

MILITARY INNOVATORS

?

USCG AS
INNOVATORS

?



Coast Guard + Innovation



Advanced search

Search

About 10,800,000 results (.24 seconds)

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Brewster Hill, NY

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[The Coast Guard Academy | uscga.edu](http://uscga.edu) Ad

www.uscga.edu +1

Come for the military education exit with valuable life experience.

[2011 Innovation Expo : USCG](http://www.uscg.mil/innovation/)

www.uscg.mil/innovation/ +1

The Commandant's **Innovation** Council facilitates the enterprise-wide implementation of **innovative** solutions, technologies, devices and practices to achieve ...

[COAST GUARD INNOVATION](http://www.uscg.mil/innovation/.../Innovat...)

www.uscg.mil/innovation/.../Innovat...

This booklet highlights the ...

[CG Magazine Innovation Expo ...](http://www.uscg.mil/.../expo/.../CGMagazi...)

www.uscg.mil/.../expo/.../CGMagazi...

2007 Coast Guard Innovation ...

[Innovation Council Members](http://www.uscg.mil/innovation/council_m...)

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USCG Logo USCG Print Logo ...

[More results from uscg.mil »](#)

[PDF] [COAST GUARD INNOVATION PROGRAM](#)

www.uscg.mil/directives/ci/5000-5999/CI_5224_13.pdf +1

File Format: PDF/Adobe Acrobat - [Quick View](#)

Mar 12, 2008 – PURPOSE. This Instruction formally establishes the **Coast ...**

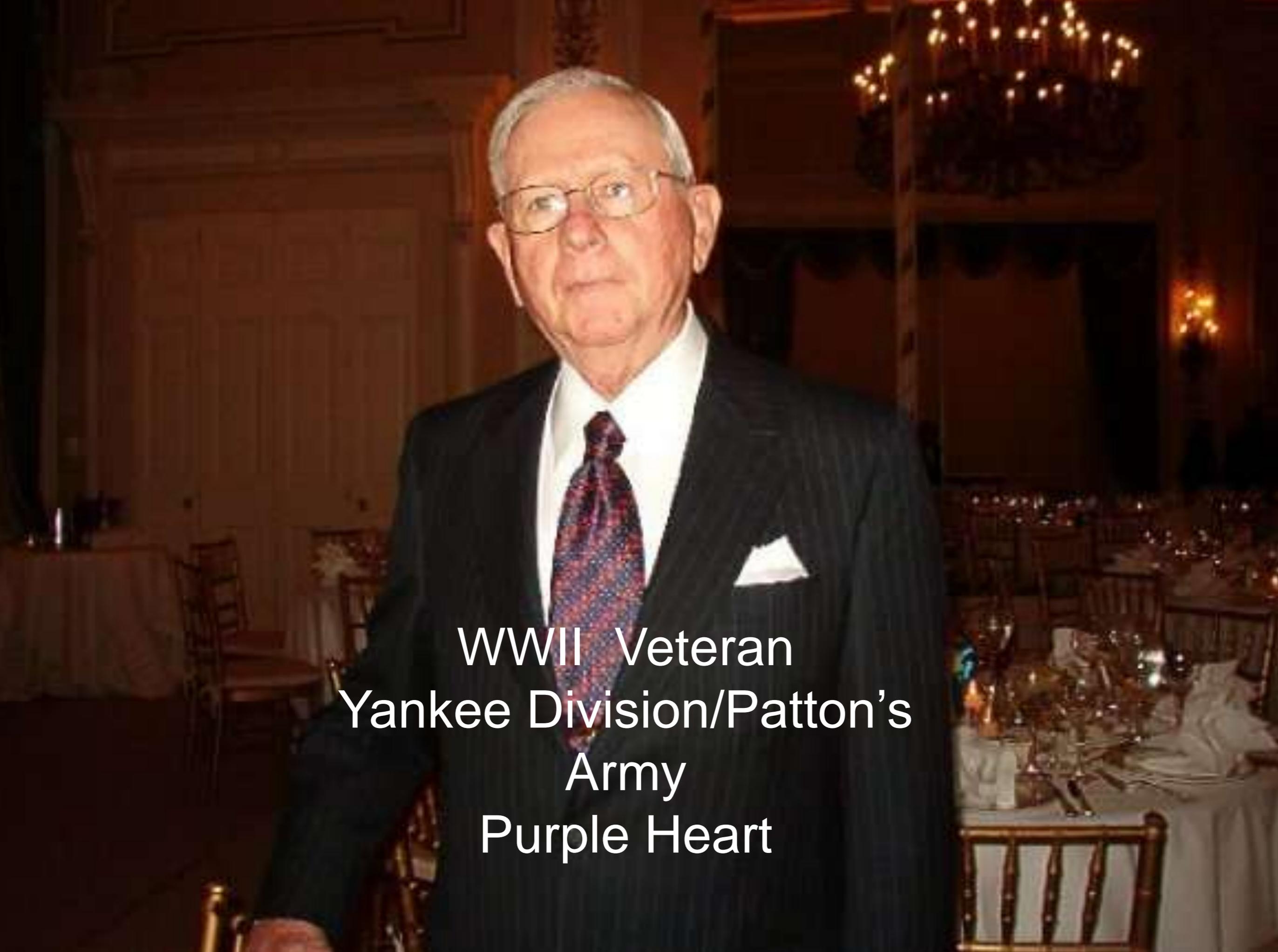


CORE METAPHOR



INNOVATION
COURAGE

FAMILY



WWII Veteran
Yankee Division/Patton's
Army
Purple Heart



ANIXTER®



250+ LOCATIONS
8000 JOBS

Honorable Discharge



from the Armed Forces of the United States of America

This is to certify that

BM2 JAMES R. ANIXTER

was Honorably Discharged from the

United States Coast Guard

on the 3RD *day of* APRIL 1972 *This certificate is awarded*

as a testimonial of Honest and Faithful Service



COMMANDER, NINTH COAST GUARD DISTRICT (r)

H. R. FEE GW02, USCGR

By direction





ENTREPRENEURSHIP

**“Making innovation work
is the single most important
business challenge of
our era.”**

BusinessWeek



P&G

IBM



Microsoft



Roche



BestBuy.com

Google



amazon





© Rowan Gibson





© Rowan Gibson

PETER SKARZYNSKI

ROWAN GIBSON

With an Introduction by GARY HAMEL

INNOVATION

A BLUEPRINT FOR TRANSFORMING
THE WAY YOUR COMPANY INNOVATES

TO THE CORE

• HARVARD BUSINESS SCHOOL PRESS •

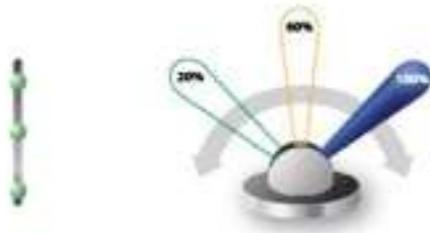
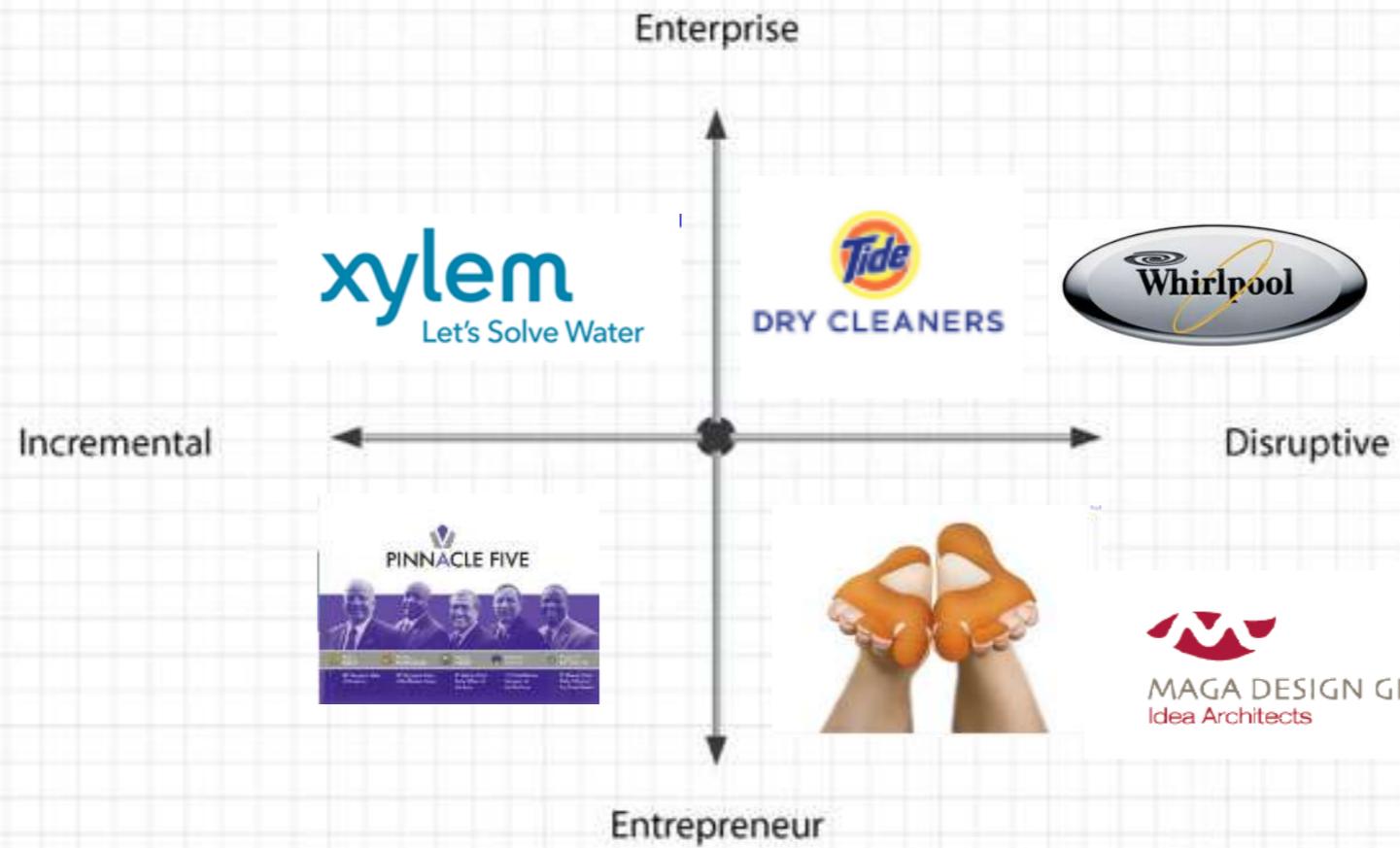
Making innovation an **enterprise** capability



