



USC MARSHALL **CENTER** FOR
EFFECTIVE ORGANIZATIONS



2021
ERG & COUNCIL
CONFERENCE

Learn about the Innovation Challenge and Amazon Innovation Process

Welcome to the 2021 ERG Leadership Summit



Anna Ettin

Senior Employee Resource &
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Amazon



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Center for Effective Organizations
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Will and Maggie Brooke Professor in
Entrepreneurship and Executive Director,
Alabama Entrepreneurship Institute,
The University of Alabama
Founder, President and CEO, eePulse Inc.

Why is Innovation Important for ERGs?

- They told us it's important and motivational
- ERG members gaining skills they take back to their day jobs
- The data tells us it's important
- Motivational for all employees



ERG Innovation Challenge via StartupWind



Tuesday through Friday - Use the StartupWind Idea Canvas (login)



Brainstorm (virtually)

Look for problems to solve or opportunities to pursue



Engage in customer discovery

Add insights to the customer feedback section of the Idea Canvas
Add your team's ideas in the brainstorming section of the Idea Canvas



Build out your own Business Model Canvas in the Idea Canvas



Tuesday by NOON pacific time - **Post an up to 3-minute video** in the **Prototype Section** of the Idea Canvas



Thursday afternoon to Friday AM – **Vote on favorites**



Friday 2:15 pm pacific time - **Join us to learn who won** – ideas with most “likes”

More Help at the Summit

Tuesday

10:30 brief introduction to
the innovation challenge in
session with Amazon.

**Join us in the lounge for Q&A
12:15 – 1:15 pm PST**

Wednesday

**Join us in the lounge at
2:45 pm for Q&A**



Thursday

Upload Video by 12pm PST


Friday

**Vote and join the 2:15
awards celebration**




Example page from 2020



 **Kristina Newhouse** created a new Idea 

On Oct 19 2020 at 21:05




Women in trade careers
We need more women in trades careers. ERGs that support women may not ...




 [2]  [2] 



 **Lindsey Battle** created a new Idea 

On Oct 23 2020 at 22:26




Now I See It!
Our organization does currently does a decent job of tackling overt di ...




 [2]  [0] 

 **Mckenzie Watts** created a new Idea 

On Oct 21 2020 at 14:51



Anyone can be an Ally
More allyship within the ERGs ...

 [0]  [1] 



 **Priscilla Fuentes** created a new Idea 

On Oct 21 2020 at 14:31




American Red Cross Idea
Creating a systemic and sustainable collaboration model between Resour ...




 [0]  [1] 



 **Anindita Talapatra** created a new Idea 

On Oct 20 2020 at 17:25




Leadership Diversified
Problem: Fewer Diverse employees in management or leadership positions ...




 [0]  [0] 

