

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

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IBM  
PC-Volunteer



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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



# 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."*



# 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 2<sup>nd</sup> 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**

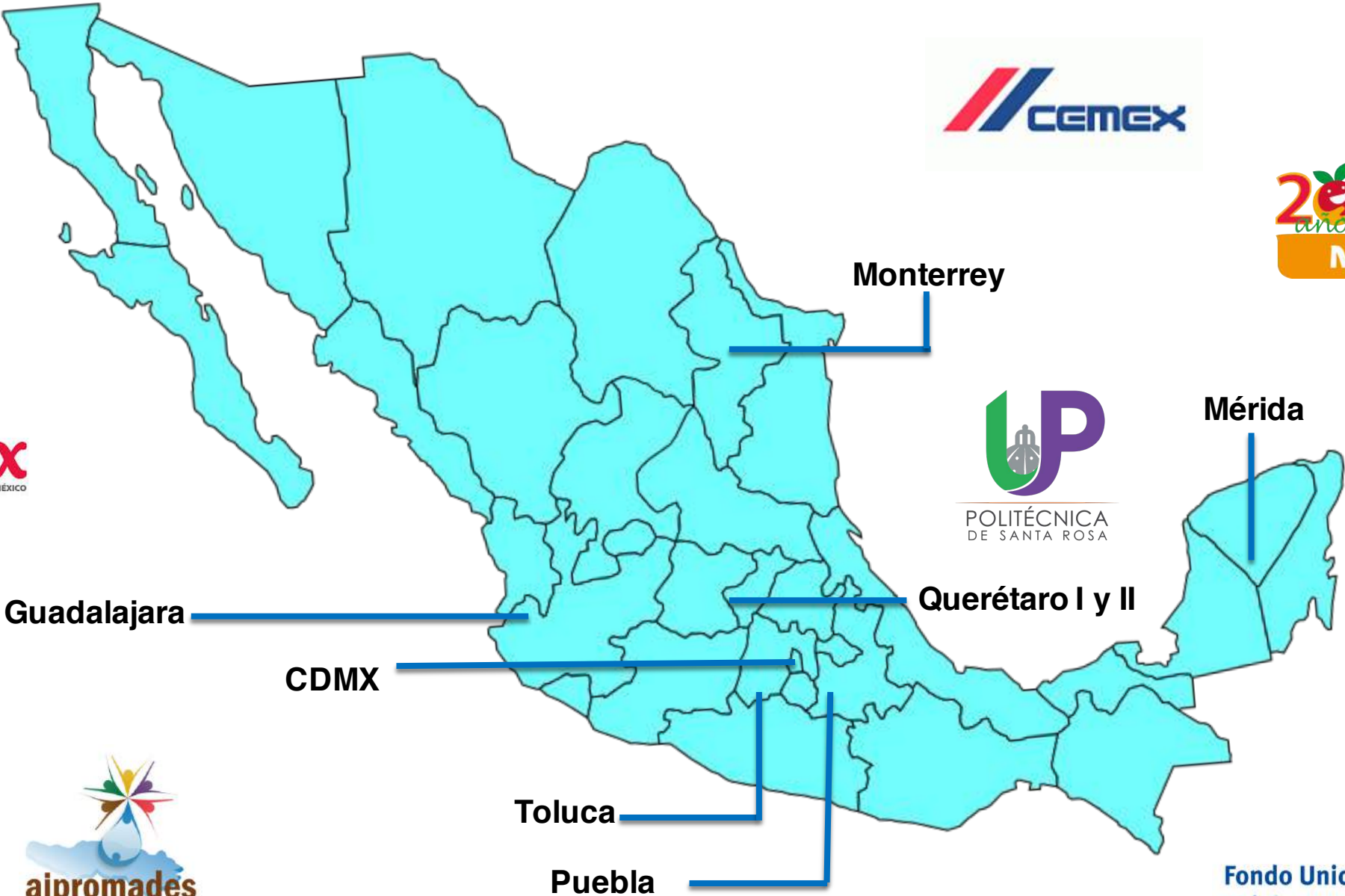


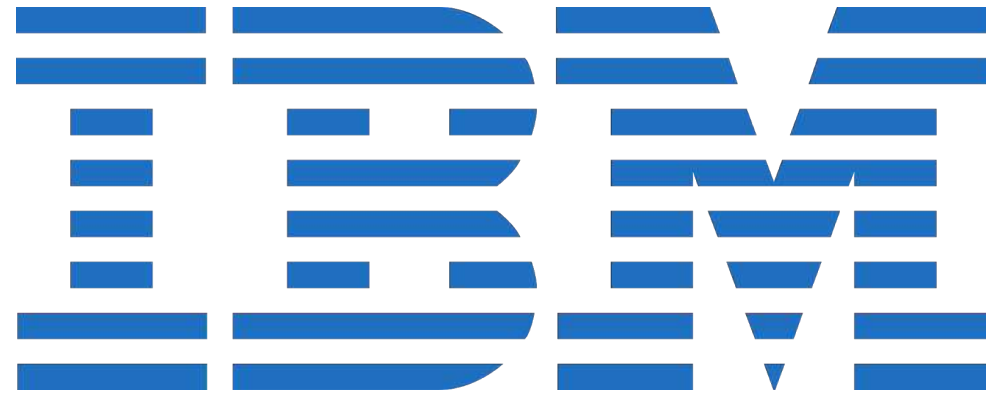