Making innovation an **enterprise** capability



Your Innovation Gameboard



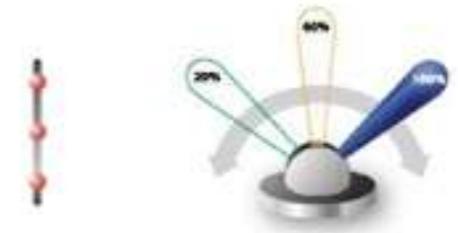
Incremental



Leadership & Infrastructure



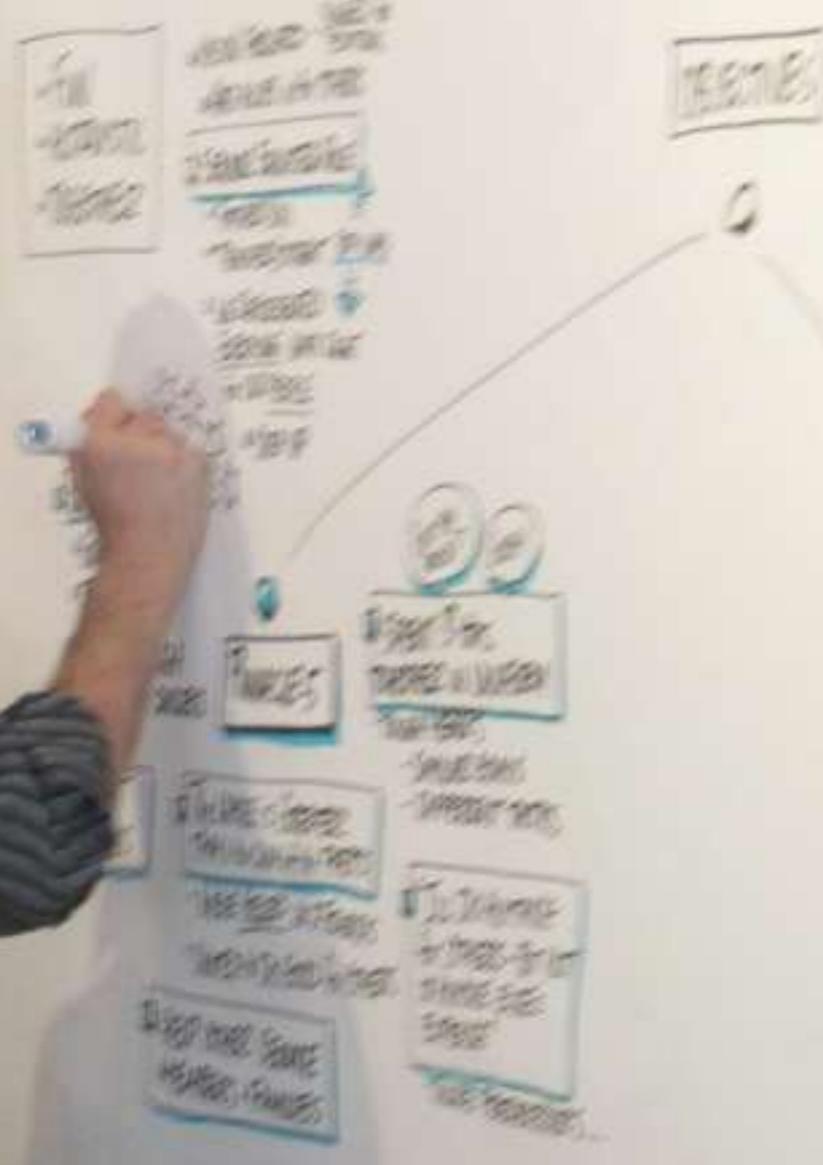
People & Skills



Processes & Tools

TRANSITION









DEVELOP GOOD CITIZENS

- HELP OTHERS
- LAW-ABIDING

MAKE THINGS HAPPEN

- "IT'S DONE!"

- CORPORATIONS
- FOUNDATIONS
- VETERANS

WHAT MAKES US UNIQUE?

AUDIENCES

COMMUNITIES

BUSINESS COMMUNITY

HOW DO WE...

HUMAN CAPITAL

PROVIDE SOMETHING LARGER

CITIZENSHIP

JOBS for VETS

COMMUNITIES

STATE LOCAL

"SERVICE LEARNING"

- VETS to TEACH
- LEVERAGE THEIR EXPERIENCES INTO GEN'L POP.
- HELP OTHERS - HELP THEMSELVES

- LEADERSHIP SKILLS
- ETHICS
- VALUES

"CITIZENS for TOMORROW"

PILOT PROGRAMS

STAYS NEEDS

READY for ANYTHING

"THE DREAM TEAM" THE PINNACLE 5 BRAND

SUSTAINED ORGANIZATIONS: POLICE CORPS, SPECIAL OPS

WHAT ARE WE SELLING?

GEN-WORD, FUTURE THINGS DONE

PRELIM, SPEAKING BUS/BUS

RAMS



ENJOY WHAT WE'RE DOING - MAKE SOME \$ (THE RIGHT WAY) FAMILY + FRIENDS

EDUCATING PEOPLE ABOUT THE SERVICES

- SACRIFICES
- WHAT WE'RE ABOUT
- INSIGHT

OBJECTIVES

IMPACT

- PEOPLE
- FAMILY
- CHILDREN
- MILITARY
- VETS

TRANSITION - MILITARY to CIVILIAN LIFE

DEVELOP GOOD CITIZENS

- HELP OTHERS
- LA...

WHAT MAKES US UNIQUE?

- LEADERS
- MENTORS
- EXECUTIVES
- CONSULTANTS
- TEACHERS
- SPEAKERS
- FACILITATORS

AUDIENCES

HOW DO WE DEAL WITH...?

FOUNDATIONS

VETERANS FAMILIES

CITIZENS

AREGIVERS FAMILIES

PINNA

FREEDOM FOUNDATION

CITIZENS of THAILAND

PLAN

UNITES

JOBS for VETS

LEADERSHIP SKILLS

SERVICE LEARNING

PROF. of SOMETHING

CAREER

YOUNG EARLY IN LIFE

WHAT DO YOU NEED FOR SUCCESS? ATTITUDE SKILL BASE

Pe

I. SLL

WAT

BOOK'S



PINNACLE FIVE



Jack L.
TILLEY

12th Sergeant Major
of the Army



Alford L.
McMICHAEL

14th Sergeant Major
of the Marine Corps



James L.
HERDT

9th Master Chief
Petty Officer of
the Navy



Frederick J.
FINCH

13th Chief Master
Sergeant of
the Air Force



Vincent W.
PATTON III

8th Master Chief
Petty Officer of
the Coast Guard



PINNACLE FIVE

As the senior enlisted service members in the U.S. Military we spent much of our careers preparing, leading, and supporting the force – ensuring soldiers, marines, sailors, airmen, and coast guardsmen were ready and able to defend our freedoms. We strived to take care of their families too. Now, we're teaming to deliver this message:

IT'S TIME TO CARE



We are committed to providing education and advocacy to:

- **Employers** – on why they should consider hiring veterans
- **The Public** – on why veterans are uniquely qualified to drive our economy forward
- **Our Government** – on building the bridge to the employer community



Hiring Veterans Benefits Our Country

Loyalty, Discipline, Respect and Leadership are the values that make Veterans of Iraq and Afghanistan our country's next greatest generation.

My fellow senior service members advised the Joint Chiefs on issues regarding the welfare, readiness, morale, proper utilization, and progress of the enlisted force.

Now we want to bring that counsel to corporate America.

WHY?

We are facing record unemployment for new Veterans – **higher than the national average.**

For these new Veterans and their families trying to find a job has become their new battle.

There's an awareness gap that we intend to close. It's a matter of national honor and it's doing what is right.



Today, Jack is the president of Jack Tilley Inc, and the founder of the American Freedom Foundation.


