

# Solving Enterprise Slowdown: The Innovation Question

## How do we turn from bureaucracy into innovation?

Innovation is a high-value exchange, in which we must first look to growing contributors' value to gain their highest contribution - innovation. It is built antithetical to bureaucracy. This is your vehicle to valuing, exploring, building, and unleashing profitable insight in your talentbase. This heuristic framework formulates insight in talent, talent in enterprise, and enterprise in innovation. **Gain and scale the tactical advantage of how you create value. Is it time to iterate your most important project, your enterprise, toward innovation?**

### 1. Focus Rule

#### Question

#### Action

#### Result

### Talent As Value

Know what you have.

**Do you know what ideas exist and how others go unnoticed or hidden?**

Qualify your talentbase.

Clarity on your value producers and value inhibitors.

PREPARE FOR THE GAME

### 2. Focus Rule

#### Question

#### Action

#### Result

### Value Process & Pillar

Know how to use what you have.

**Does your refined value creation methodology produce innovative results?**

Engage a Knowledge Management & Collaboration Platform.

Self-sustaining insight & value creation pipeline.

SHOW UP FOR THE GAME

### 3. Focus Rule

#### Question

#### Action

#### Result

### Raise Performance

Know how to improve.

**What are your best tools for driving improvement?**

Practice Modeling.

Members' continual improvement in work and teamwork creates competence to generate value.

GET IN THE GAME

### 4. Focus Rule

#### Question

#### Action

#### Result

### Lead Market Advantage

Know the changing summit.

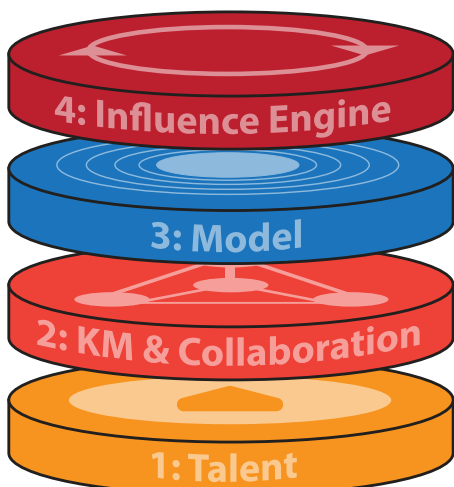
**What influences you toward evolutionary change or revolutionary leaps?**

Tailor your influence and change engine.

Control your competitive advantage & longevity.

CHANGE THE GAME

Summary v 2.0



VALUE  
PROCESS  
PILLAR

**Brent A. Lackley**  
Practice Leader, ModelResponse  
[brent@modelresponse.com](mailto:brent@modelresponse.com)

Contact Brent to discuss any aspect of innovation-building in your project or enterprise.

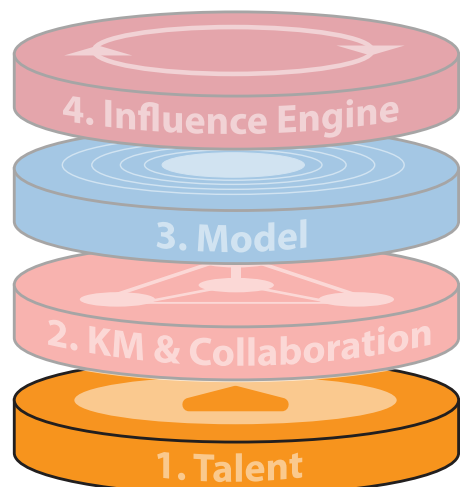
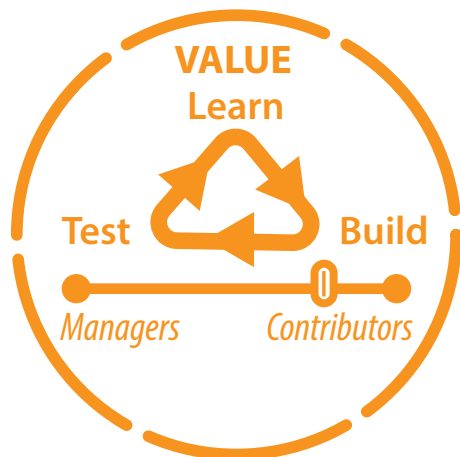
**model response**  
raise performance