**TED@IBM**  
9.23.14 San Francisco, California



# IBM Corporate Service Corps

FUNDACIÓN  
*Carlos Slim*

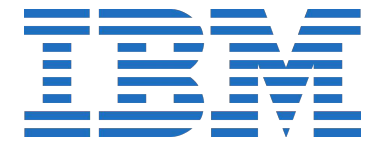




# Innovation Ecosystem



# Innovation

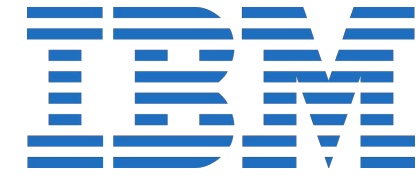


## Innovation Example # 1





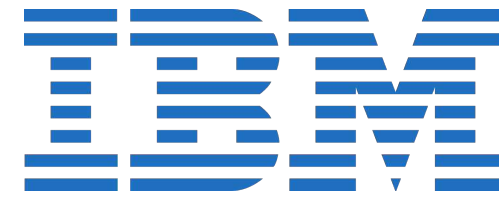
# Innovation



## 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



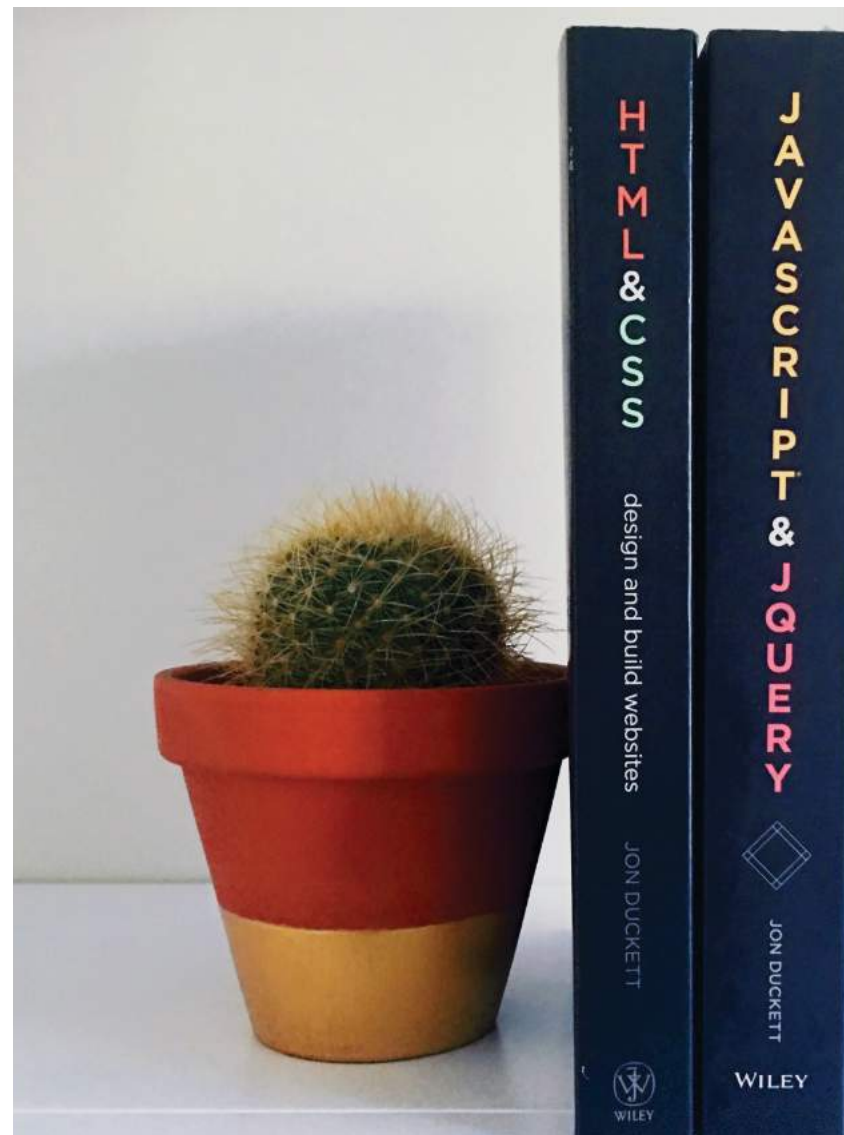
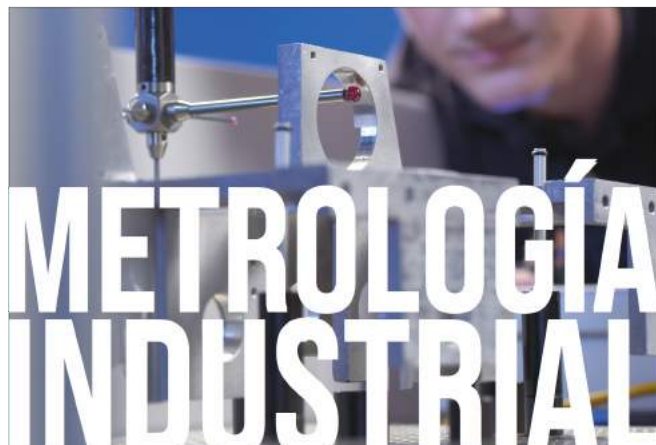
Create the  
tools