AMERICAN
FREEDOM
FESTIVAL
WASHINGTON, DC
10/9/10



 AMERICAN FREEDOM FOUNDATION
Date *October 9, 2010*
Pay to the Order of USD Afghanistan Washington \$ 20,000.00
Twenty Thousand and 00/100 Dollars
Jack Z. Tilley
⑆ 323456780 : 0102 345 6

Hiring Veterans Benefits Our Communities

There's a war being fought in schools and neighborhoods. And, Veterans have a real role to play.

Reaching the most at-risk kids increases graduation rates and cuts crimes, so early childhood education is a matter of national security.

As Senior Enlisted Members...we took pride in helping develop the force.

NOW we intend to take those skills to schools and communities and help kids transition from childhood to adulthood to leadership. We want to get Veterans involved.

The Education Trust 2010 Report "*Shut Out By the Military*" details a growing worry among military and education leaders that the pool of young people qualified for military service will grow too small.

We know from our work in schools and communities that real world leadership connects with kids and can make the difference. Providing leadership offers Veterans a meaningful way to help build the next generation of citizens.



Today, Al is a leadership author and speaker as well as President of the Drew Foundation--which helps at-risk kids.





OFFICE OF
WOUNDED WARRIOR
CARE & TRANSITION POLICY

SERVE > SUPPORT > EMPOWER



Virtual Transition Assistance Program (VTAP) Brief

Sept 30, 2011



Learn how to use MyGPS:

Step 1

Go to <http://www.acceptance.virtualtap.org>

Step 2

Start your journey by clicking **START HERE**

Step 3

Register or Login

NEW USER—Register to build your personalized portfolio

(If you want to verify the security code, click on the (+) icon)

Have an account?
• Proceed to Login



Step 4 I AM—My Profile

I Am | I Want To Be | Career Center

1. My Profile | 2. My Story | 3. My Portfolio | 4. My Voice | 5. My Community | 6. Family Room

Create your Profile:

- Enter information about yourself
- Upload a photo (optional)
- Follow instructions to upload your VMET—DD Form 2586 (if applicable)

Step 5 I AM—My Story

I Am | I Want To Be | Career Center

1. My Profile | 2. My Story | 3. My Portfolio | 4. My Voice | 5. My Community | 6. Family Room

Create your Story:

- Add your education and career events
- Add digital content
- Add your accomplishments

Step 6 I AM—My Portfolio

I Am | I Want To Be | Career Center

1. My Profile | 2. My Story | 3. My Portfolio | 4. My Voice | 5. My Community | 6. Family Room

Create your PORTFOLIO:

- Click on Create PORTFOLIO
- Choose the Public (shared) or Private (not shared) view option
- Name your PORTFOLIO (ex. Job Experience)
- Scroll through each section
- Select the information you want in your PORTFOLIO by checking the box next to the item
- Save your PORTFOLIO
- View your PORTFOLIO
- Return to My Portfolio to update your existing PORTFOLIO or to create additional PORTFOLIOS

VirtualTIPS...

To guide you through your VirtualTAP journey. Mouse over to see.

Step 7 I Want To Be—Pathways

I Am | I Want To Be | Career Center

1. Pathways

A Pathway provides information related to your current or desired career choice:

- Select CURRENT PATHWAY to find career options similar to the job selected in your profile
- Based on the selected MOS/Rating/AFSC or job title, a match is displayed
- Click on any code to begin building your PATHWAY
- Enter City, State, and Zip Code
- Your PATHWAY is now displayed
- You may name your PATHWAY and enter a description
- Save your PATHWAY
- You can now view your PATHWAY
- Select DESIRED PATHWAY to pursue new or different career opportunities.
- Save your Pathway

Step 8 Career Center

I Am | I Want To Be | Career Center

1. Search Jobs | 2. Explore Jobs | 3. My Docs

New Job Search

Quick Search

- Search Jobs
- Explore Careers
- Create and save resumes and cover letters

Step 7 I Want To Be—Pathways

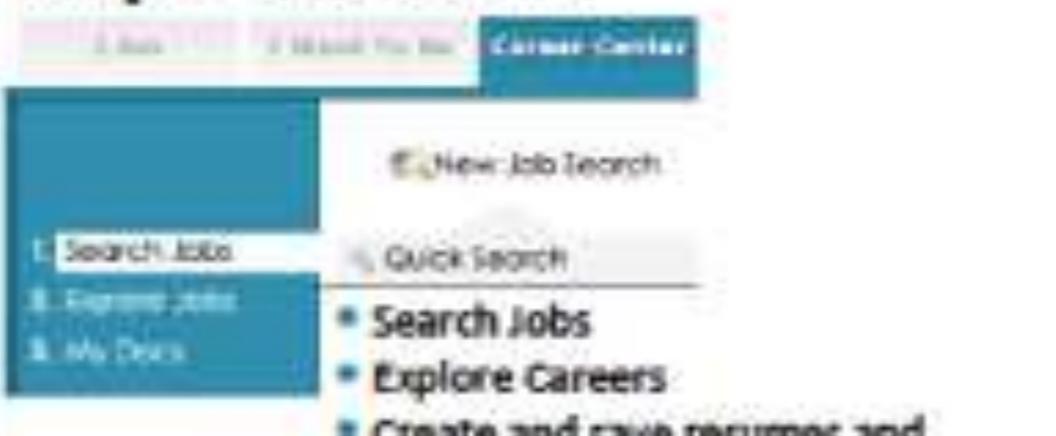


The screenshot shows a navigation bar with three tabs: 'I Am', 'I Want To Be', and 'Current Career'. The 'I Want To Be' tab is selected and highlighted in red. Below the navigation bar is a red sidebar with a 'Pathways' button. The main content area contains a definition of a pathway and a list of instructions.

A Pathway provides information related to your current or desired career choice:

- Select CURRENT PATHWAY to find career options similar to the job selected in your profile
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- You can now view your PATHWAY
- Select DESIRED PATHWAY to pursue new or different career opportunities.
- Save your Pathway

Step 8 Career Center



The screenshot shows a navigation bar with three tabs: 'I Am', 'I Want To Be', and 'Career Center'. The 'Career Center' tab is selected and highlighted in blue. Below the navigation bar is a blue sidebar with buttons for 'Search Jobs', 'Explore Jobs', and 'My Tools'. The main content area contains a list of options.

New Job Search

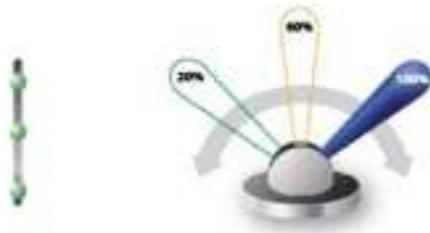
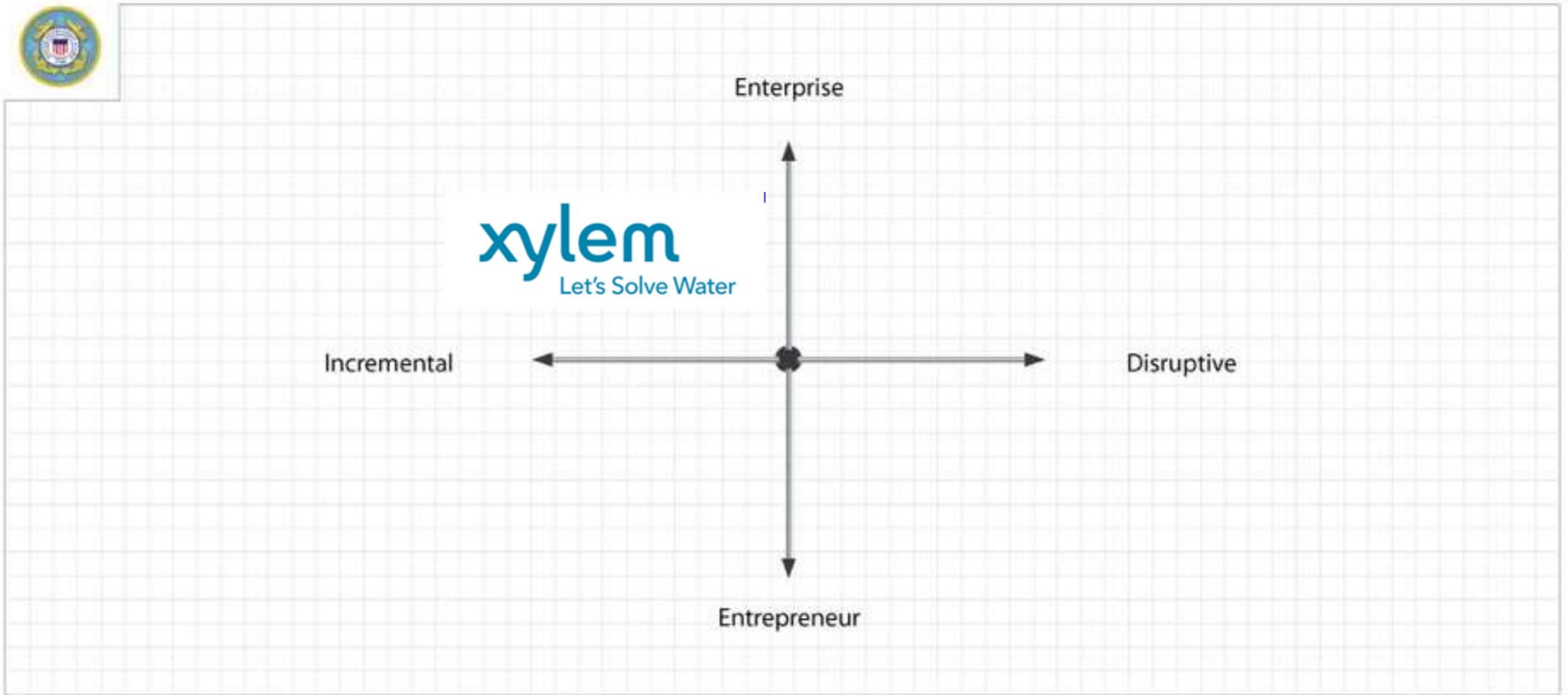
Quick Search

