



DO
the
NEW



is designed to be an annual, revolving program.
Below is a schedule to follow.

CONTEST CYCLE – Change as needed

- Month One
 - Hold an in-house meeting to discuss Do The New. Decide whether to initiate it and whether to use the full or short form. If a “go,” set a start date. Introducing the contest can be as easy as sending out a group email or as fancy as holding an introductory seminar. A company spokesperson can introduce the program to employees, or a local speaker can present a seminar to explain why innovation is important and how to conceive innovations. If the company has an annual employee meeting, that may provide a perfect opportunity to launch the Do The New Contest.
- Month One or Two
 - The president or responsible party names the DTN committee members. If named in advance of the seminar or introductory meeting, they can be introduced then. After launching the contest, employees will have two months to submit an idea.
- Month One or Two
 - The DTN committee meets to discuss their responsibilities. (See Committee Roles.) Each one makes a point of encouraging people to submit ideas.
- End of Month Four
 - The DTN committee meets to begin the process of evaluating the ideas which by now have been submitted.
- Month Five
 - DTN committee holds meetings to select winning ideas and insights.
- Month Six
 - Official announcement of winners. Awards and rewards are given, or invitations to DTN Celebration are issued and rewards are given at that event.
 - Begin to implement ideas as appropriate.
- Months 7-12
 - Evaluate the impact and progress of each innovation that was implemented and the success of the Do The New program.
 - Rewards are given to DTN committee members by the president or senior partner.

Repeat the program. Or, initiate a continual improvement program without a contest.



DO the NEW

is designed to be managed electronically. However, it can also be printed out for manual management.

HOW TO ORGANIZE THE CONTEST

The president or senior partner of the company names four DTN committee members, each who bears a special responsibility. The president is responsible to reward committee members for their hard work as leaders of the DTN program.

COMMITTEE ROLES

The following roles must be adopted by the DTN committee members:

DTN Chairperson – Oversees the DTN program. Responsible to call and facilitate committee meetings; provide a written, monthly progress report to the president/party responsible throughout the year, and evaluate the success of the program toward year end in order to recommend whether it should be repeated. Responsible to encourage people to submit ideas.

Communications Subcommittee Chairperson – Responsible to encourage people to submit ideas.* Issues and gathers idea submission forms and makes copies or summaries for committee members. Serves as recording secretary of DTN meetings and provides minutes of meetings to DTN members within a few days following the meeting. Surveys employees toward the end of the year to discover their input and feelings on the DTN program and provides results to DTN chairperson. Names subcommittee members as needed.

Rewards Subcommittee Chairperson – Responsible to recommend what rewards and awards should be given for winning ideas and to recognize all submissions. Organizes official ceremony or method for presentation of rewards and awards. Names subcommittee members as needed. Responsible to encourage people to submit ideas.

Implementation Subcommittee Chairperson – Responsible to organize implementation of winning ideas. Follows up to evaluate the impact of the innovations. Submits monthly written report to DTN chairperson following selection of winning ideas up to the beginning of a new contest year and thereafter on a quarterly basis for two years if requested to the president/party responsible. Names subcommittee members as needed.

All committee members will evaluate all idea submissions and reward options, and each member will have one vote. The company president or partner-in-charge will break any ties. Committee members are not eligible to enter the contest, but will receive a special reward for their service. If the contest is held the next year, they can enter then, and new people will be responsible for serving on the DTN committee.

*The DoTheNew_Contest.pdf file can be saved to the personal computer of the Communications Chairperson who will then “save as” DoTheNew_name.pdf – (the name of the person being invited to Do The New.) This will be emailed to the named person. The second page of this .pdf must be filled out with the President’s name, title, the date, the name of the person invited, their Do The New I.D. number, the deadline to submit the idea, and the DTN chairman’s name. It is easiest to save the original file as “DoTheNewContest” (for example) and fill in everything except the employee name. Then each employee .pdf file will only need to have the employee name filled in. When an employee returns their .pdf to the Communications Chairperson, that file can be marked up in Adobe Reader 8 (free download) and emailed back to the employee for clarification, if needed. Or, it can be filed in an Ideas Submitted folder. This folder can be shared with the DTN Committee.

Proclamation of Commitment to **Do The New**SM

Recognizing that our people are our greatest resource for good ideas,
and
Recognizing that innovation is essential to our firm's continued health and growth,
We hereby commit to **Do The New**.

And An Invitation...

In grateful recognition of your interest in and understanding of the firm, you,

_____,
are invited to submit an idea or insight for our improvement.

If your idea is selected for implementation you will be rewarded.
Even if your idea or insight is not considered helpful at the present time,
you will receive official recognition and thanks for submitting it.