Execute  
Solutions



# Innovative University



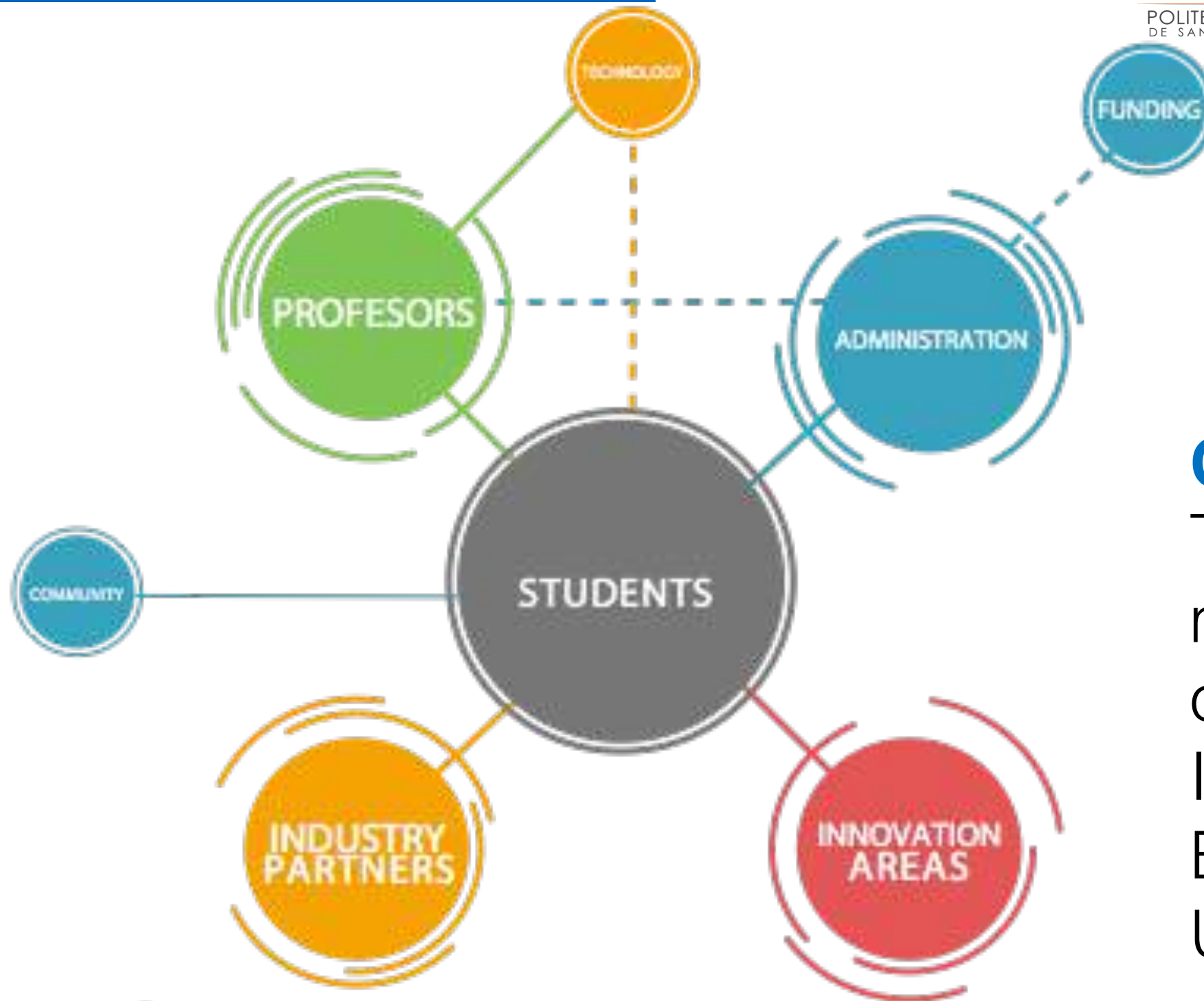
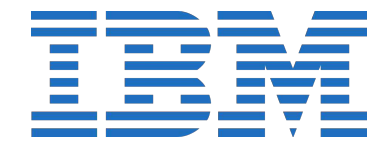
SEMARNAT  
SECRETARÍA DE MEDIO AMBIENTE  
Y RECURSOS NATURALES



