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DISRUPT-IT

Disruptive Innovation & Ideas Generation Workshops
Proposal for Atos France

1. Understanding of the Context

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- ▶ Grounded on previous R&D projects focusing on innovation management, ARI (Atos Spain) has developed a **methodology called DISRUPT-IT**, which has been implemented in several internal workshops addressing the company's current challenges.
- ▶ Thanks to positive outcomes of those initiatives, we propose to **replicate the experience** and offer our services to Atos customers.
 - The characteristics of those workshops are that they should take place outside of the day-by-day work environment, for example choosing a location that is somehow distant from the workplace, an informal meeting place, such as a resort in the nearby countryside.
 - The idea is to use techniques that foster creativity and idea generation, methods that allow participants to 'think out of the box'.
 - Team work is also one of the main component, as teams are able to accomplish more than individual members can do alone, they have the ability to focus different minds on the same problem and participants can find mutual support, which leads to greater and more elaborated ideas.
 - Finally, it is important to seek diversity and interdisciplinary synergies by selecting participants with different backgrounds, ages, gender, locations, functional responsibilities, etc.

Disruptive Innovation Workshops

How it works

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**Out of the
day-by-day**

Team work

**Diversity &
inter-
disciplinary
synergies**

**Creative
techniques
for idea
generation**

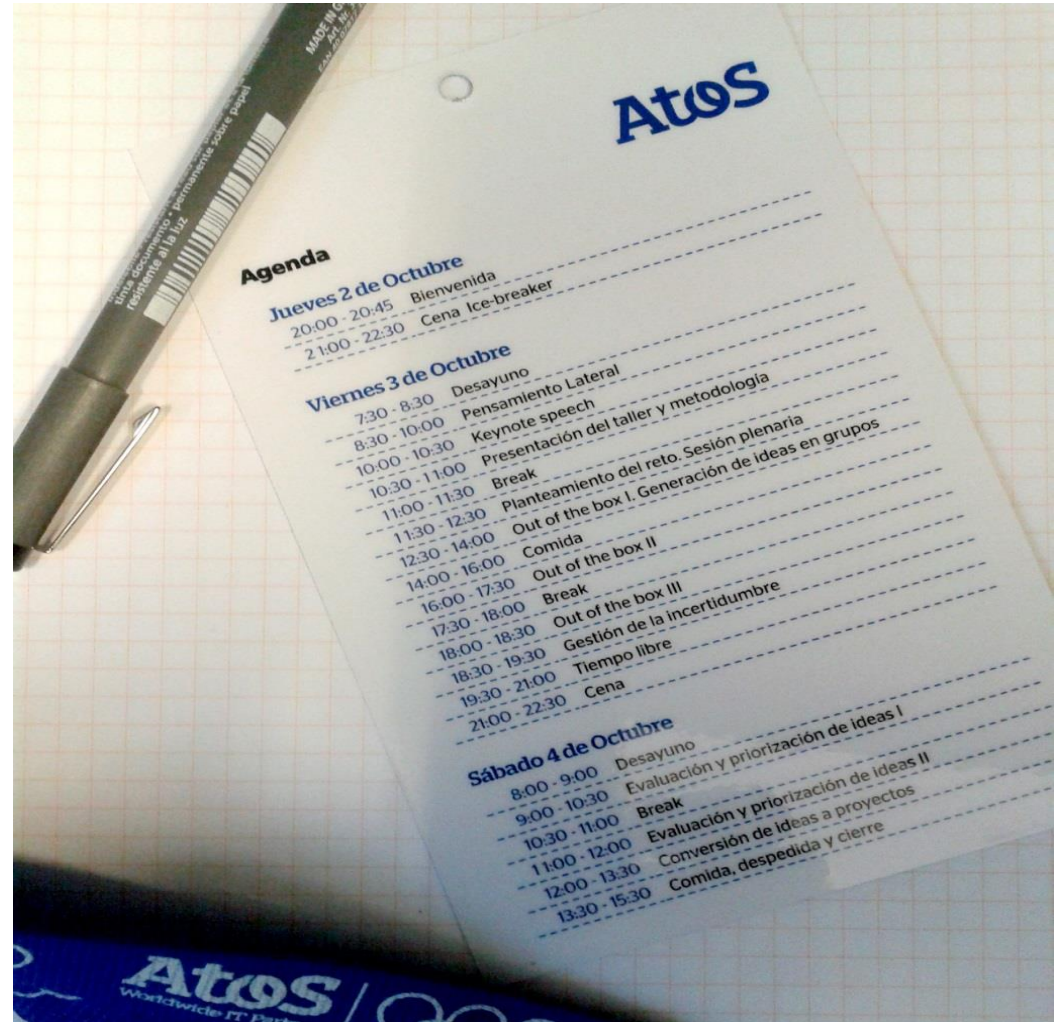
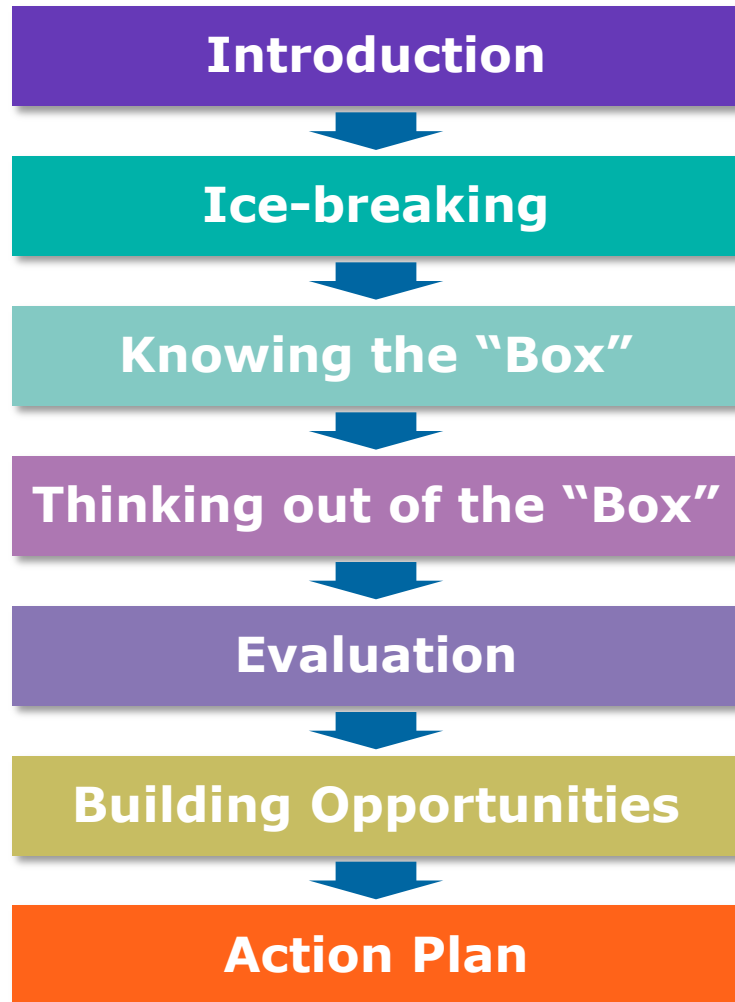
Disruptive Innovation Workshops