- Search Jobs
- Explore Careers
- Create and save resumes and

Leadership and Structure



Your Innovation Gameboard



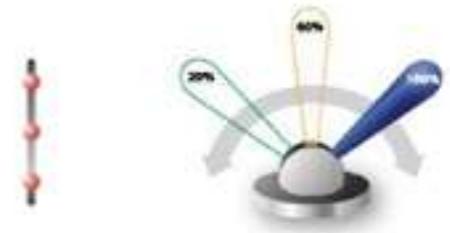
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Leadership & Infrastructure



People & Skills



Processes & Tools

ITT Transformation

ITT Corporation announces plan to separate into three independent publicly traded companies



ITT Corporation's board of directors has unanimously approved a plan to separate the company's businesses into three distinct, publicly traded companies. Under the plan, ITT would execute tax-free spinoffs to shareholders of its water-related businesses and its Defense & Information Solutions segment. ITT shareholders will own shares in all three companies following the completion of the transaction. ITT will continue to trade on the New York Stock Exchange (NYSE) as an industrial company that supplies highly engineered solutions in the aerospace, transportation, energy and industrial markets. Xylem intends to list on the NYSE under the symbol "XYL." ITT Exelis intends to list on the NYSE under the symbol "XLS."

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thomas.scalera@itt.com

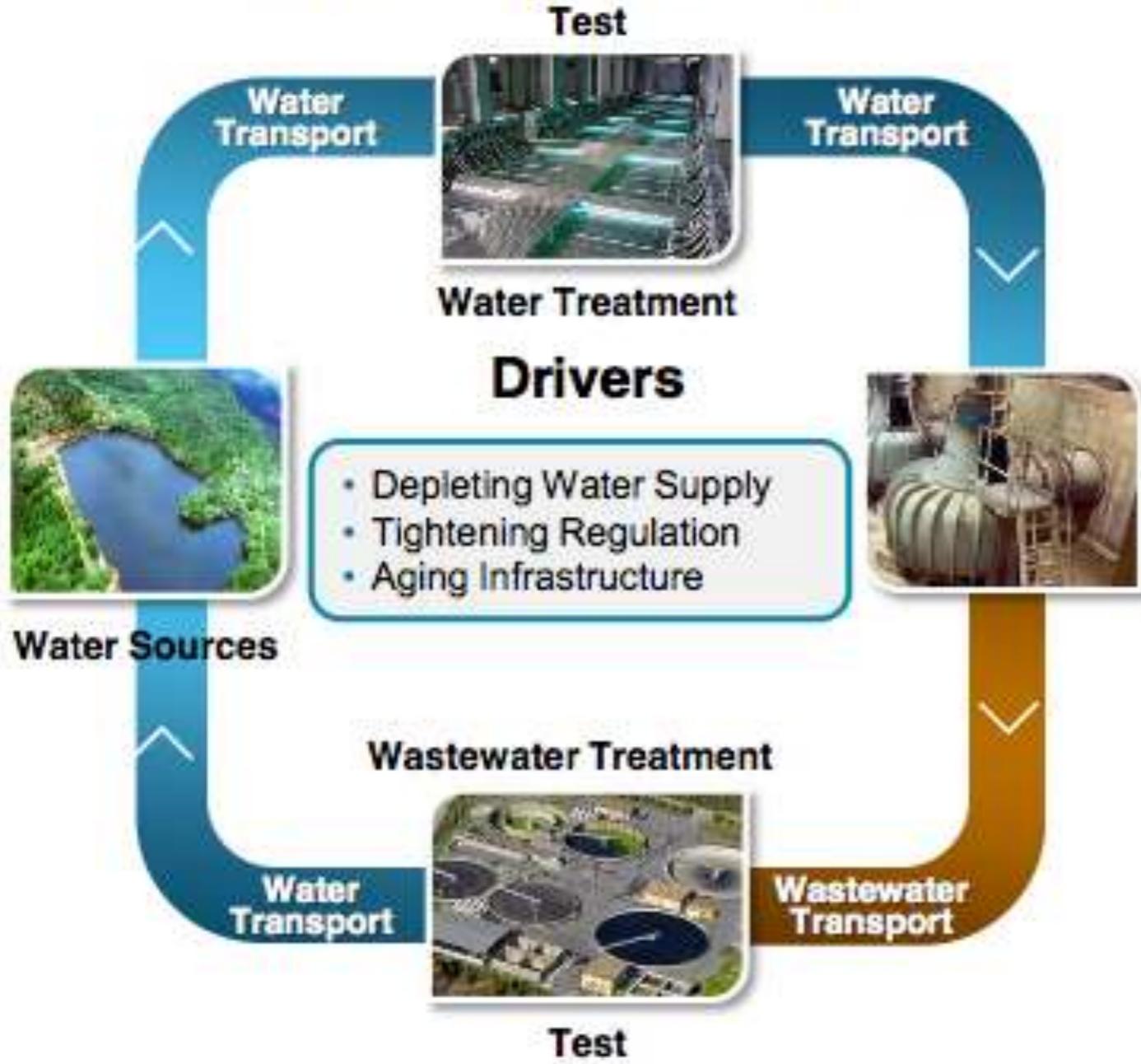
What People Are Saying

"ITT Split Is Good News for Shares"