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



# Before....



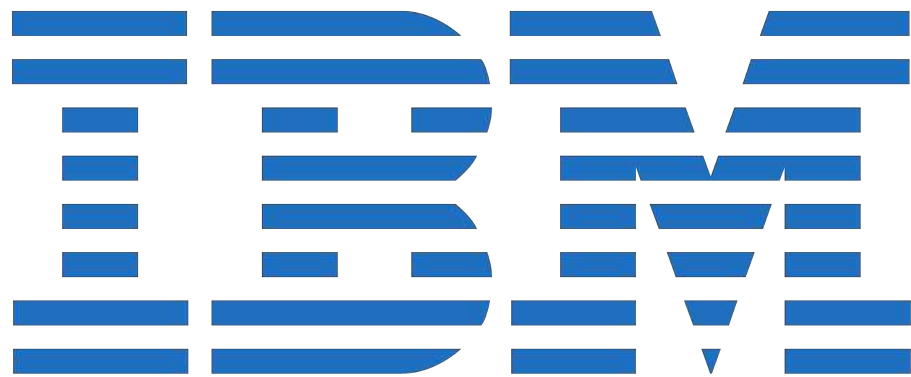
UPSRI  
Innovation  
Ecosystem  
(before)

## Objective:

To create a methodology in order to establish an Innovation Ecosystem in the University.



