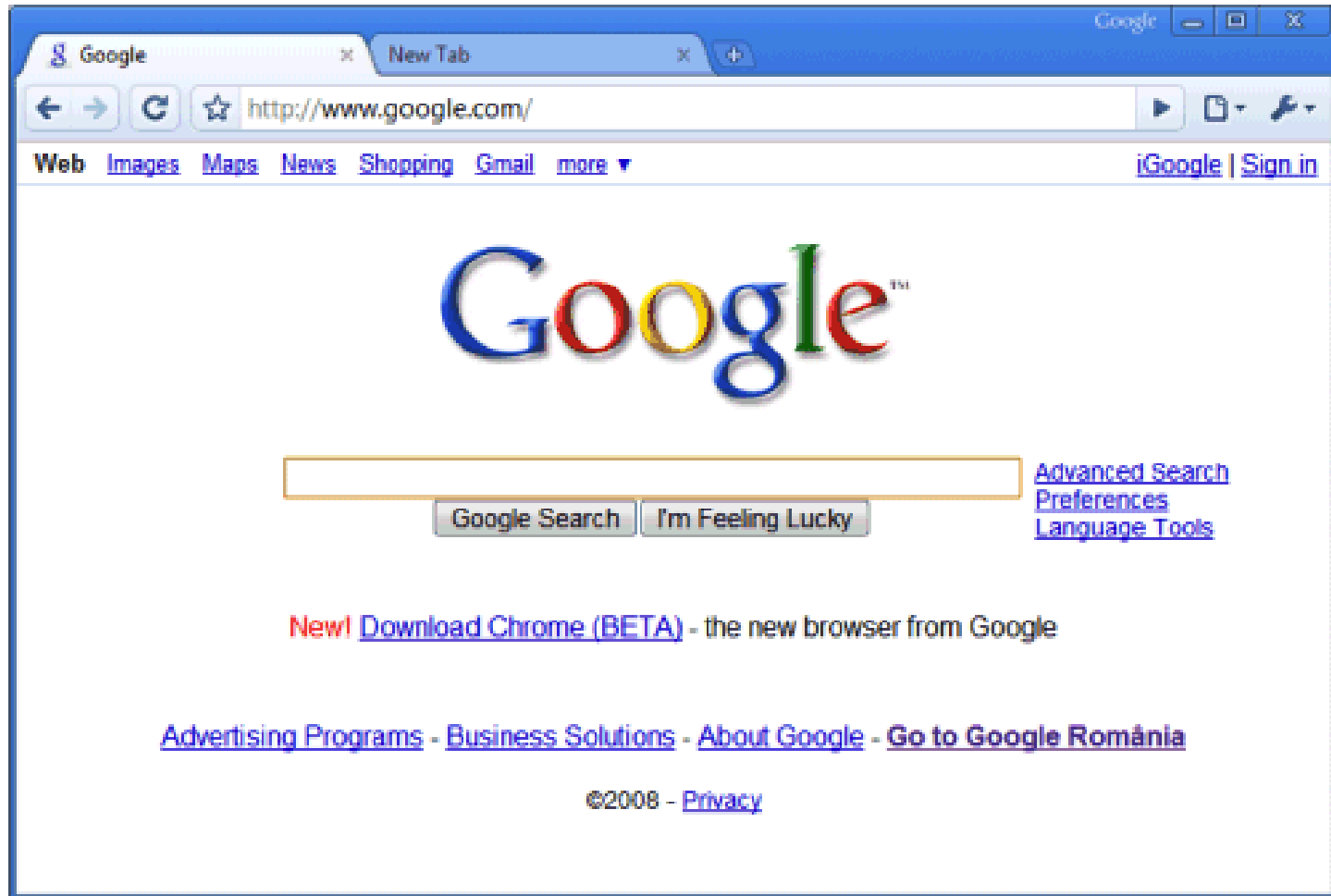
FOCUS  
FOCUS  
FOCUS  
FOCUS  
FOCUS

*What was Henry Ford's 'Real' Innovation?*



## *The Driver*....Capability





*Google Created 'Page-Ranked' Searchers* [Capability]