Your idea will be held in our lifetime idea deposit and reviewed from time to time
for possible implementation. Your insight will be reviewed by the Do The New Committee
for its usefulness. If two or more people submit the same or a very similar idea,
the first to submit it will receive the reward or recognition.

We will thank or reward all who participate.

With your help, we will lead the field and invent a more stable future for all of us.

Please submit your idea or insight by _____. Your DTN ID # is _____.

Do The New Program Chairman / Date

Do The New Idea Submission Form

Idea title _____ Submitted by _____

DTN I.D. # _____ Type of Innovation _____ Size of Innovation _____ Department _____ Phone _____

Type of innovation

- A** New service/product or service package
- B** Strategic alliance
- C** Process improvement [to increase productivity; save money; eliminate, reduce or change a task, such as for work flow procedure, for customer service management of company or of employees; improve security or confidentiality]
- D** New business model [a change in internal organization; outsourcing an operation currently handled in-house]
- E** New marketing tactic [idea affecting a specific service/product and its design, fee/price, delivery, or promotion; or idea for developing a new

market niche, or for increasing billings/sales]

- F** New committee to address a new task or project
- G** To raise morale, team spirit, or skill level
- H** To improve or raise the company’s image [idea for advertising, public relations or community relations]
- I** Proposed new law that would favorably affect what we offer
- J** Other

Size of innovation

- A** Breakthrough (Example: invention of the copier)
- B** In between A & C
- C** Incremental (Example: adding collating capability to the copier machine)

My idea is _____

Describe the present situation that would be changed and improved by your idea. _____

How is the problem or need currently addressed? _____

How would your idea solve or address the situation described above? _____

NOTE: The first full line of each “answer” area in this form is set up as a multi-line text box. The additional visible lines are to allow someone who is printing the online page to write in an answer by hand.

Idea Submission Form, page 2

What costs would be saved? _____

What would it cost to implement the idea, such as for production, marketing, training, new equipment? Please name the sources of your cost information. _____

What would be involved in implementing your idea? For example, what new skills would be required and for how many people? _____

Does your idea fit with our current business objectives and marketing strategy? If not, why? _____

What obstacles would need to be overcome? What negative factors or risks should be considered? _____

What would be the benefits of implementing your idea? What would the long-term positive effects be? _____

I understand that this idea belongs to my employer.

Intrapreneur Signature / Date

This is page 7- the final page- of the Employee DoTheNew_Contest.pdf, however, employees are instructed not to fill it out. It is included in their file to present the criteria for judging ideas.

This page is included as a separate .pdf download from FastZone. It is formatted to calculate SUBTOTALs and the TOTAL.

Do The New Idea Evaluation Form

Idea title _____ DTN I.D. # _____

Please rate the idea by selecting the appropriate number in the space allotted. These are ideas for how to grade ideas. Use your common sense if they do not apply to your situation. A knowledgeable person with an objective opinion who does not work for your company may offer helpful insights.

For the following considerations, 4 is a HIGH score and 1 is a LOW score.

Example: Will this idea help us retain good employees? Yes- 4 points, Not very much- 1 point

+++POSITIVE'S+++	4- Yes	3	2- Somewhat	1	0- No
1. Good for customers					
2. Thrills employees					
3. Builds on a strength of our company.....					
4. Takes advantage of the internet in a way we have not yet done.....					
5. Recognizes a marketplace disruption (Something new IS happening!)					
6. Potential for record-breaking earnings.....					
SUBTOTAL					

For the following considerations, 4 is a BAD score and 1 is a GOOD score (the reverse of the above).

Example: Will it cost a lot to implement this idea? Yes- 0 points, Not very much- 3 or 4 points

-- -NEGATIVE'S-- -	0- Yes	1	2- Somewhat	3	4- No
1. Adds to middle management					
2. Seems to lag behind the trend(s)					
3. Ignores the competition					
4. Uses a technology that is fading away.....					
5. High cost					
6. Difficult to implement					
SUBTOTAL					
TOTAL SCORE					

A high score for POSITIVE'S may indicate the idea could work despite its NEGATIVE'S. An idea with a low SUBTOTAL (lots of YES answers) for NEGATIVE'S should be scrutinized intensively before acceptance. 48 is a perfect score.

Name of Do The New Committee Member / Date

Do The NewSM

Among the possible ways to reward or thank people, consider the following...

- Cash bonus
- All expense paid vacation trip
- All expense paid trip to important industry conference
- Membership in a professional organization
- Promotion
- Raise
- A key assignment or involvement in one
- Improved work area
- Better equipment
- A course paid for by the company
- Framed certificate of thanks or recognition
- Gift
- Words of praise



There's Gold in Them That Heads

Dear _____ :

Thank you for agreeing to serve as chairperson of the Do The New committee. I trust you will look on this additional duty as an honor.