IBM Corporate Service Corps  
CSC México 8 – Team One



**Peace  
Corps**

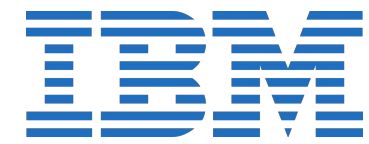


**POLITÉCNICA**  
DE SANTA ROSA





# CSC-IBM-PC Volunteers



Sikandar Ali  
CANADA



Juan Marcos  
Fustero  
ESPAÑA



Mary Rose Boysen  
Orrin Lucas  
USA



Joel Peláez  
MÉXICO

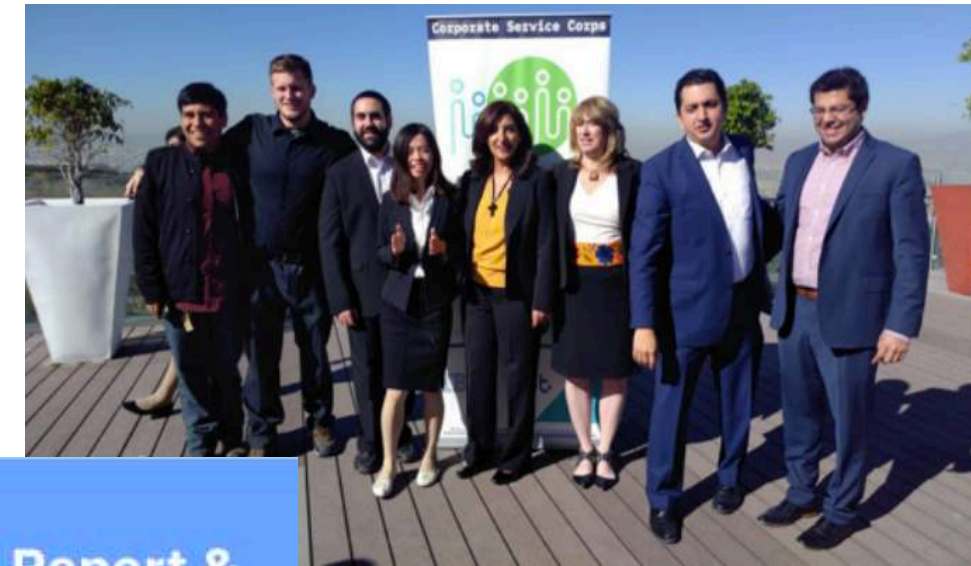


Chai Yi (Cindy)  
CHINA

Our Team comes from varied backgrounds and cultures.

# Activities

## CSC - IBM - PC



### Current State & Data Collection:

### Design Thinking:

### Innovation Roadmap:

### Final Report & Presentation:

#### 1<sup>st</sup> Week

- SOW Review
- Interviews with stakeholders
- University Tours
- SWOT Analysis
- Classroom visit
- Preliminary analysis

#### 2<sup>nd</sup> Week

- Design Thinking workshop (Professors and Administrative Staff)
- Design Thinking workshop (Students)

#### 3<sup>rd</sup> Week

- Summarize Design Thinking Findings
- Analyze student survey results
- Evaluate Innovation methodologies
- Design the innovation roadmap

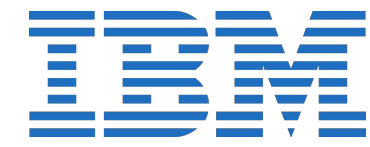
#### 4<sup>th</sup> Week

- Checkpoint with UPSRJ leadership
- Generate Final Report
- Present Findings and Recommendations