— *Barron's, January 22, 2011*

Global Water Industry: \$500B

Water Infrastructure



Applied Water



Irrigation
70% of Use



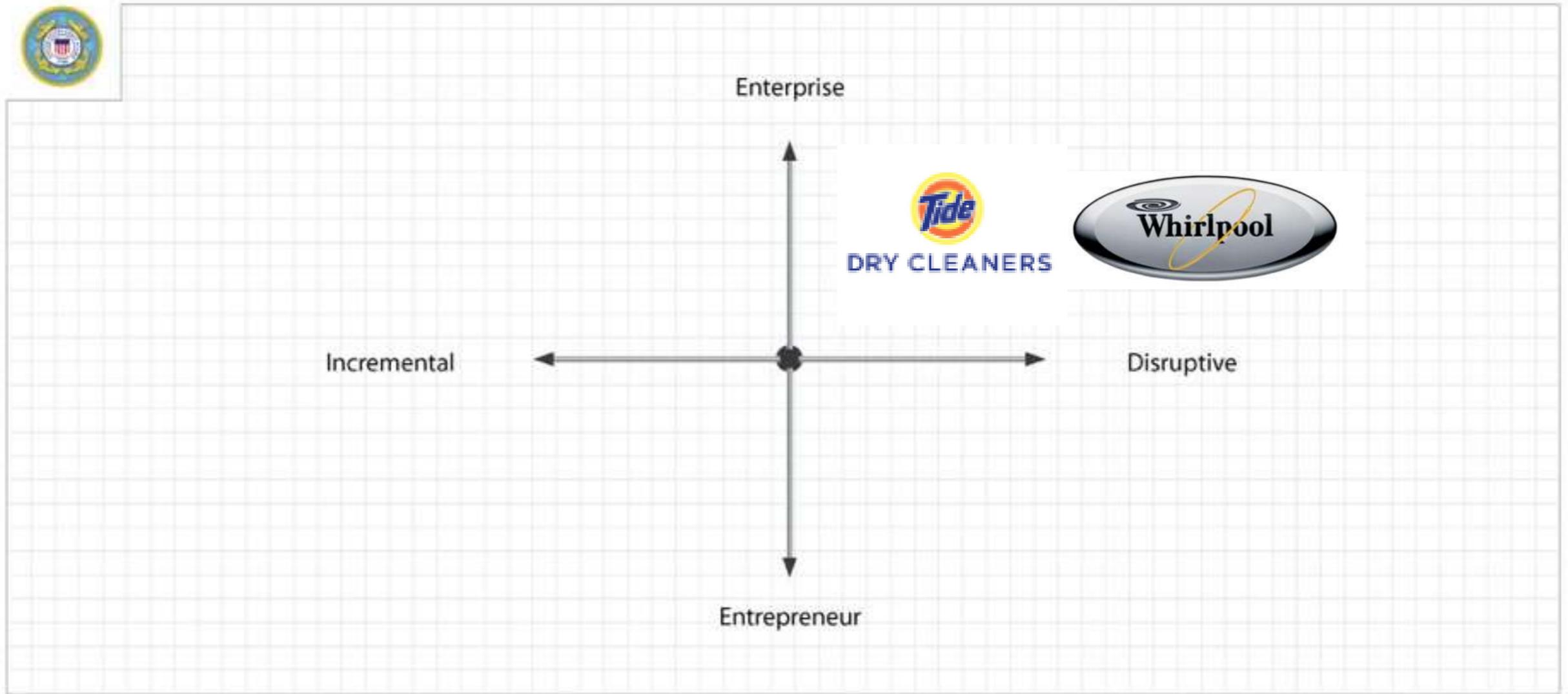
Industrial Water
20% of Use



Building Services
10% of Use

A Fundamental Need...Favorable Conditions for XYL

Your Innovation Gameboard



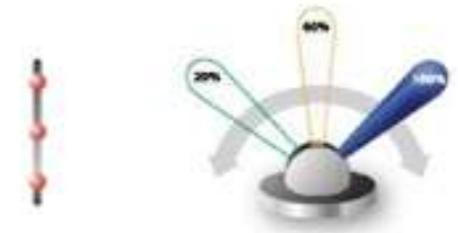
Incremental



Leadership & Infrastructure



People & Skills



Processes & Tools





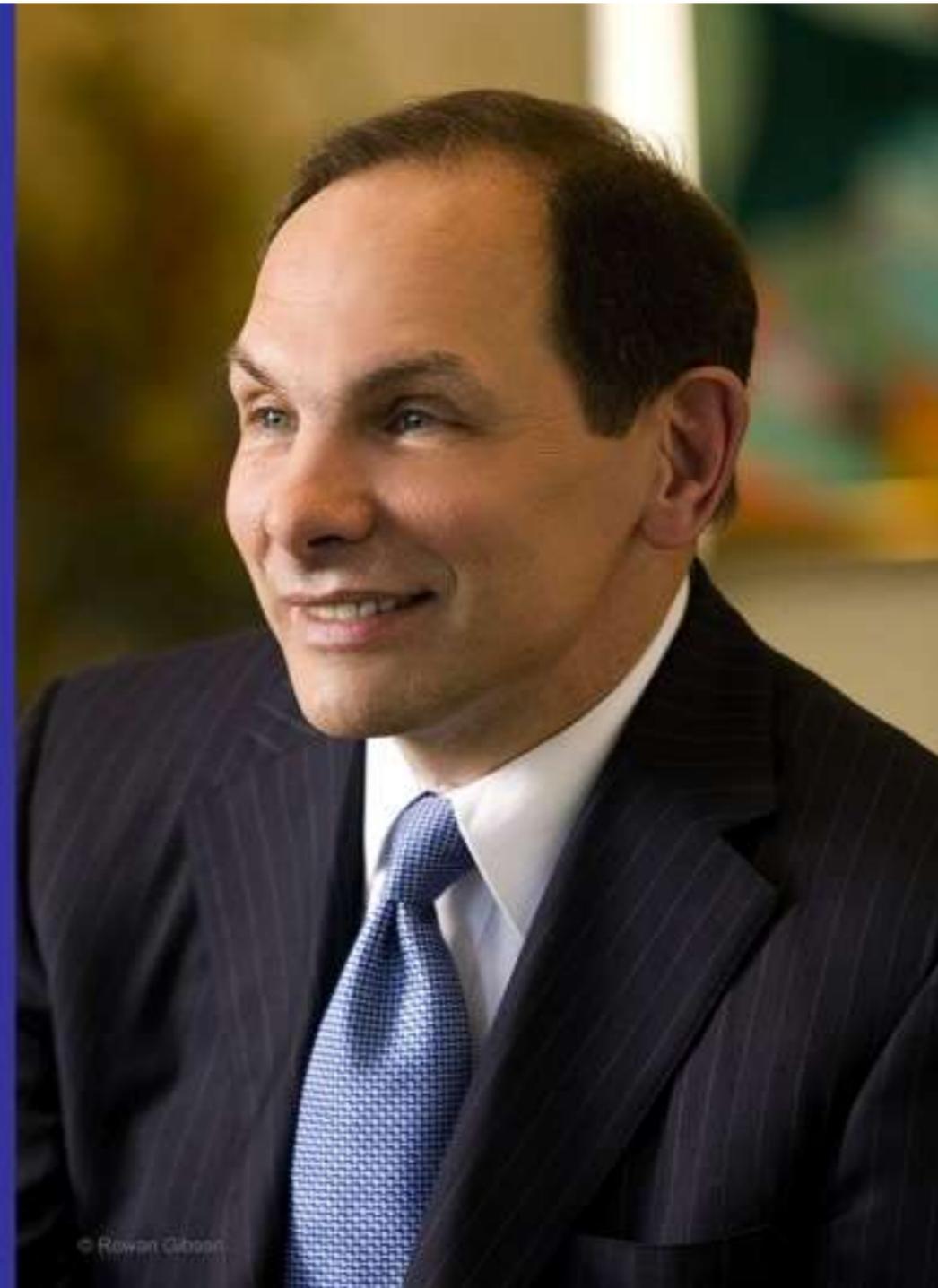
“I want *innovation*
across the spectrum
— in how we market,
manufacture and
distribute.”

A.G. Lafley, Chairman and CEO, Procter & Gamble



“Virtually all the
organic sales
growth P&G has
achieved in the
past nine years
has come from
innovation.”

Bob McDonald, CEO, P&G



© Rowan Gibson



“Within P&G we see
innovation
as our lifeblood.”

Chris Thoen, Director of Innovation, P&G

TIDE DRY CLEANERS

A CLEAN OUTLOOK ON INNOVATIVE BRANDING

Working with the iconic Tide brand, we extended their equities into an entirely new category.

WHAT WE DID

- Consumer Insight
- Concept Development
- In-store Communication
- Retail/Interior Design
- Prototyping
- Design/Business Strategy
- Brand Identity Development
- Brand Strategy
- Brand Architecture
- Brand Equity Design
- Innovation/Solutions



We helped turn one of the most well-known and beloved household brands into a retail destination.



The flagship store exterior and interior offer a fresh brand experience for the consumer.

360°





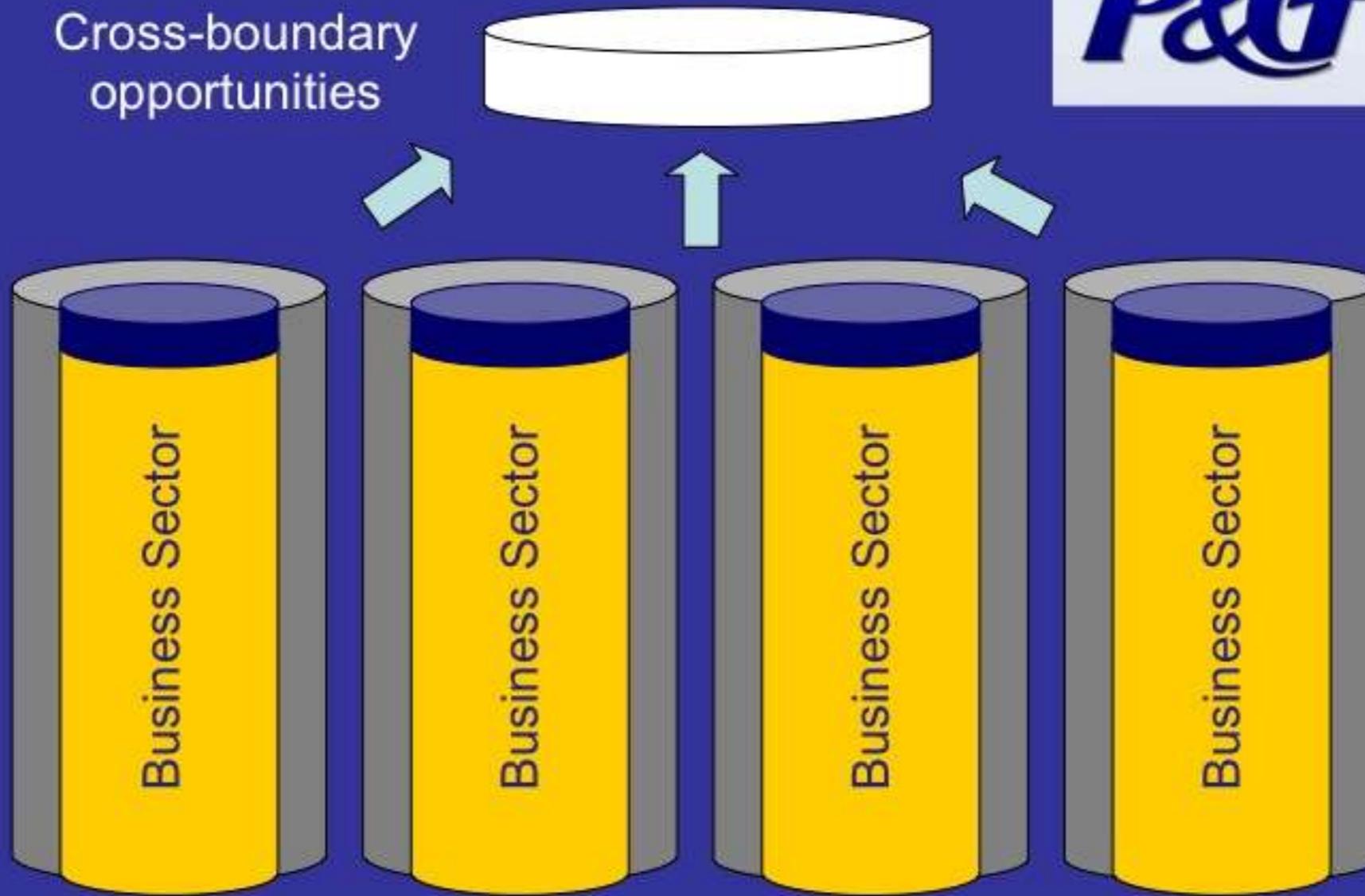
Business Sector

Business Sector

Business Sector

Business Sector

Cross-boundary opportunities



Cross-boundary **interaction**



Oral-care
(dental health)



R&D
(film technology)



Fabric/home-care
(bleach)

P&G



In just its first year, Whitestrips generated **\$200 million in revenues** and grabbed close to **90% market share**. It was P&G's most successful product launch in 20 years.