## Do you know what ideas exist and how others go unnoticed or hidden?

**Enterprise Value Iteration**

If we focus means to iterate our project and product value in an enterprise, we should see the enterprise as the foundation project and must have a means to iterate it as the value creation pillar. The end product of the enterprise project should always be innovation, evolutionary or revolutionary improvement. Without evolving insight & improvement we are surely stagnating, falling farther into bureaucracy, rather than building stronger innovators. In a system built to support and invigorate the value builders, we find that **answers to the biggest challenges already exist in the talent - they only need be unbridled.** Results follow your values. Which values can predict your enterprise value?

*Any system built around managers will end up managing you and your value. A reporting chain acts as a vacuum for power play and a funnel for bias. It produces erratic, hasty, ill-formed decisions. There is an answer. **Are you building value- contributors or managers?***

**Talent Evolution Calculation**

- ▶ **Talent Input:** Is your talent funnel (talent pool, ideas well) in the hands of an HR system that does not understand your work, is unable to calculate value and exists merely by habit? *Answers: Figure who should be soliciting and selecting talent for your best results.*
- ▶ **Talent Quality & Organization:** How are you qualifying competency in managers and individual contributors, sorting value producers from value inhibitors? *Answers: Explore insight on how you can optimize the value producers and inhibitors.*
- ▶ **Talent Management & Treatment:** Do you remove your best talent from productivity and force them into a management position as a "reward" when they're often not interested, not inclined, and not trained in management? *Answers: Find your possible alternative management philosophy and IC career reward map.*
- ▶ **Talent Output & Talent Leadership:** After nurturing and eliciting innovators, can you see, map, and connect all the ideas in an alignment for efficient solutions and innovation? *Answers: You can solve reporting chain obfuscation of talent and ideas.*
- ▶ **Talent Results:** How do you know the causes of your wins, and root causes of losses? *Answers: Find your best insight tool.*
- ▶ **Talent Reward:** What new realm of motivation exists if reward is tied to input, rather than stagnation or position? *Answers: Discover self-sustaining motivation.*