 **Samantha Dewitt** created a new Idea 

On Oct 20 2020 at 00:39

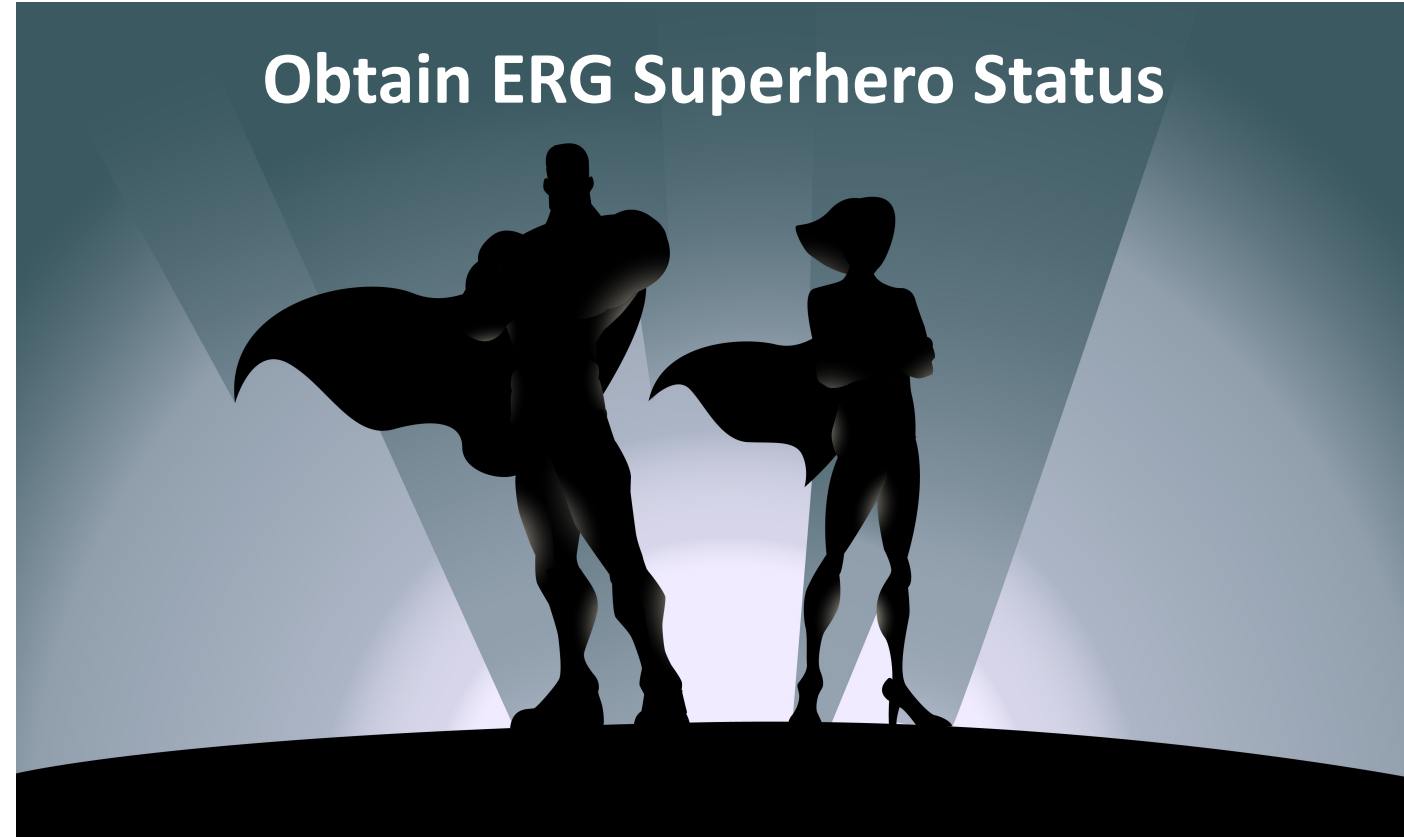


Rise: Leading through Inclusion
There is a disconnect with some leaders at our company on why Inclusio ...

 [1]  [0] 

Why The Innovation Challenge?

- Learn something new
- Implement your idea
- Get results
- Diversity Impact Awards
- Learn from other ERGs
- ***Do it for yourself!***



Deep Dive on One Idea

◆ Women in trade careers



IDEA INDUSTRY
Energy & Utilities

THIS IDEA IS FOR
Companies with trades and teams in trades

THE NEED/ PROBLEM/ OPPORTUNITY
We need more women in trades careers. ERGs that support women may not reach for enough to advocate for women in the trades. Women lack of awareness on careers in the trades due to limited exposure and sponsorship. Also, careers in trades are male dominated and not always welcoming for women.

THE AWESOME SOLUTION
ERGs to consciously consider how they might support women in the trades.
To increase diversity expand the pipeline by partnering with high school and community colleges to focus outreach and recruiting that reaches women and minorities.
Help create an inclusive culture with a mentorship program where women in the trades are paired together.



CUSTOMER FEEDBACK 3 POSTS

+ New Customer Feedback



BRAINSTORMING 1 POSTS

+ New Solution



Prototype 2 POSTS

+ New Prototype



Canvas Type



Pitch Deck



Amazon's Idea Process – Think Big

Innovation takes place as a part of everyday work. Everyone at Amazon is a builder, and everyone is here because of their desire to deconstruct, and create, on behalf of our customers.



What is a “PRFAQ”?

A **press release** outlining the vision for a product at launch + **FAQ** explaining the customer benefits + **answers** to theoretical customer questions.

Our teams continually evaluate the idea throughout the concept's evolution by sharing the PRFAQ with other innovators at Amazon. Once "baked," many of these ideas get funding and launch, and some have become programs that our customers love—including Prime Now, Amazon Go, and Alexa.

Anyone can write a working backwards plan, whether it's related to their job or not.