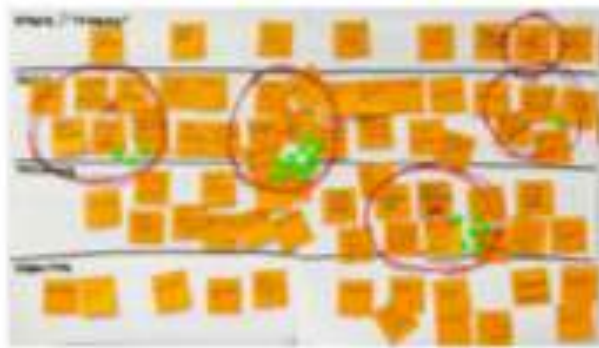
# Week 1





# Design thinking

## Areas Needing Focus Pain Point Identification



## Current Situation As-is Scenario Maps

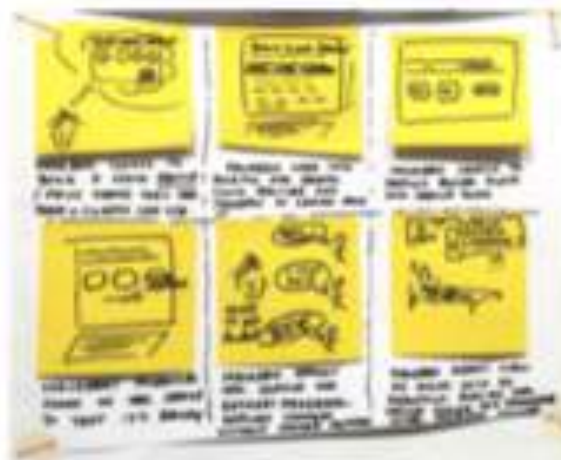


## People Empathy Maps

## Ideas to Fix the Pain Ideation



## Future State Storyboard



## Idea Evaluation Prioritization Grid



## Focus Objectives Hills





# Week 2



## 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?

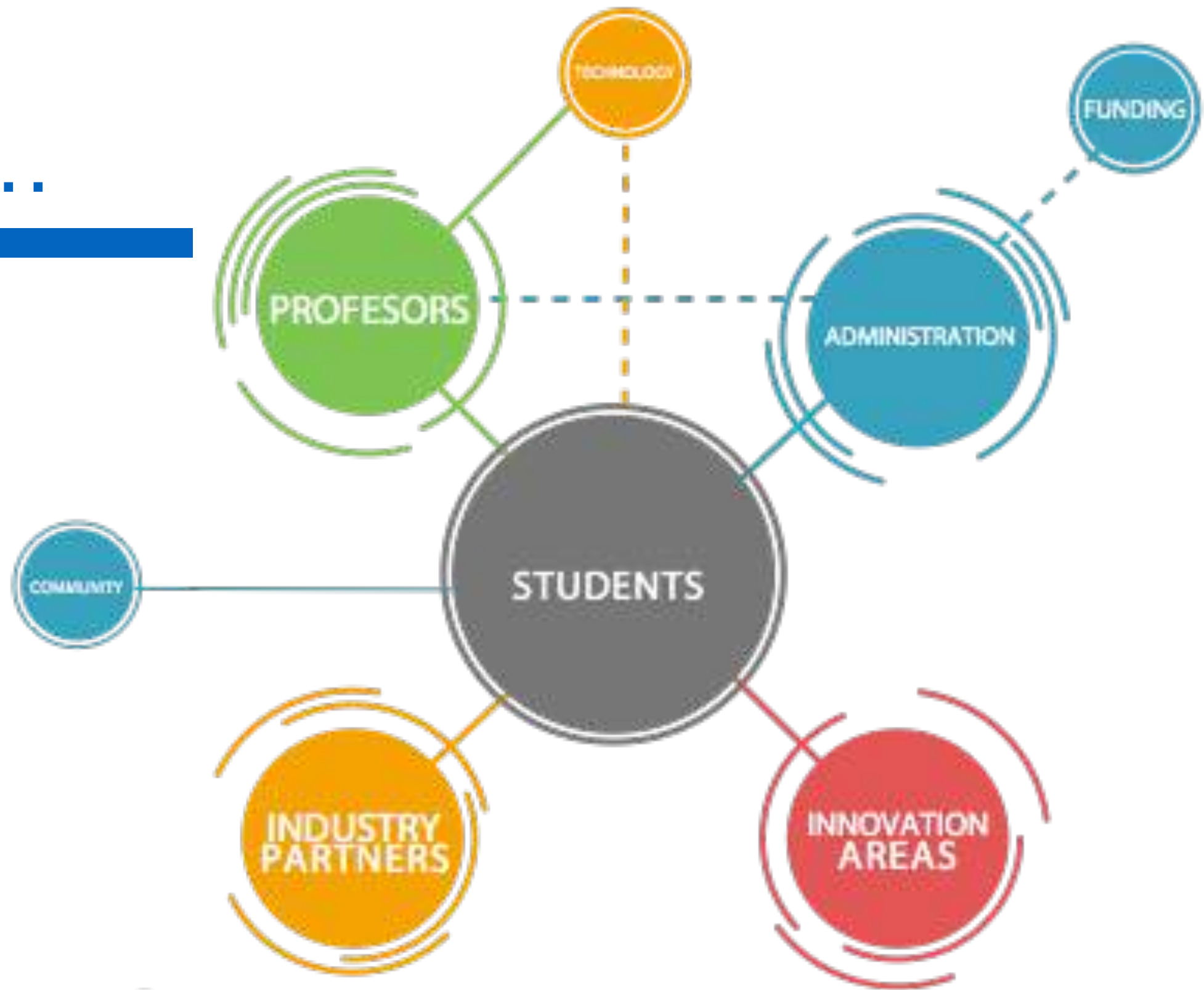
## Case Study: Design Thinking at UPSRJ

- **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 re-design the hiring process to allow Professors to apply for, and be hired for contracts, 4 months in advance.