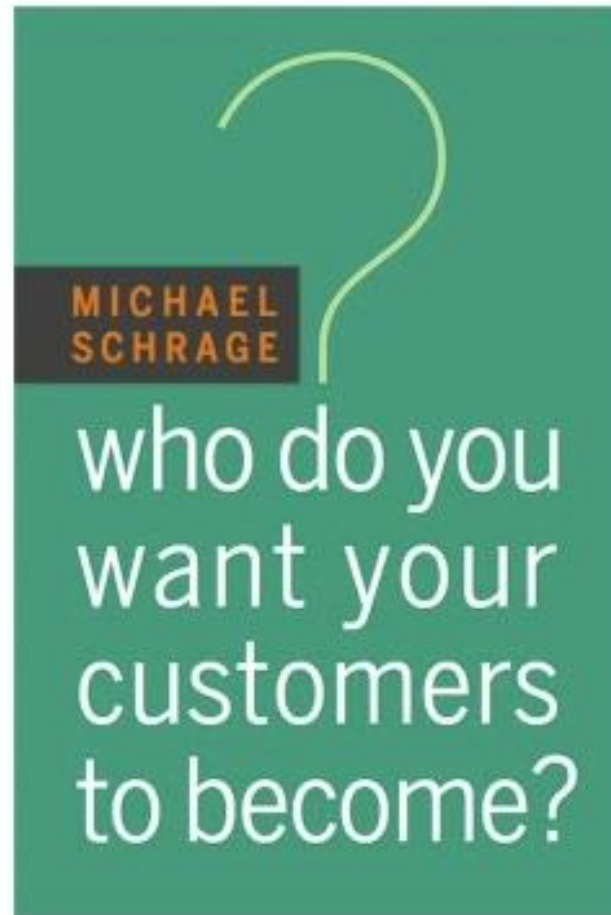
*What Does Disney Ask Its 'Customers' to Become?*



*What Does Laparoscopy Ask A Surgeon To Become?*



***What's your answer? ...why?***



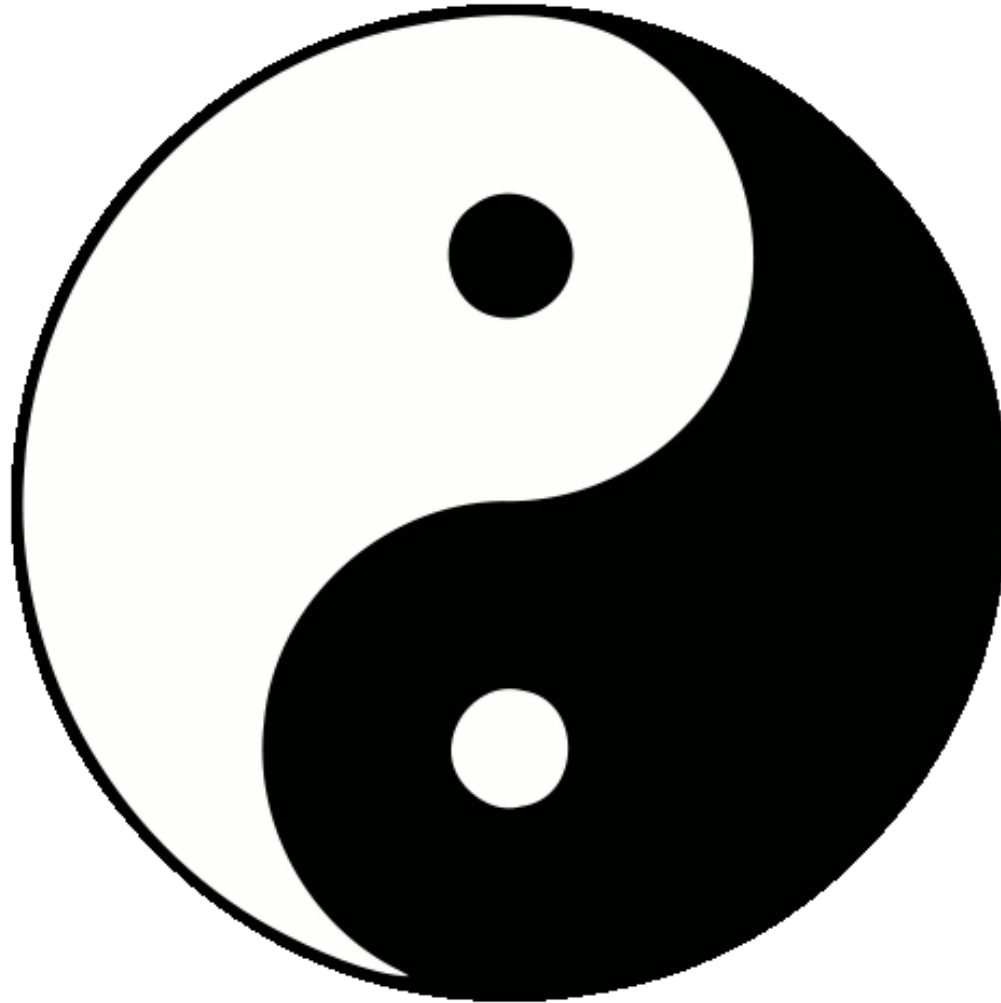
# What Business Are They In?



