Roadmap for the creation of an innovation ecosystem at the Polytechnic University of Santa Rosa Jáuregui

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Innovation that matters for the world:
IBM’s best technology and talent applied to critical societal issues

**Education and skills**
- P_TECH
- Impact Grants
- Teachers TryScience
- IBM Volunteers
- TJBot Educational Activities
- Corporate Service Corps
- MentorPlace

**Health**
- Health Corps
- Corporate Service Corps
- World Community Grid

**Resilient communities**
- Impact Grants
- Corporate Service Corps

**Employee engagement**
- IBM Volunteers
- Corporate Service Corps
Corporate Service Corps: The triple benefit

**Communities’ Problems Solved**
- Through the CSC, IBM has provided $70M in pro-bono consulting to over 1,300 projects in 40 countries

**Community impact:**
- A Peruvian cervical cancer clinic reached 75,000 women and will quadruple its operational income by 2017
- Improved water, sanitation and hygiene (WASH) practices for over 46,000 Ethiopians and over $50K in additional donor funding

**Leadership Training & Development**
- Over 4000 of IBM’s top talent from 60 countries have served on CSC assignments
- Cross functional employees work together, sharpen skills and apply IBM capabilities in a new setting

**9 of 10 participants said:**
- “Increased Cultural Awareness”
- “Helped Them Perform Their ‘Day Job’”
- “Increased IBM’s Role in Developing World”
- “Increased Teaming & Listening Skills”

**IBM Strengthened Inside & Out**
- Application of IBM capabilities to a wider set of needs and sectors
- IBM brand awareness aids market awareness and expansion
- “Sandbox” for IBM transformation
- Mentoring & knowledge transfer to local IBM teams
- Career highlight for employees

**Business value:**
- Increased employee engagement
- Increased employee knowledge of IBM priorities and technology
- Increased earned media in local and global coverage

“This is the best ‘course’ to expose employees to diverse cultures, growing countries international environments and new business challenges.”

— Corporate Service Corps Brazil Team Member
IBM Corporate Service Corps

Corporate Service Corps

4000 Participants from over 60 countries

Completed over 1300 projects

In 40 countries on 320 CSC teams

“This is the best ‘course’ to expose employees to diverse cultures, growing countries international environments and new business challenges.”

“I spent 3 years waiting and fighting to get on the opportunity to do a bit more for others. Now I feel excited and happy to be part of the 2017 new CSC members. Looking forward to do this great journey.”

“The CSC experience was one of the best things that we’ve done for employee development for our individual employees.”
IBM Corporate Service Corps

**Peace Corps partnership** deliver on promise of greater impact by working together

- Achieving goals by leveraging strengths of IBM skills and Peace Corps network
- Successful program wrapping 2nd year with sustainable local engagement shaping projects & expanding relationships
  - Lima, Peru: brought national attention to volunteerism
  - Quezon City, Philippines: utilized master inventors and TWC to improve resiliency
  - Queretaro, Mexico: skills & education with university partnership
Innovation Ecosystem
Innovation

Example # 2
Innovation

An innovation is the implementation of a new or significantly improved:

- product (good or service)
- process,
- a new marketing method,
- a new organizational method in business practices,
- workplace organization or external relations.

Oslo Manual (OECD), 2005
Social Innovation Process

- Listen to the community
- Identify opportunities
- Find solutions
- Create the tools
- Execute Solutions

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Innovative University

First and Only University in Mexico with a Unit dedicated to Environmental Initiatives
Before…

**Objective:**
To create a methodology in order to establish an Innovation Ecosystem in the University.
IBM Corporate Service Corps
CSC México 8 – Team One

IBM
Peace Corps

POLITÉCNICA
DE SANTA ROSA
Our Team comes from varied backgrounds and cultures.
# Activities

## CSC - IBM - PC

<table>
<thead>
<tr>
<th>Current State &amp; Data Collection:</th>
<th>Design Thinking:</th>
<th>Innovation Roadmap:</th>
<th>Final Report &amp; Presentation:</th>
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</thead>
<tbody>
<tr>
<td><strong>1st Week</strong></td>
<td><strong>2nd Week</strong></td>
<td><strong>3rd Week</strong></td>
<td><strong>4th Week</strong></td>
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<tr>
<td>- SOW Review</td>
<td>- Design Thinking workshop (Professors and Administrative Staff)</td>
<td>- Summarize Design Thinking Findings</td>
<td>- Checkpoint with UPSRJ leadership</td>
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<tr>
<td>- Interviews with stakeholders</td>
<td>- Design Thinking workshop (Students)</td>
<td>- Analyze student survey results</td>
<td>- Generate Final Report</td>
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<td>- University Tours</td>
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<td>- Evaluate Innovation methodologies</td>
<td>- Present Findings and Recommendations</td>
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<tr>
<td>- SWOT Analysis</td>
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<td>- Design the innovation roadmap</td>
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<td>- Classroom visit</td>
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<td>- Preliminary analysis</td>
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Design thinking

Areas Needing Focus
Pain Point Identification

Ideas to Fix the Pain
Ideation

Idea Evaluation
Prioritization Grid

Current Situation
As-is Scenario Maps

Future State
Storyboard

Focus Objectives
Hills

People
Empathy Maps
Case Study: Design Thinking at UPSRJ

- **Persona:** A Professor at UPSRJ
- **Main Pain-Points:** Lack of job security, lack of training & not knowing students well enough
- **Top solutions for Pain-Points:** Negotiable Contracts, UPSRJ-sponsored Teacher Training Program; Social Lounge; Rewards

If the problem was solved, what would be the experience of a UPSRJ Professor in the future?

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Case Study: Design Thinking at UPSRJ

- **Cost of Workshop:** $500 MXN
- **Time commitment:** 2 days
- **Impact:** 6 days after the Design Thinking workshop, Cony (HR Leader at UPSRJ) ...

... has begun the effort to redesign the hiring process to allow Professors to apply for, and be hired for contracts, 4 months in advance.
Before…
Week 3

An Innovation Ecosystem encourages collaboration, experimentation and implementation of new ideas to solve the key problems faced by the university community.
Establish Core Team
Define Goals and Establish Performance Metrics
Secure Funding
Train Core Team

Raise Awareness through Campaigns
Embed UPSRJ innovation Methodology into curriculum
Train Staff and Student Body on Design Thinking
Promote Methodology consistently as part of the UPSRJ brand

Fully Implement Innovation Methodology in UPSRJ
Rebrand university to BISI Model (Bilingual, International, Sustainable, Innovative)

WEEK 4
Thank you!!