**Answers** with ModelResponse:

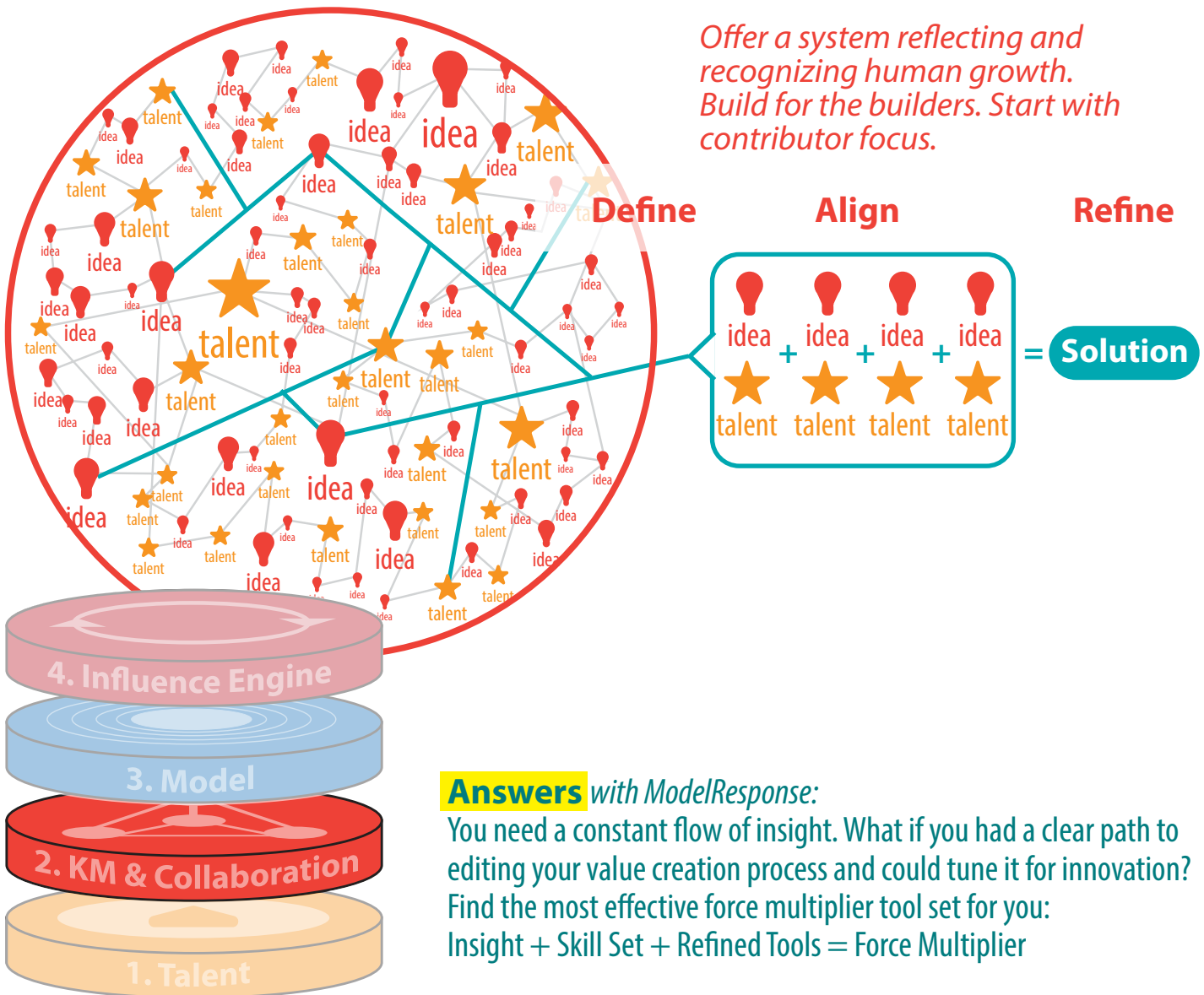
What if you could cut through a corporate structure re-imagining to focus on quickly identifying and gathering the needed solution concept components and an innovative thinkers team to align them for fast solutions to your biggest cause or demands?

**Does your refined value creation methodology produce innovative results?**

**Sustainable Value Mining**

The purpose of your Value Process Pillar is to de-silo talent and sustain value creation. It nurtures a healthy growth process built to encourage, capture, collaborate, and reward around ideas and their use. At its heart is your force multiplier, a Knowledge Management & Collaboration Platform (KMCP) that maps points in how your value is created, transferred, transformed, and consumed. It concisely captures and connects the primary idea life cycle waypoints of each contributor, including input, output, working philosophies, skills, and projects. This culminates in a quick-reference, totality view of actionable and unseen insight. It proactively feeds innovative solutions and outlines results, naturally compelling improvement toward innovation and identifying corruption in any part of the value creation process.

*Offer a system reflecting and recognizing human growth. Build for the builders. Start with contributor focus.*



**Answers** with ModelResponse:  
 You need a constant flow of insight. What if you had a clear path to editing your value creation process and could tune it for innovation? Find the most effective force multiplier tool set for you:  
 Insight + Skill Set + Refined Tools = Force Multiplier