**Who Did They Want Their Customers to Become?**



***WBAWI?/WDYWYCTB?: Aligning The Answers***



*DigitalTools, Techniques, Technologies....*



# Enabling 'Customer Capabilities' Innovation & Investment

*Not Just 'Faster, Better, Cheaper' Products & Services:*

They're How We Empower/Enable/Drive 'Capabilities'

**'Innovations' are Investments  
in the Human Capital, Capabilities,  
Creativity and Competences of  
Customers and Clients**





*Our 'Value of Capability' Investment Heuristic*



Making Customers Better  
Makes Better Customers

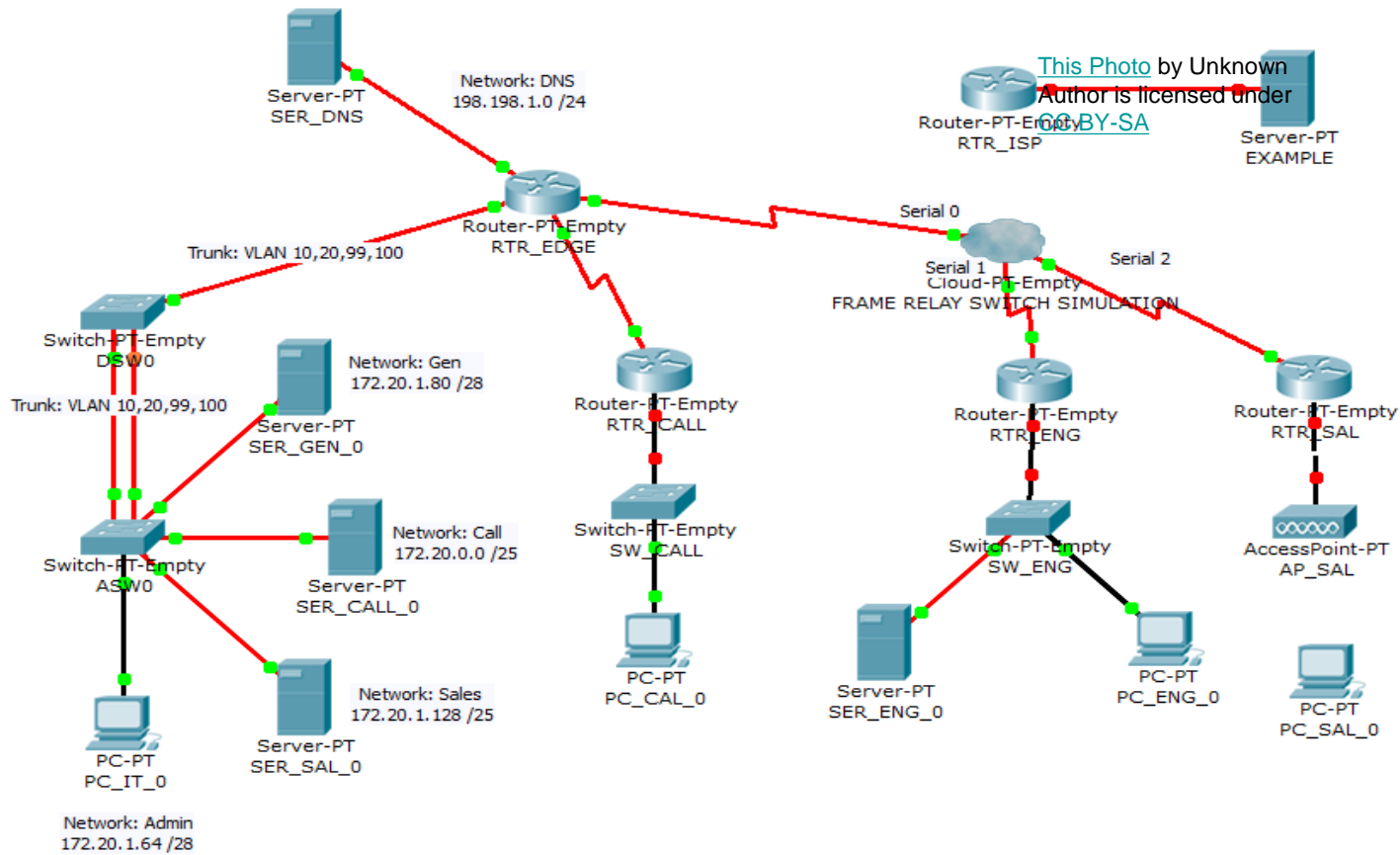
## Five 'Quick Customer Capability' Innovation Investment Tips



- 'Externalize' Tools
- Increase Influence
- Mutually Empower
- 'Edutrain' & 'Skillify'
- Elevate 'Productive' Introspection



# Externalize Tools



This Photo by Unknown Author is licensed under CC BY-SA

*'I used to be annoyed when diners would take pictures of their food; now I'm annoyed if they don't....'*