© Rowan Gibson



In-store displays help educate consumers about product offerings.



User-friendly interior spaces and graphics welcome consumers.



Colorful delivery vans visually reinforce the brand message.

P&G connect + developSM

Could your innovation
be the next
GAME-CHANGING DEAL?



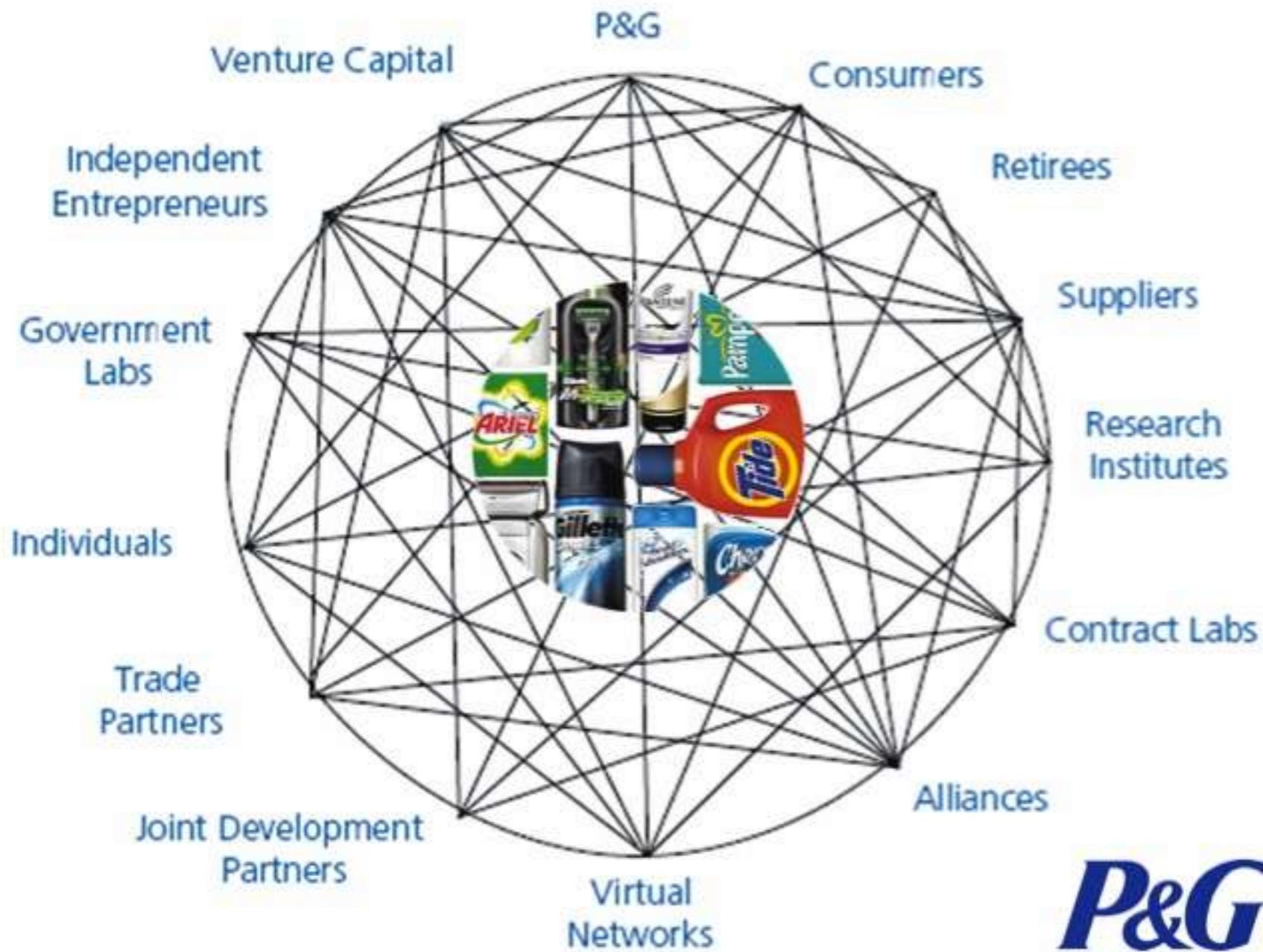


Process Champions

**- the new heroes of
innovation**

P&G

Larry Huston



© Rowan Gibson

P&G
 connect + developSM

Open Innovation





“I want **innovation** from everyone and everywhere”

Dave Whitwam, former CEO Whirlpool



2008: “Whirlpool’s organizational structure, resource allocation practices and management principles all serve a single core belief: that innovation can come from anyone, anywhere.”

Innovation Infrastructure



Distributing the responsibility for innovation



Process Champions

- the new heroes of
innovation



© Rowan Gibson



Nancy Tennant

Revenues from innovative products



1999 = \$ 0

2007 = \$ 3.5b



% of revenue from innovative products



1999 = 0%

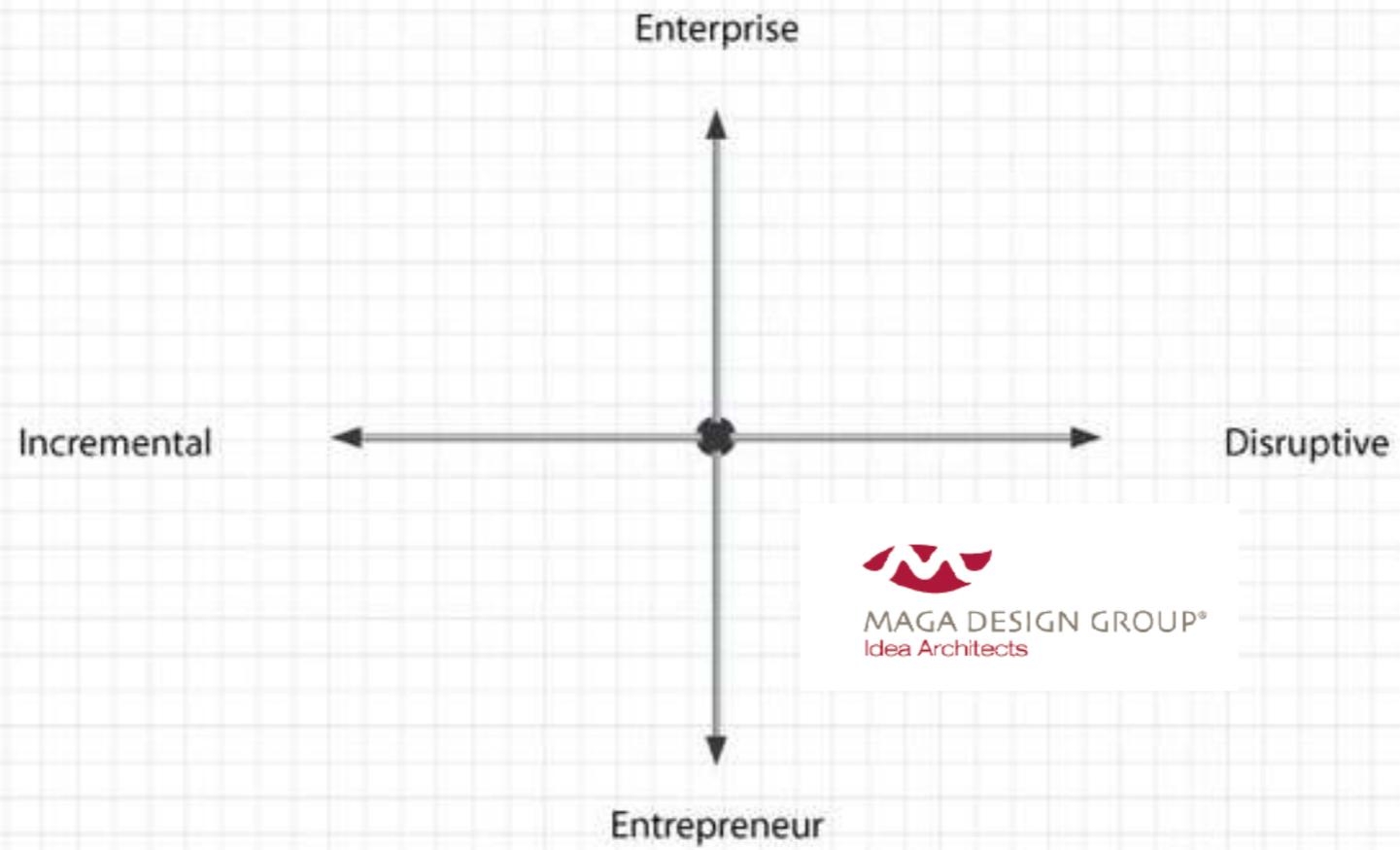
2007 = 20%



The Garage Gladiator



Your Innovation Gameboard



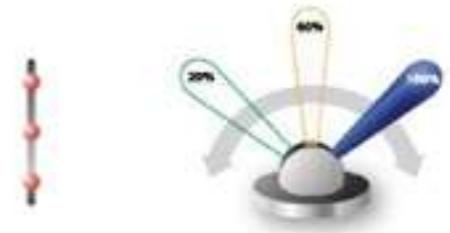
Incremental



Leadership & Infrastructure



People & Skills



Processes & Tools

VISUAL





VIS. PROGRAM
OFFICE



DoD Information Assurance Certification and Accreditation Process /v1.0



START SYSTEM SITE TYPE

Overview

As an authorized DoD U.S. Department of Defense Information Technology (IT) system operator, Admin is responsible for ensuring the security of information...