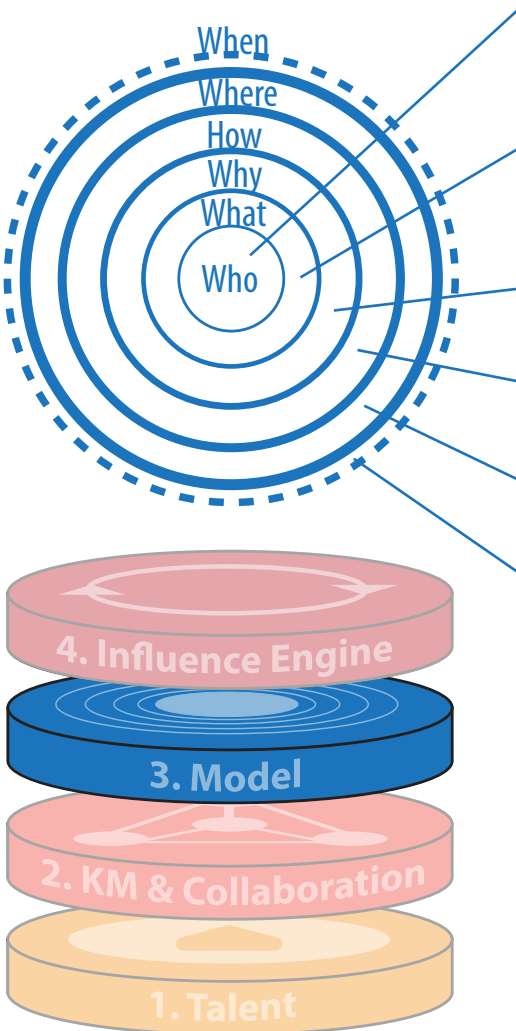
**What are your best tools and skills for driving improvement?**

**Diagnose Success**

“Knowing yourself is the beginning of all wisdom” - Aristotle. This truth extends to the enterprise and each contributor. In a shared effort to build value (The Value Process Pillar), the initial tool in the Knowledge Management & Collaboration Platform is your Practice Model. It’s a heuristic exercise that creates a rapid-share, rapid-adapt illustration of capability and needs. It’s an investment in growing insight, foresight, & capacity. It becomes your vehicle for influence in how both you and the company think, act, & interact. **It is your self-propelled change agent for empowering talent. And when shared, it is innovation management,** compelling one to collect and refine skills, to see and change reality. Model individuals, teams, projects, and enterprise to quickly fit & align models toward innovative solutions.

**Practice Model Framework**

*Know yourself and see your path to value.  
Know others and see how to value.*



Mastery begins with observation. Analyze a successful project, followed by iterations through examinations across varied efforts. Ask yourself;

**Who** - What are my values? Your values determine your value in the marketplace, and personally. They drive your brand, function, & goals. *Answers: Discover the two overlooked keys in who can innovate.*

**What** - What is my operational belief set? What did I do? What are the rules, habits, steps, & risks I leverage? How’s my ‘lessons learned’ habit? *Answers: Discover a path to new approaches.*

**Why** - Why did I do that? Feelings lead to thoughts that lead to actions that form results. *Answers: Discover how to dive for deeper driving factors.*

**How** - How did I do that? Find patterns, deviations, expectations, context, balancers. *Answers: Find evaluation facilitators.*

**Where** - Where did this occur? Context is key. Where are my standout skills going? *Answers: Discover environmental support wins.*

**When** - How’s my timing? Learn from yesterday. Enjoy today. Prepare for tomorrow. *Answers: Discover some keys to better timing.*

**Answers** with ModelResponse:

Accelerate repeating success, avoiding failures, and aligning for innovation when you ask Brent to help model your top leaders and best performers.

## What influences you toward evolutionary change or revolutionary leaps?

## Checks &amp; Balances

Extend the knowledge-driven power in your enterprise by verifying ideas, models and people (talent) through testing paired with a standard of accountability. Every contributor should be accountable for 1) Work - deliverables skills, and 2) Teamwork - anything outside of independent expertise application including communication, training, cross training, mentoring, collaboration, advisement, consults, etc. The open feedback loop (below) is an effective tool here.

## Testing

Verifying ideas and contributors requires testing. Testing itself is a critical skill beginning with objectivity and producing key insight. For example, the line between valuable disruption and staging for a rebellion is sometimes only a matter of timing. Continual and accurate testing and monitoring is a necessity.