**Danny Meyer**  
*Union Square Hospitality*



*'Mutual Empowerment'/AR*

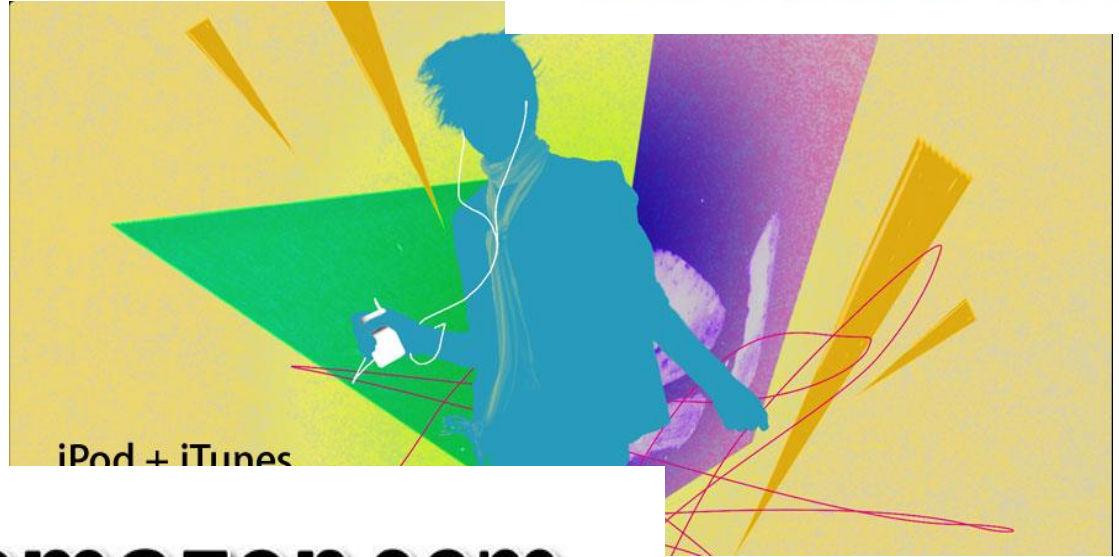


# Recommendation Engines: *Where Are Yours?*

# facebook

# You Tube

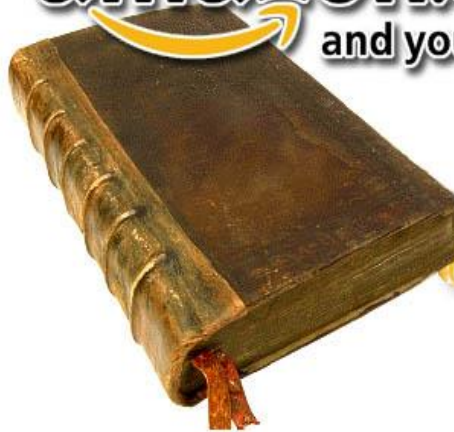
NickWebVideo.com



# ebay

# amazon.com

and you're done.™