Admin is responsible for ensuring the security of information... The DoD Information Assurance Certification and Accreditation Process (DIACAP) is the primary process for identifying information security risks...

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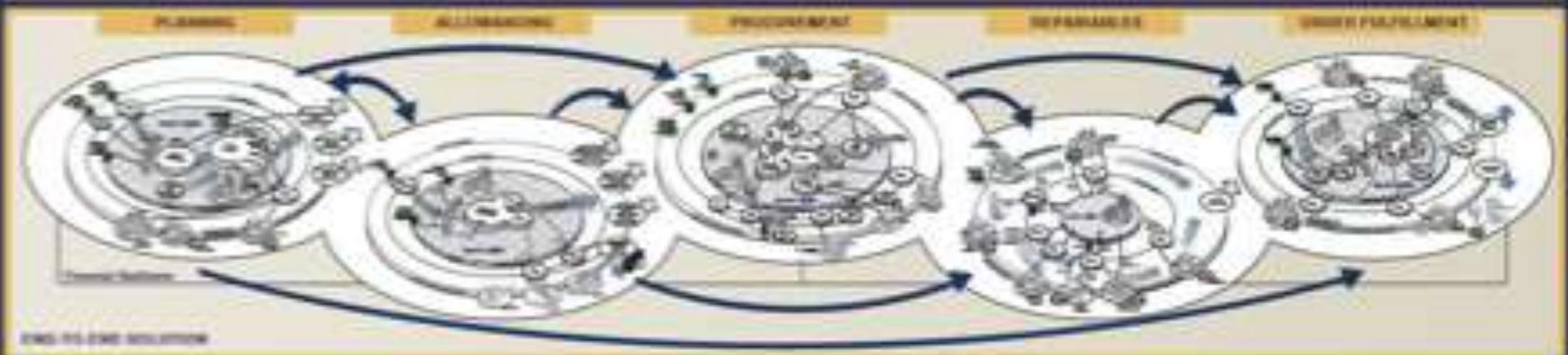
the package gateway to GIG



Work Roles

- OPERATIONAL, DESIGNATED APPROVING AUTHORITY (ODAA)**
The ODAA is the official in the field who is responsible for ensuring the system is secure and meets the requirements of the DIACAP process...
- IA CERTIFICATION AUTHORITY (ICA)**
The ICA is the official in the field who is responsible for ensuring the system is secure and meets the requirements of the DIACAP process...
- IA INFORMATION ASSURANCE AGENT (IAA)**
The IAA is a responsible for ensuring an efficient and effective IA process. They provide guidance and support to the system owner...
- PROGRAM MANAGER (PM)**
The PM is the individual in the organization who is responsible for the overall success of the program...
- OPERATIONAL SECURITY MANAGER (OSM)**
The OSM is the individual in the organization who is responsible for the overall security of the system...
- IAA REPRESENTATIVE (IAA-R)**
The IAA-R is an individual in the organization who is responsible for the overall security of the system...
- INFORMATION SYSTEMS SECURITY ENGINEER (ISSE)**
The ISSE is an individual who works with system owners, engineers and architects to ensure that a system is designed and implemented with a secure architecture...
- IAA ANALYST (IAA-A)**
The IAA-A is responsible for the implementation of the DIACAP process...
- IAA MANAGER (IAA-M)**
The IAA-M is responsible for the implementation of the DIACAP process...
- IAA SUPERVISOR (IAA-S)**
The IAA-S is responsible for the implementation of the DIACAP process...

- System Materials**
- CONTINGENCY PLAN
 - CONTINGENCY PLAN
 - CONTINGENCY PLAN



Administrative Structure

- Provides structure & management for the system
 - Provides support for the system
 - Provides support for the system
- Provides structure & management for the system
 - Provides support for the system
 - Provides support for the system
- Provides structure & management for the system
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 - Provides support for the system
- Provides structure & management for the system
 - Provides support for the system
 - Provides support for the system

S-Rings



Training Materials



High Level Business Process



Functional Business Process / Day In The Life



Value-Added Benefits

- Increased ability to clearly communicate program objectives and interrelationships
- Identification and establishment of program strategy
- Provides a contextual representation of the AS-IS and TO-BE environments
- Helps to create and fuel a collaborative team effort

- Higher retention rate in the classroom setting
- Supplements traditional training material
- Provides insight on only what is necessary to teach a student

- Visual tool that supplements traditional Visio charts
- Separates workflows by roles
- Creates a distinction between the internal and external Navy ERP Environment

- Creates an opportunity to localize a process
- Depicts a process cycle over time
- Provides transactional level detail



SOCIAL

SOCIAL

“More than a billion people use social platforms such as Facebook, eHarmony, Renren, and LinkedIn. What’s the attraction? They satisfy two basic human needs: to meet new people and to strengthen existing relationships.”

Mikotaj Jan Piskorski, HBR

“Social has just totally change our world. It’s changing the way we make decisions. Your kids go to Facebook and Yelp now.

Companies have to pivot and react to social — overnight.”

Deborah Hopkins, Citibank



5 Steps of Diffusion

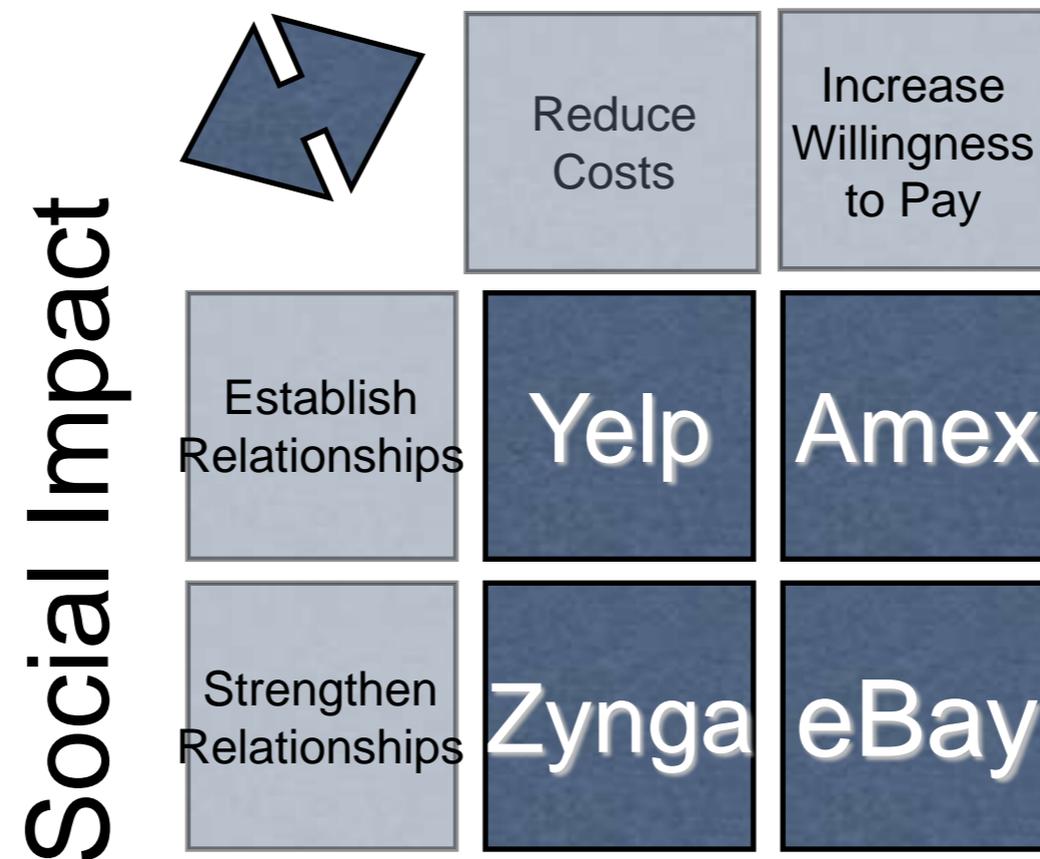
Diffusion is the process by which an innovation is communicated Over time among the members of a social system. Given that decisions are not authoritative or collective, each member of the social system faces his/her own innovation-decision that follows a 5-step process.