## Standards

Adopt proven ideas and processes for preferred results. As the market changes and insights sharpen, iterations and re-testing should be standard.

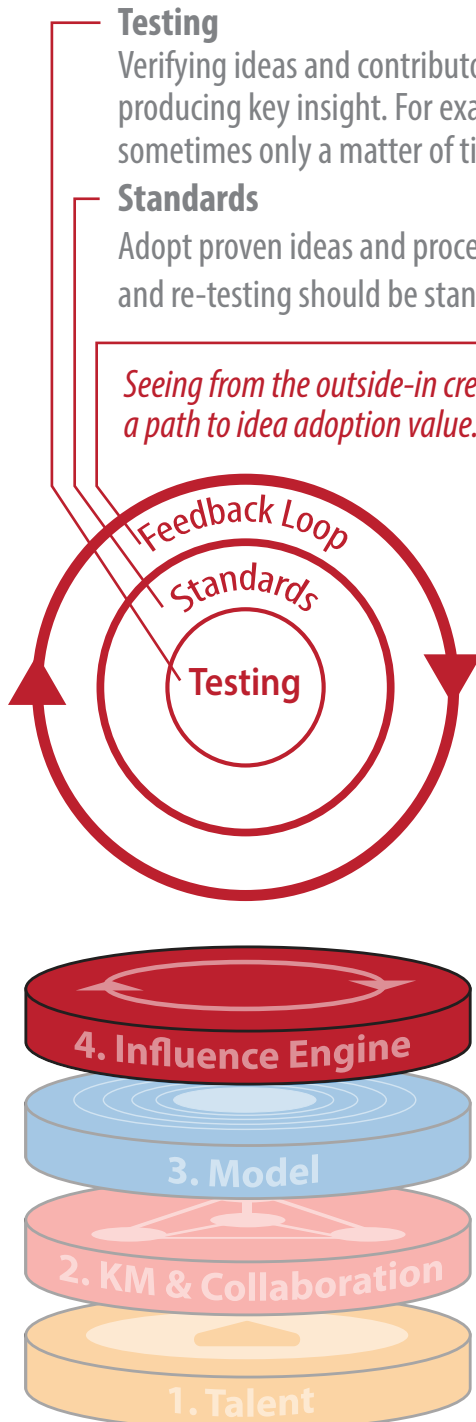
*Seeing from the outside-in creates a path to idea adoption value.*

## Feedback

While your model looks from the inside out, the feedback loop allows us to see from the outside in. With an open feedback policy in both accountability factors (above), any contributor can share about any subject or other contributor without retribution. A bit of truth serum can go a long way - to see if our model works. This context and effect are key in how our interactions build insight and capacity. Any skill or idea in an enterprise loses impact without acceptance. Feedback may not always change your course, but it may help tune how your goal is 'sold'. After all, a leader in this vehicle is 1) Chief Talent Officer, and 2) Chief Idea Test Results Implementor. Building contributors begins with building a cause in the talentbase. Prove that you can learn from them and they will learn from you. This talent relationship is the DNA of your talent-empowered, knowledge-based enterprise. This is particularly effective in creating exposure and acting as a check on the classic decision-maker reporting chain that tends to isolate top leadership, act as a vacuum for corruption of value, and produces a fiefdom of erratic results.

## Answers with ModelResponse:

Accelerate insight and verify decisions when you ask Brent to support your tools and talent testing efforts and feedback loop style.



# Build Your Best Insight Platform

## What does your innovation force multiplier look like?

Your Contributor Knowledge Management & Collaboration Platform (intranet or wiki-based) reveals facets of your contributors staged for growth, connections, and collaborations to feed solutions or innovation.



**Jorgelina Granview | Marketing Relationships Director**

Denver, CO, USA | jorgelina.granview@gofullspeed.com | 678.753.6551

### Summary

I believe that results of most interactions, both helpful and unhelpful, stem from the relationship between those who are interacting, even if they have never met. The relationship must be examined before, during and after the interaction. Let's take a wider and deeper view

extending to greater context and drilling into more facets including brand base, skills, and seemingly disconnected influences. This can help us see the big picture, map routes, and reform detailed outcomes.