# flickr

# 'Wine Pairing' Recommendation

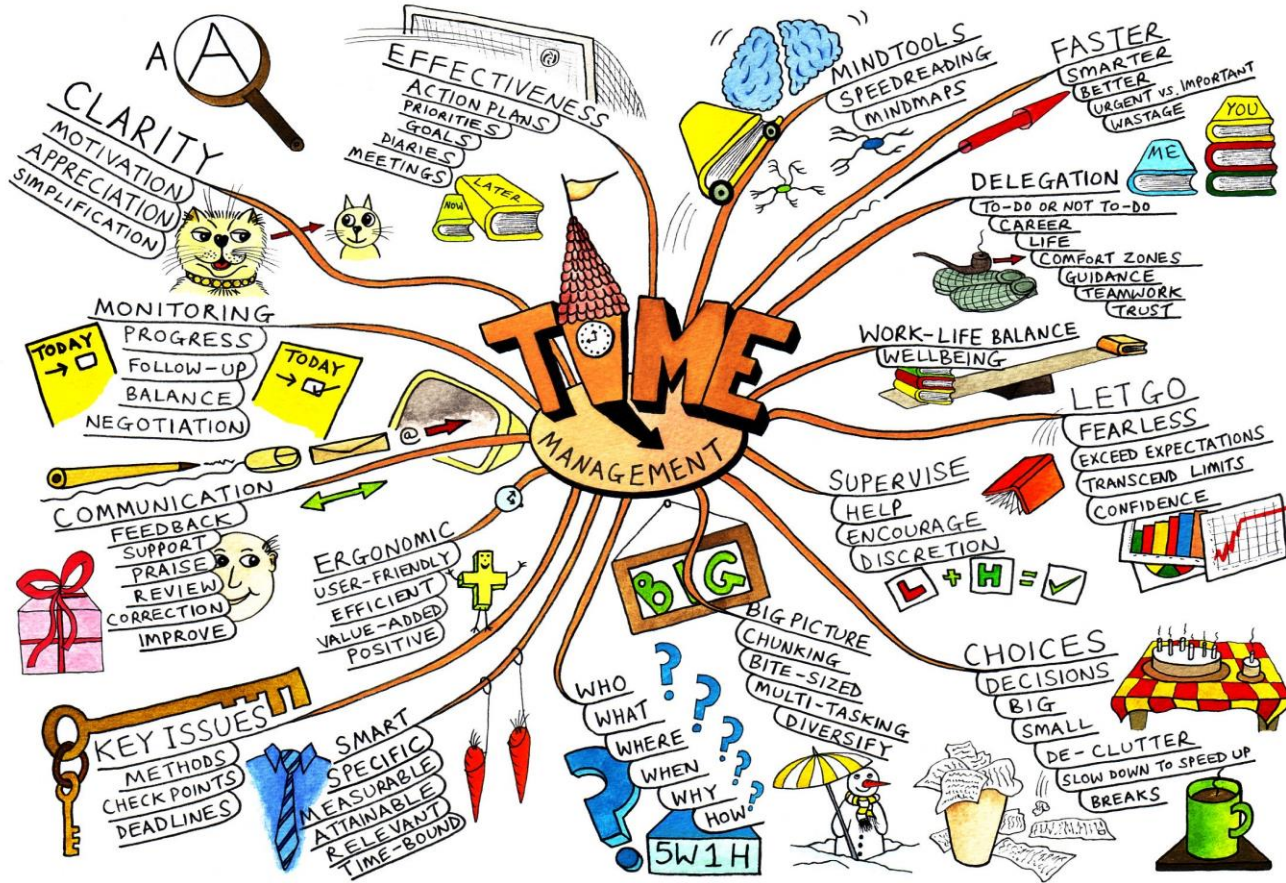


*Salman Khan/Khan Academy*





# Time Tracking



<https://themindstudios.com/blog/how-to-develop-an-app-like-strava/>

**IF IT'S  
NOT ON  
STRAVA**  
IT DIDN'T HAPPEN