# Before...

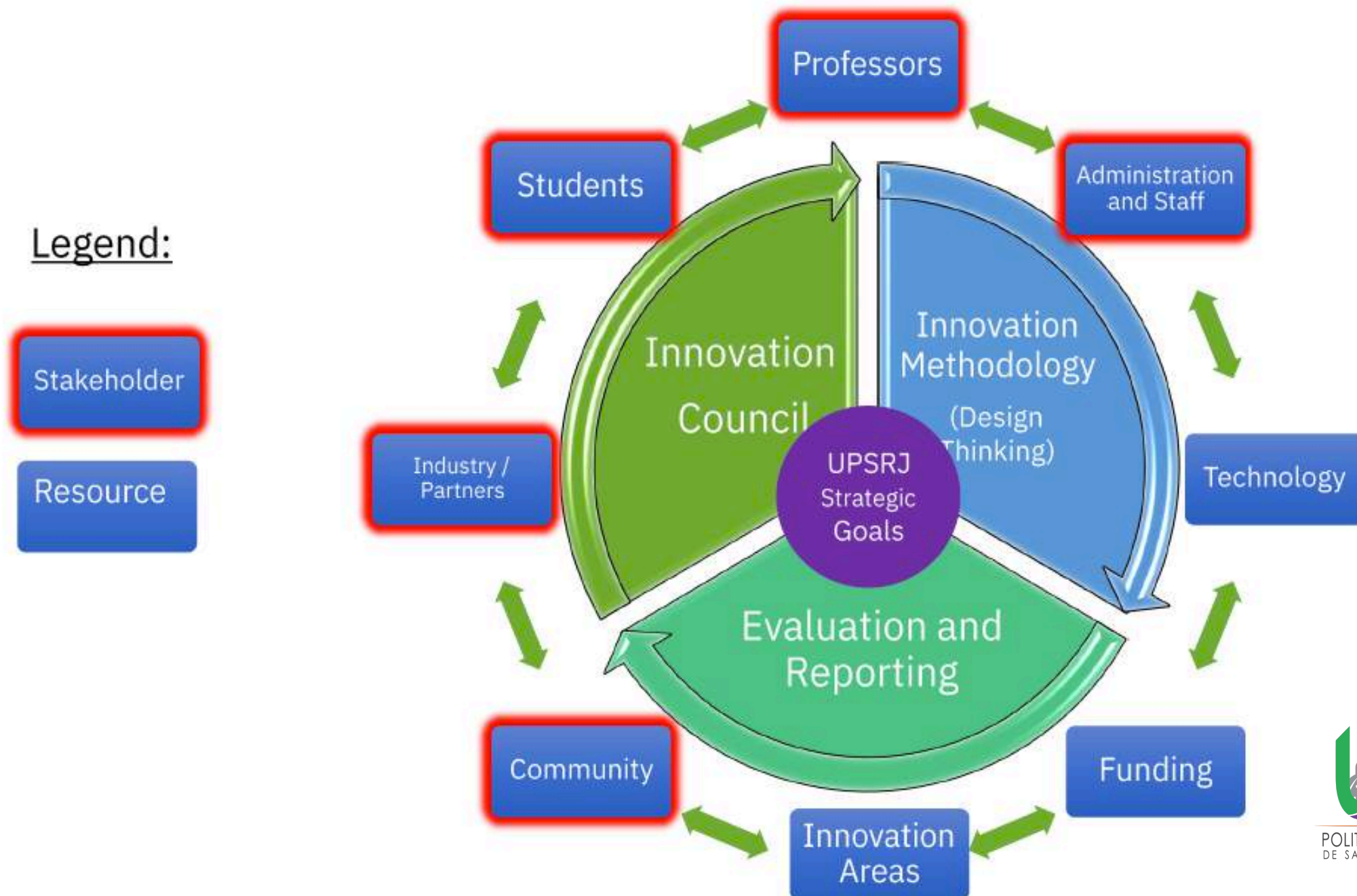




# Week 3

# After...

An Innovation Ecosystem encourages collaboration, experimentation and implementation of new ideas to solve the key problems faced by the university community.



# WEEK 4



## PHASE 1

- Establish Core Team
- Define Goals and Establish Performance Metrics
- Secure Funding
- Train Core Team

## PHASE 2

- 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

## PHASE 3

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



# Thank you!!