You are responsible for the overall success of the Do The New program. You will call and facilitate committee meetings, and provide a brief, written, monthly progress report to me throughout the year.

As a DTN committee member, you will review each idea submitted and participate in selecting the winners and rewards. It may be necessary to expand the number of winners to four or decrease them to one or two. That is your call. Also, it will be your job to evaluate the overall program and bring to my attention any changes in our organization which you feel would be helpful once you have had the chance to consider all the dynamics and the input.

Toward the end of the contest year, please let me know if you feel we should instigate another contest or begin a continual improvement program but not an in-house contest.

Because of your role as a leader in this program, you are not eligible to enter the Do The New contest. However, your hard work as a member of the DTN committee will be rewarded.

I am confident you will excel in your role as our Do The New chairperson.

Sincerely,

Dear _____ :

Thank you for agreeing to serve as communications subcommittee chairperson for the Do The New program. Your special role is tailored for someone who likes people and is sensitive to their feelings. I know you will do a great job.

First, you will encourage all employees to submit ideas and insights. There will be those who need extra encouragement. When all idea and insight submission forms are in, see that a copy of each one is made for all DTN committee members.

As a DTN committee member, you will attend DTN meetings, review each idea submitted, and participate in selecting the winners and rewards. Also, you will serve as recording secretary for the DTN meetings and provide minutes of the meetings to the DTN committee members within a few days following the meeting.

At the end of the year, please survey all employees to discover their input and feelings on the DTN program and give the results to DTN chairperson.

The other members of the Do The New Committee are:

_____, chairperson

_____, rewards subcommittee chairperson

_____, implementation subcommittee chairperson

Feel free to name subcommittee members as needed. Please contact me if I can answer any questions.

Sincerely,

Dear _____ :

Thank you for agreeing to serve as implementation subcommittee chairperson for the Do The New committee.

A Harvard professor, Theodore Levitt, made this distinction, "Thinking of ideas is creativity; implementing them is innovation." Until ideas are implemented, our company isn't really doing the new. We are looking to you to take us from being creative to being innovators. How? I am confident that you will apply your excellent management instinct and skills, and do the right thing.

Officially, your special role begins after the contest winners are announced, however as a DTN committee member, you will also attend DTN meetings, review each idea submitted, and participate in selecting the winners and rewards.

Also, you will submit a brief, written report to the DTN Chairperson following selection of the winning ideas monthly up to the beginning of a new year, and thereafter to me on a quarterly basis for two years if it seems necessary. It is not necessary for you to be directly involved in the implementation process but only to set it up for each of the three winning ideas. Feel free to name subcommittee members as needed.

Because of your role as a leader in this program, you are not eligible to enter the Do The New contest. However, your hard work as a member of the DTN committee will be rewarded.

The other members of the Do The New Committee are:

_____, chairperson

_____, rewards subcommittee chairperson

_____, communications subcommittee chairperson

Please contact me if I can answer any questions. I know you will do a great job.

Sincerely,

Dear _____ :

Congratulations! You have the fun and stimulating task of organizing rewards and awards for our people who enter the Do The New contest.

Over the next two months, you must evaluate how to reward the first place, second place and third place winners, and how to thank anyone who contributes an idea or insight. Your involvement in this aspect of our innovation quest will have lasting and dramatic effects on the company.

Among the possible ways to reward or thank people, consider the following...

- Cash bonus
- All expense paid vacation trip
- All expense paid trip to important industry conference
- Membership in a professional organization
- Promotion
- Raise
- A key assignment or involvement in one
- Improved work area
- Better equipment
- A course paid for by the company
- Framed certificate of thanks or recognition
- Gift
- Words of praise

By contacting appropriate suppliers, you will determine how much any of these would cost the company. Then you will recommend to the DTN committee which rewards and awards would be appropriate. Your recommendations, of course, will be influenced by how much profit the winning ideas would generate.

Also, you are responsible to organize the official ceremony for presentation of the rewards and awards and to purchase or coordinate the items given. Be creative! Have a good time planning to reward all participants. Feel free to name as many subcommittee members as needed.

As a DTN committee member, you will also attend DTN meetings, review each idea submitted, and participate in selecting the winners.

You are not eligible to enter the Do The New contest because of your role as a leader in this program. However, your hard work as a member of the Do The New committee will be rewarded.

The other members of the Do The New Committee are:

_____, chairperson

_____, communications subcommittee chairperson

_____, implementation subcommittee chairperson

Thank you for serving as our Rewards Subcommittee Chairperson for the Do The New Committee. Please contact me if I can answer any questions. I know you will do a great job.

Sincerely,