- 1) Knowledge
- 2) Persuasion
- 3) Decision
- 4) Implementation
- 5) Confirmation

Source: Everett Rogers, The Diffusion of Innovation



Strategy Impact



source: Piskorksi, HBR



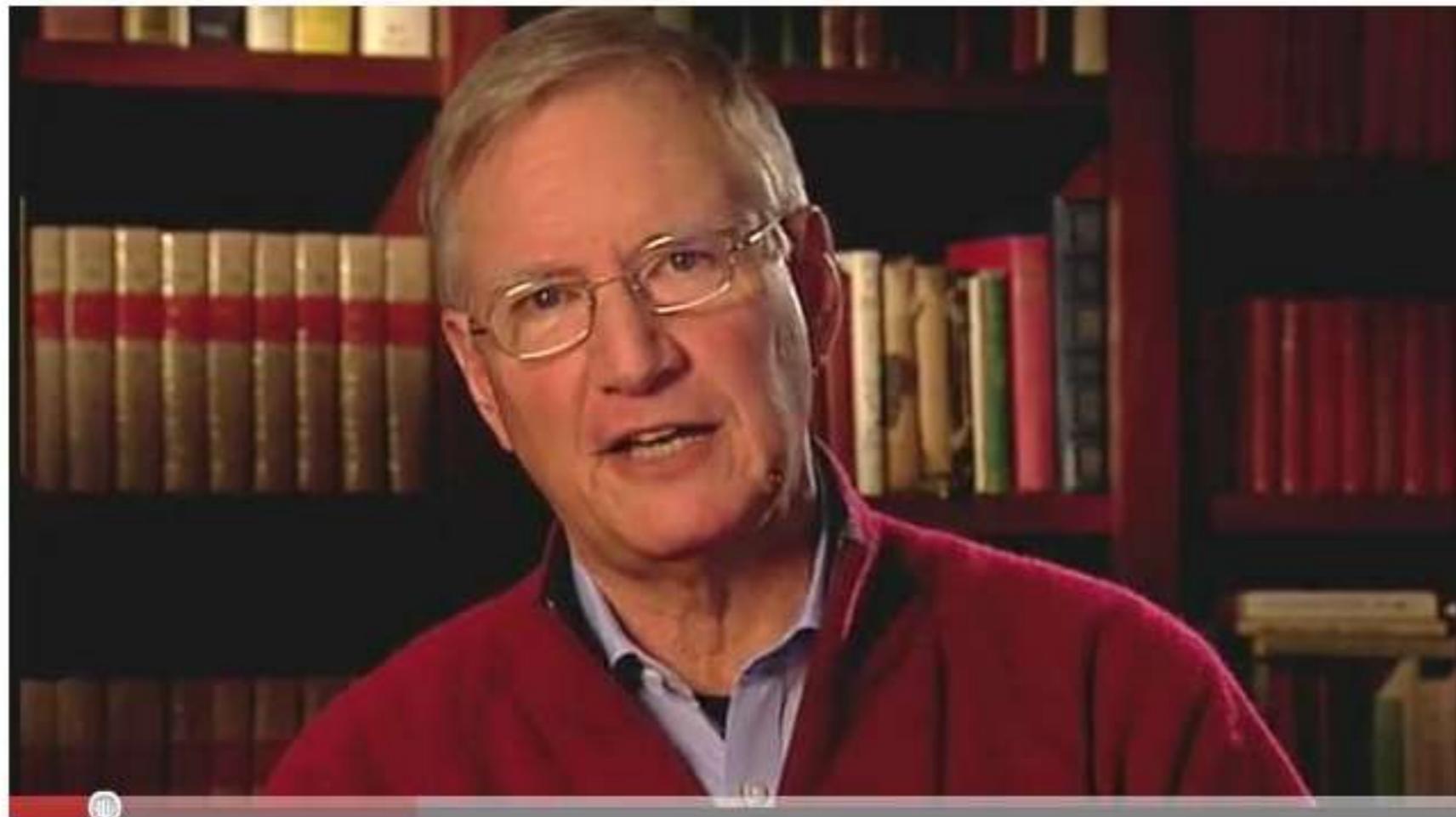
DARRELL WEST

*Tech-starting
the Innovation
Economy*



EXCELLENCE: Language Matters

LittleBigThings 51 videos

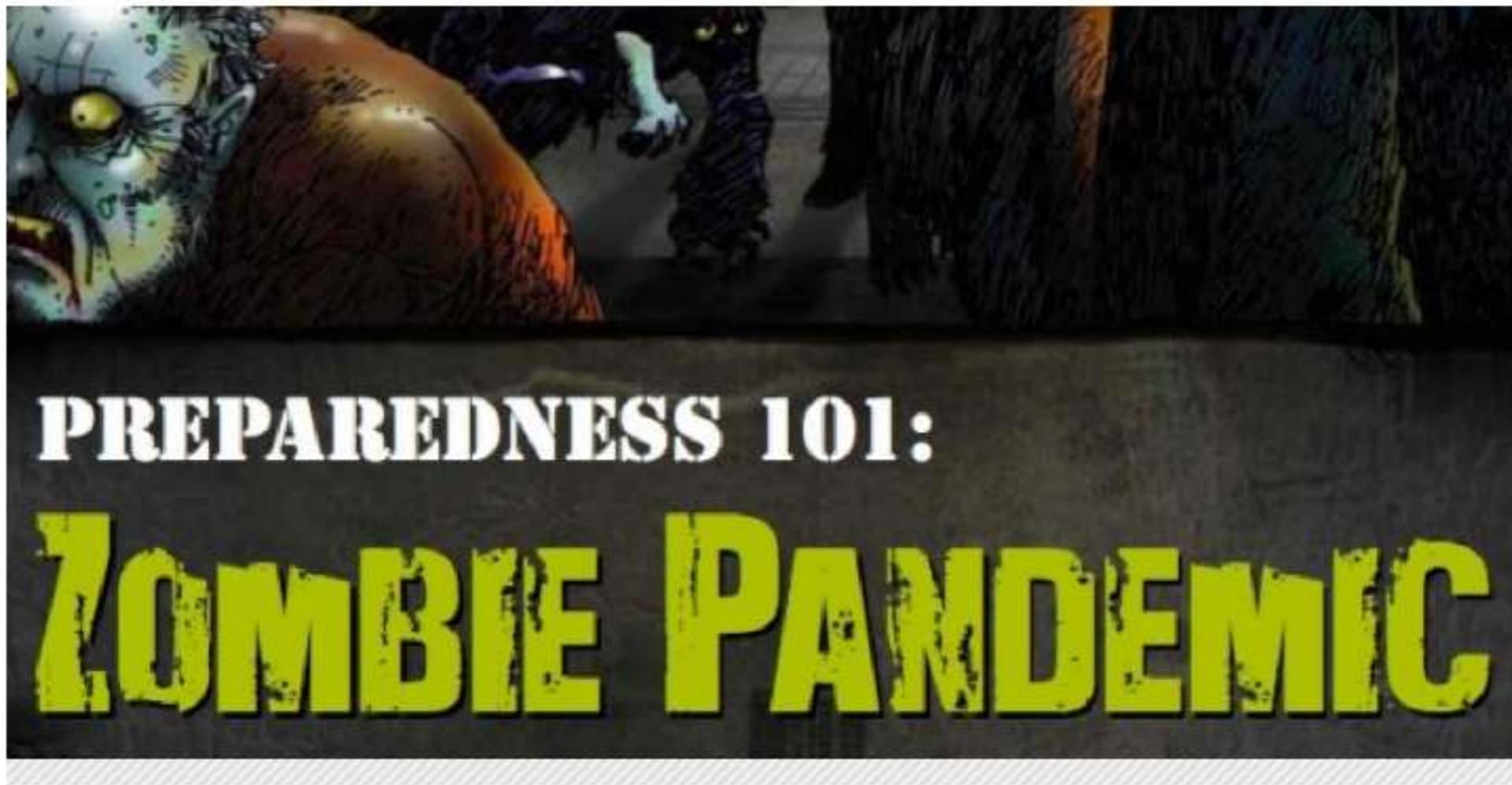


GAME-IFICATION

CDC Warns of Zombie Pandemic (Again), Publishes Graphic Novel

Published on October 20, 2011, by joshuaphilipp - Posted in [Tech Bytes](#), [Tech News](#)

0



The Center for Disease Control and Prevention (CDC) updated its zombie preparedness guides with a [new graphic novel](#) illustrating a couple, Todd and Julie, and their dog Max, as they weather a zombie pandemic, all the while using CDC disaster tips to stay ahead of



Centers for Disease Control

The project took about a month and a half to draw and a few weeks more to put together the script.



Challenging Orthodoxies



Harnessing Trends



Leveraging Resources

Understanding Needs

Challenging Orthodoxies



Harnessing Trends



Leveraging Resources



Understanding Needs





**ROWAN
GIBSON**

**STRATEGIES FOR THE
INNOVATION ECONOMY**



**ROWAN
GIBSON**

STRATEGIES FOR THE
INNOVATION ECONOMY

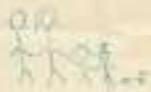


**ROWAN
GIBSON**

STRATEGIES FOR THE
INNOVATION ECONOMY



Ciclo Vida Familiar



Beneficios
y Estabilidad, salud
y Fecundidad

**ROWAN
GIBSON**

STRATEGIES FOR THE
INNOVATION ECONOMY

IN CASE OF FIRE



**EXIT BUILDING
BEFORE TWEETING
ABOUT IT**

