

# InnovationStation

## American Society for Quality



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# Our parent company: Technology leader Raytheon

## Raytheon is ...

- A Customer Focused company that places the highest value on People, Integrity, Commitment and Excellence
- 2007 Sales: \$21 billion
- More than 72,000 employees worldwide
- Headquarters: Waltham, Massachusetts, USA

## Our Vision ...

***To be the most admired defense and aerospace systems supplier through world-class people and technology.***

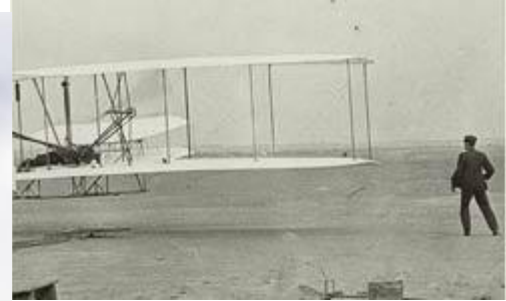
Global leader in technology-driven solutions

# What we bring to the table

- An **integrated global network** of 800 Raytheon learning professionals with local expertise
- A foundation of more than **seven decades** in learning
- A **full range of training capabilities** and technologies that today are applied in the largest, longest-running training outsourcing engagements in the world
- **Unique strengths** in:
  - product support
  - curriculum analysis
  - program management
  - supply chain management
  - Raytheon Six Sigma™
  - performance consulting



# Inspiration – A Short Story



*Imagination is More Powerful than Knowledge* Albert Einstein

# InnovationStation

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- Be There
  - Become Fully Present with the Idea
- Set The Stage
  - Open the Curtain to Your Imagination
  - Collaborative Idea Generation
- Tell the Story
  - Create a Positive Emotional Connection
  - Transform Vision into Reality