*So What's Your 'Customer Capabilities' Investment Portfolio...?*

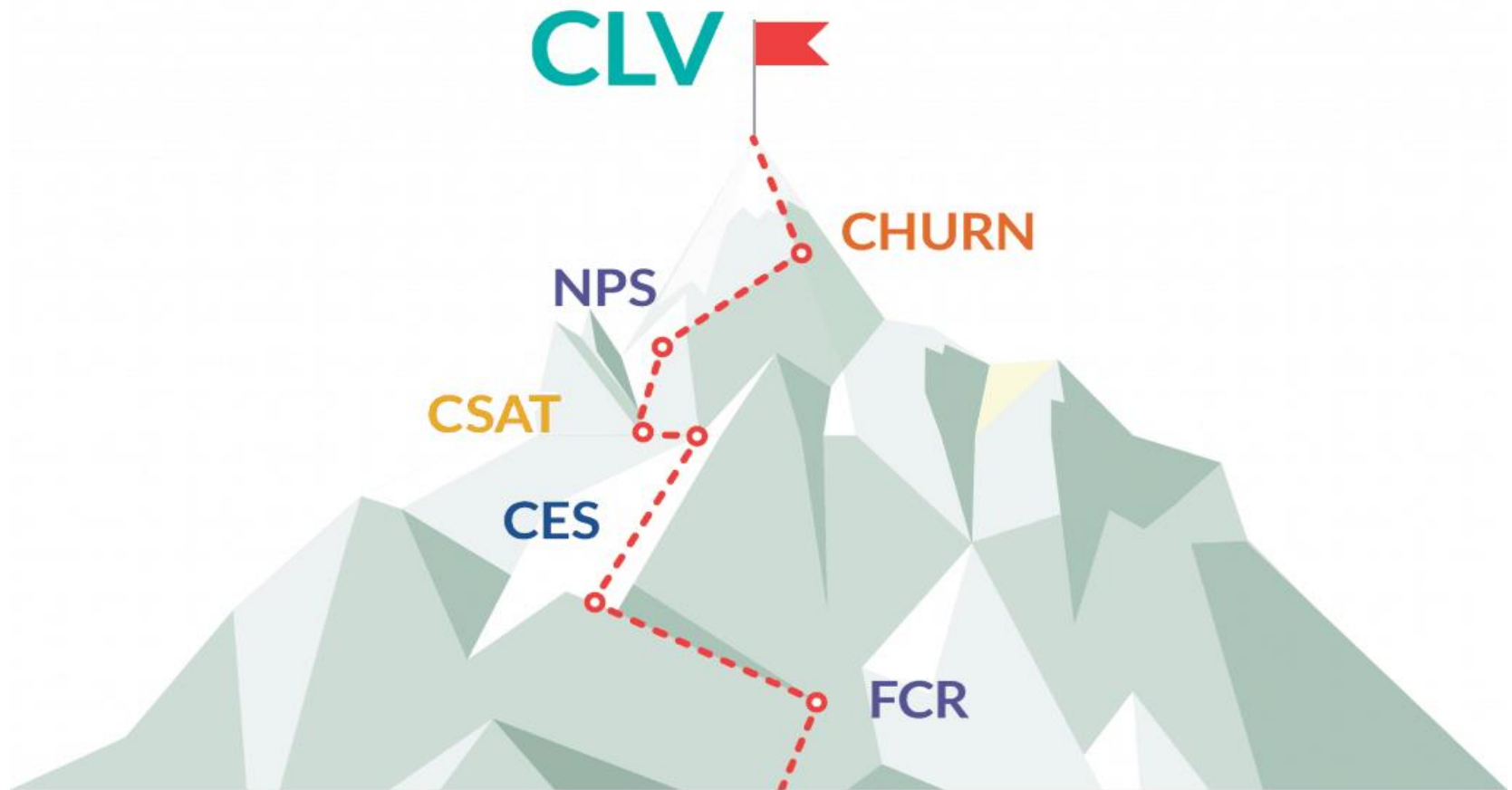


- 'Externalize' Tools
- Increase Influence
- Mutually Empower
- 'Edutrain' & 'Skillify'
- Elevate Productive Introspection

# How Do/Might They Contribute To CLV?



MIGHT THAT BE AN INNOVATION STRATEGY?