Phases of the Workshop

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2. Key aspects of the methodology

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The methodology proposes working sessions involving creativity techniques, context exploration and evaluation activities to address proposed challenges.



Key aspects

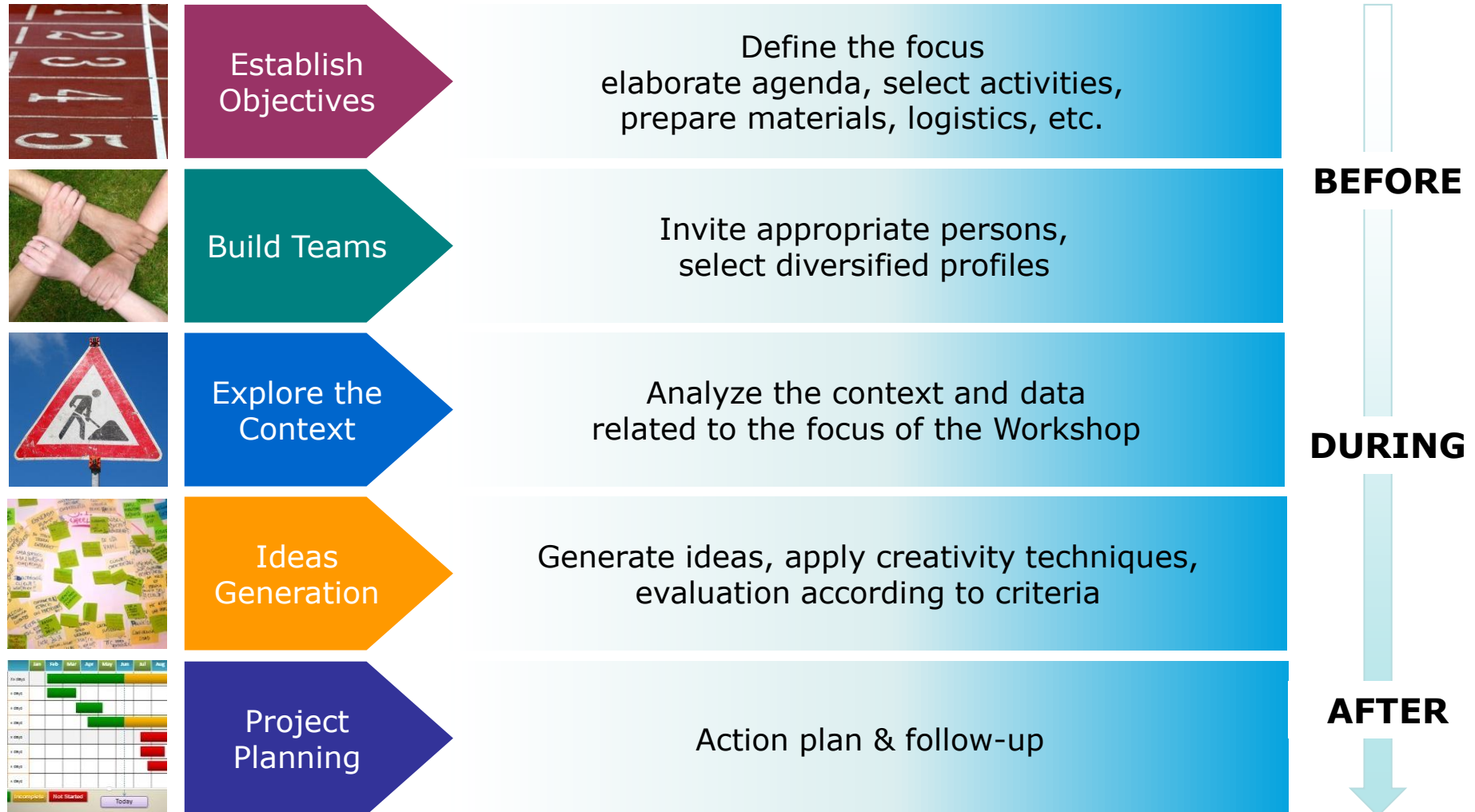
- ▶ Creative approach
- ▶ Mixed groups
- ▶ Data exploration
- ▶ Criteria for the evaluation of ideas
- ▶ Action plan

3. Phases and Activities of Innovation Workshops Organization

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4. Planning according to Phases and Actors

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Phases	pre-	workshop	post-
ARI	<ul style="list-style-type: none"> ✓ Analysis of the challenge ✓ Agenda preparation ✓ Materials preparation ✓ Contextual map ✓ Support to Atos France in logistics & details 	<ul style="list-style-type: none"> ✓ Activities coordination ✓ Workshop facilitation ✓ Support to ideas evaluation ✓ Support to project planning 	<ul style="list-style-type: none"> ✓ Workshop evaluation & lessons learnt for next time
Customer	<ul style="list-style-type: none"> ✓ Define challenge ✓ Data exploration ✓ Selection of participants ✓ Criteria for the ideas evaluation (with the support of ARI) ✓ Logistics 	<ul style="list-style-type: none"> ✓ Participation in the workshop, especially moments for the executive committee ✓ Provide action plan for selected ideas 	<ul style="list-style-type: none"> ✓ Follow-up of selected ideas action plan ✓ Evaluate workshop

5. References

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Client	Service	Duration	Comments
	<ul style="list-style-type: none"> Awareness training session Ideas generation workshop Training session to facilitators 	<ul style="list-style-type: none"> 3 hours 5 hours 3 hours 	<ul style="list-style-type: none"> Several ideas generation workshops were planned upon different topics of interest for the company.
	<ul style="list-style-type: none"> Facilitators' training Ideas generation workshop 	<ul style="list-style-type: none"> 8 hours 5 hours 	<ul style="list-style-type: none"> Pilot workshop Several, according to needs
	<ul style="list-style-type: none"> 2 training courses on innovation and creativity 2 small example workshops 	<ul style="list-style-type: none"> 8 hours each 3 hours each 	<ul style="list-style-type: none"> Companies of all types and sectors (SMEs, large, micro SMEs, ...)
	<ul style="list-style-type: none"> Workshop on SME business Workshop on banking Facilitators' training 	<ul style="list-style-type: none"> 5 hours 5 hours 5 hours 	<ul style="list-style-type: none"> To several divisions of the company, training on creativity and workshops
	<ul style="list-style-type: none"> 4 Ideas generation workshops 	<ul style="list-style-type: none"> 48 hours each 	<ul style="list-style-type: none"> Addressing different challenges faced by the company, involving talented employees

Thank you

lydia.montandon@atos.net
andrea.rossi@atos.net
clara.pezuela@atos.net

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