*Intellectual and Emotional ThoughtSpace*

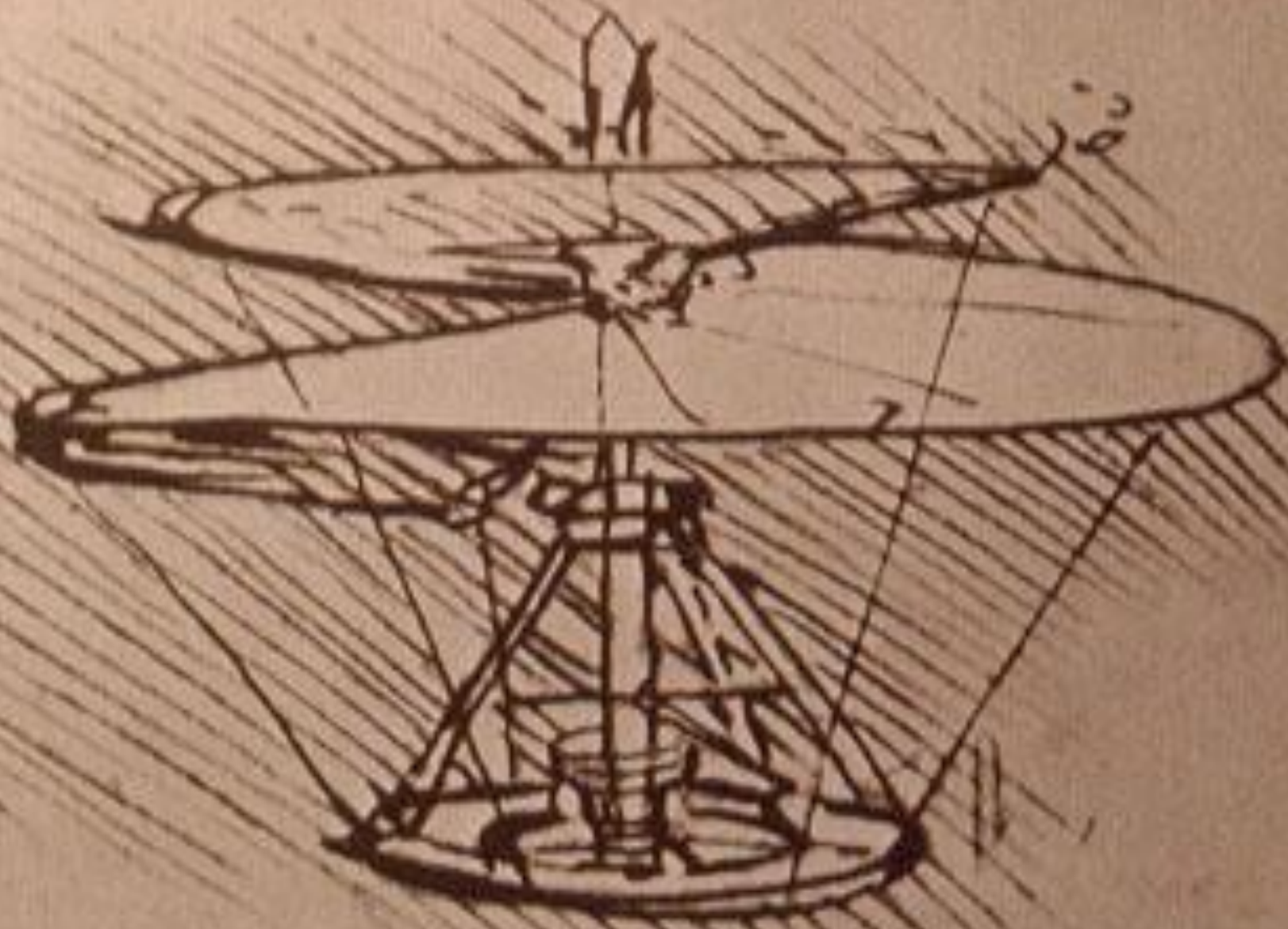
# Be There

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## Fully Present

- Distractions; “...being otherwise attracted”
- Select an object
- 4 Minutes
- Observations





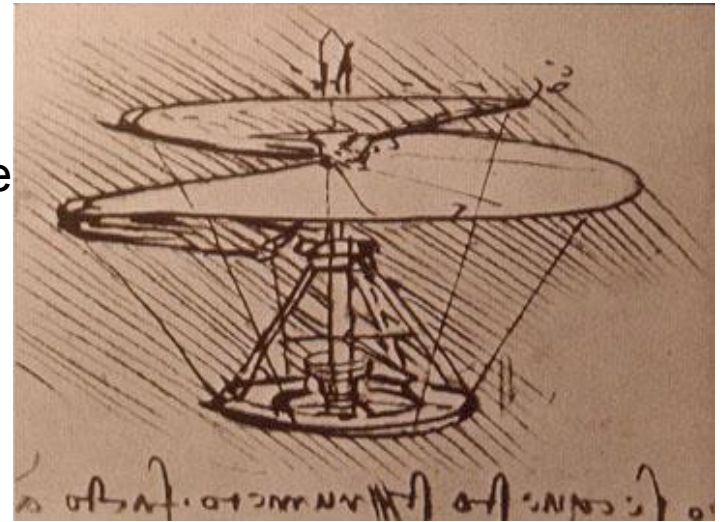
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# Be There

## ■ Fully Present

### – Leonardo da Vinci

- “The drawing made me want to create something”
- “The geometric shapes within the drawing fascinated me”
- Without a tail rotor, the effects of torque...,”
- “...it made me feel fortunate to be living in the modern era”
- “...some sort of wind-up mechanism”
- “I am looking at the one of the most significant pictures of the ancient world”
- “This made me feel imaginative. Excited to try new things...”



***The Same View, Yet All Different***



# Set The Stage

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## Idea Ownership

- Let Go
- Ideas Belong to the Group
- Great Ideas are Shared

## Improv

- Accept or Block
- Yes and..., Yes But
- Building Momentum

## Props

- “In this Bag...”
- 3 Brave Souls
- 5 Alternate Uses
- “Yes it is!”

# Tell The Story

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## Reality Check

- Visionary Reality
- Symbolic Reality
- Three Dimensional Reality

## Story Board

- Compelling Emotional Connection
- Intellectually Engaging
- Focused on the Outcome
- Managed Energy

We're going on a journey..,

# Visionary Reality – Mind's Eye

## Emerging Missions



U.S. Army photo by Pfc. James Wilt

# Symbolic Reality

## InnovationStation Draft Storyboard



2 IRAQI BOYS  
PLAY SOCCER  
DIRT LOT



IED ON DASH  
ABANDONS CAR  
NEXT TO DIRT LOT



COMMANDER = PDA  
TROOPS ON ROUTINE  
PATROL BAGHDAD



IED! CELL PHONE  
RINGS, LIGHT RED!



COMMANDERS PDA  
JAMS ELECTRONIC SIGNAL



GOAL!!!  
MISSION SUCCESS



Now it's Your Turn..,

# InnovationStation in Action

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- IED Detection
- Effects on Global Supply Chain during Natural Disasters
- Large Scale Force Protection
- Creating a Culture of Innovation
- Innovate Yourself, Invigorate Your Career!
- International Business Growth
- Global Learning Solutions
- Advanced Company Estimating Systems
- Situational Awareness Netcentric Battlefield
- Mars Exploration Rover weight/cost reductions
- Intelligence and Information Systems Strategy

# InnovationStation Experience



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