Search

### Practice Model Interact (742)

v 7.5, 02/15/2025 (latest)



*Explore a contributor's working model and its evolution interactively.*

### Work

Rate RATINGS

Skills by Owner Rank

Marketing Statistics Efficiency

*Understand a contributor's working skill set, evolving skills, (learning set) and more.*

### Teamwork

Rate RATINGS

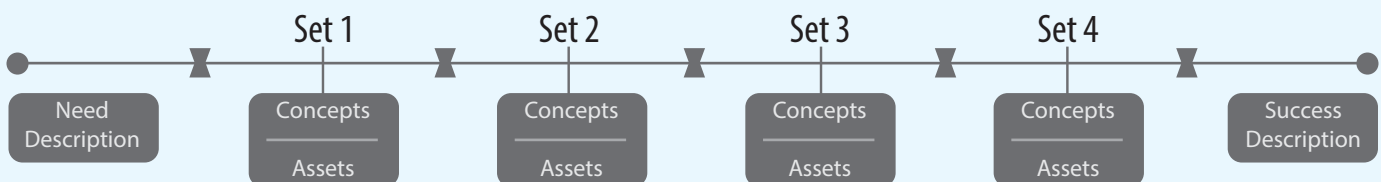
Concepts: Newest

- "The Theory Of Relativity" v 1.0, 2025
- "Relationship Scope In Customer Online Purchase Reasoning " v 1.2, 2025"
- "How 18 touch points turned into drowning, And how to rescue customers" v 2.21, 2021

*Drill into a contributor's output by captured concepts (ideas, theories, etc.), collaborations (mentorships, projects, etc.) and more.*

Explore and collect ideas and assets in a Solution Model. Compare results to AI-supported factors and solutions.

### Project X



**See The Current State - & Form Your Future State**

**Where is your Enterprise Fitness Evaluation?**

This set of self-evaluation questions spark insight on your innovation mindset & practice, scaling from individual to enterprise. Are you ready to determine your own Innovation Evaluation score and see which factors could benefit you the most?

## **Enterprise Innovation Stance:** *A Heuristic Evaluation*

### 1. Talent As Value:

Do you know what ideas exist and how others go missing?

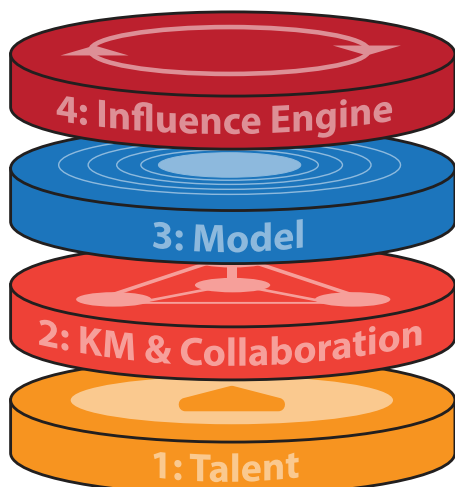
Why and how do you iterate in your most important project, your enterprise? Who is designated to innovate? Are you limiting expectation to some people or do you expect everyone to improve, progress, and add more value over time including insight and foresight?

## **Solving Enterprise Slowdown:** **The Innovation Question**

*How do we turn from bureaucracy into innovation*

- *Control costs, including time*
- *Raise performance profitability*
- *Remold risks into gems*

This is the work of Brent Lackley and is based in part on the process of User Experience (UX), formalized by Don Norman cir.1995, with additional concepts drawn from experience and independent thought. Any resemblance to other systems or theories in part or in whole is coincidental.



**Answers** with ModelResponse:

Use your self-guided evaluation and discussion with your Practice Leader to decide the best, first factor in your own innovation model.

**Brent A. Lackley, Practice Leader**

**[brent@modelresponse.com](mailto:brent@modelresponse.com)**

*Open an innovation model discussion.*