# What's Your Customer Capability Vision/Vision of Customer Capability?



## Customer/Client Segmentation Ask



## 'Best' vs. 'Typical' Customers

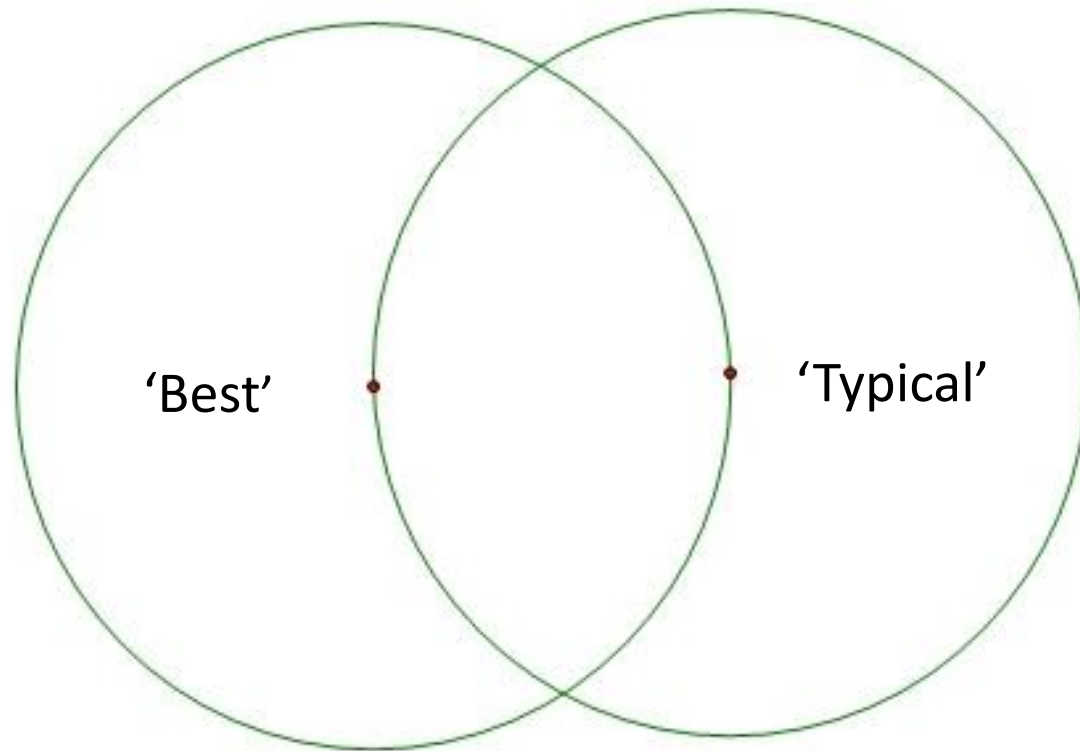
- Which Two Critical Distinctions Matter Most?

*Ask Yourself....(and answer!!!)....*



Our 'Best/Most Typical' Customers  
Become More Valuable When...

*'Intersectional' Customer Capabilities Exchange*

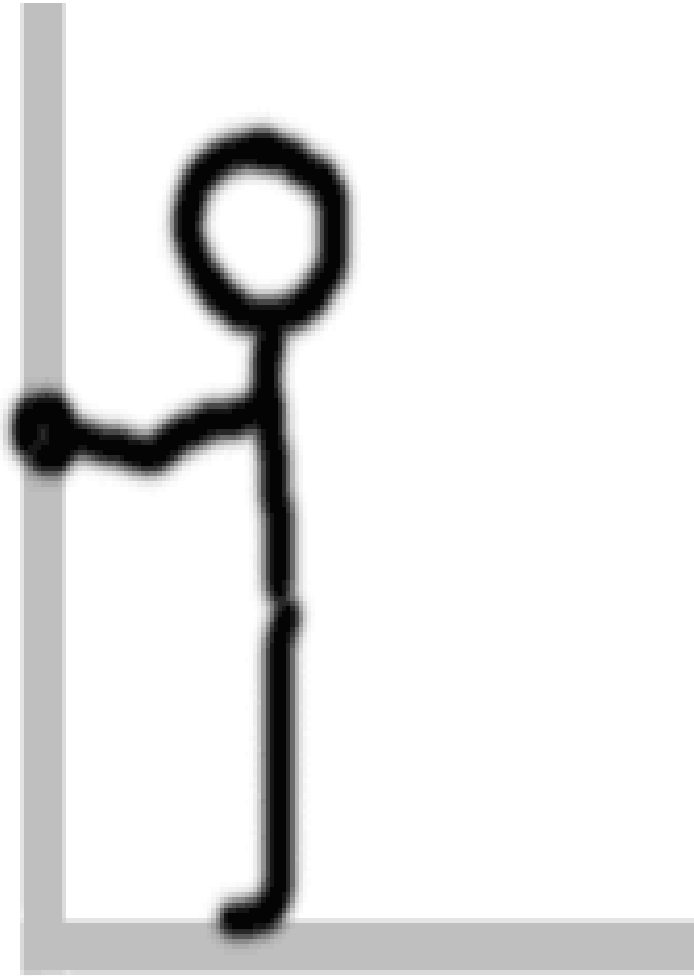




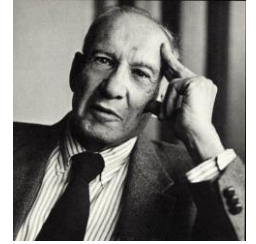
*What Is Your 'Customer/Client Capability Roadmap'?*



*The Greatest Innovation Frustrations Now Are Organizational & Cultural NOT Technical or Financial*



*As Peter Drucker Observed...*



*My Thanks....*



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