From 6 things that make Amazon a "Best Workplace for Innovators"



Amazon's Idea Process – Think Big

Textures & Hues

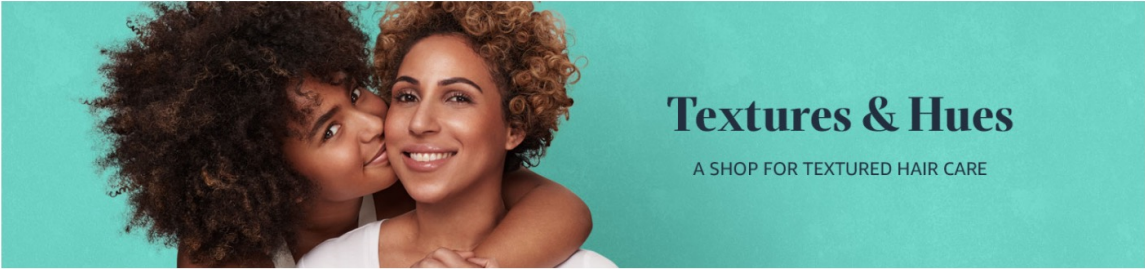
- Home
- Women's
- Men's
- Kid's
- All products

Shop by Hair Type

- Relaxed
- Wavy
- Curly
- Coily

Shop by Category

- Shampoos & Conditioners
- Oils & Serums
- Wigs & Weaves
- Men's Grooming
- Loc Maintenance



FIND YOUR HAIR TYPE



Relaxed



Wavy



Curly











Coily

Amazon employee ideas in action!



Amazon's Idea Process – Think Big


| | | | |
|--|---|---|--|
|  <p>Cylinder Necklace with Natural Red Rose Flower, 18" Sterling Silver, TAMI, Floral Jewelry ★★★★☆ 4 \$29.65</p> |  <p>Cylinder Necklace with Natural Sunflower, 18" Sterling Silver, TAMI, Floral Jewelry ★★★★☆ 313 \$32.95 <small>Save 5% with coupon</small></p> |  <p>studioTica Southwest - 7.25 inch - Reusable Handmade Glass Cocktail Java Coffee Stirrer... ★★★★☆ 1 \$44.97</p> |  <p>Body Oil Moisturizer, Organic 100% Natural, Anti-Aging, Anti-Wrinkle, Vitamin Antioxi... ★★★★☆ 13 \$46.00</p> |
|  <p>Vase of Sunflowers, SUNFLOWERS, hand painted on window screen, porch decor and... ☆☆☆☆☆ 0 \$195.00</p> |  <p>Three Sisters Apothecary Body Butter Mexican Lime ★★★★☆ 1 \$9.50</p> |  <p>studioTica Ocean Blue - 5.5 inch - Reusable Handmade Glass Swizzle Stick For Champag... ★★★★☆ 5 \$32.97</p> |  <p>Desert Rooster Wood Engraving Southwest Road Runner Desert Canyon Landscape ☆☆☆☆☆ 0 \$25.11</p> |

Amazon employee ideas in action!

Shop Hispanic & Latino goods

Amazon Handmade


CELEBREMOS
Discover Hispanic handcrafted goods



Rebeca Flott Arts

"I draw inspiration from the things that brought me hope as a child growing up in South America. Flowers, plants, and many beautiful things found in nature were my only companions at many points in my childhood. They are an essential aspect of my life and of my art."


[Shop all Rebeca Flott Arts](#)



Soap Cauldron

"Soap Cauldron is a small, Hispanic, women and family-owned, local maker of artisan soaps and skincare. We strive to embody the simplicity and beauty of nature with our handcrafted, small batch products made with plant oils, gourmet butters and botanicals."


[Shop all Soap Cauldron](#)



La Parea Wellness

"I draw inspiration from traditions that were passed down to me from grandparents in Ecuador. They taught me the importance of nature and natural medicine to implement it in my everyday lifestyle."

[Shop all La Parea Wellness](#)



Florama Jewelry

"As a maker and designer I believe that every natural element around us is a source of constant inspiration. We borrow from what our environment is offering us — every day there's something new and different to draw inspiration from to help get the creative juices flowing."

[Shop all Florama Jewelry](#)

Questions and Discussion



slido

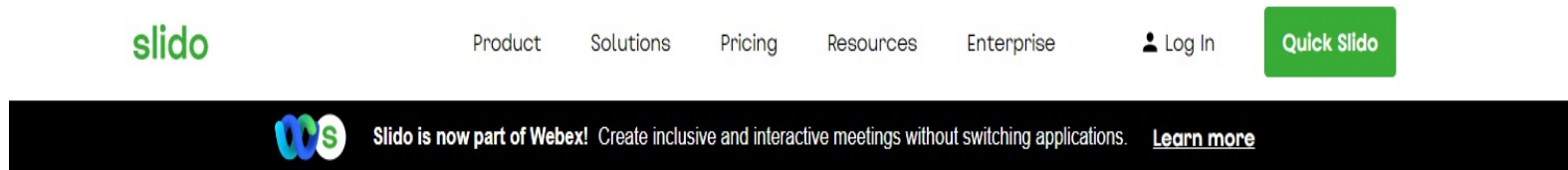
Join at
slido.com

#ERGSummit2021



Nothing to download; easy to use

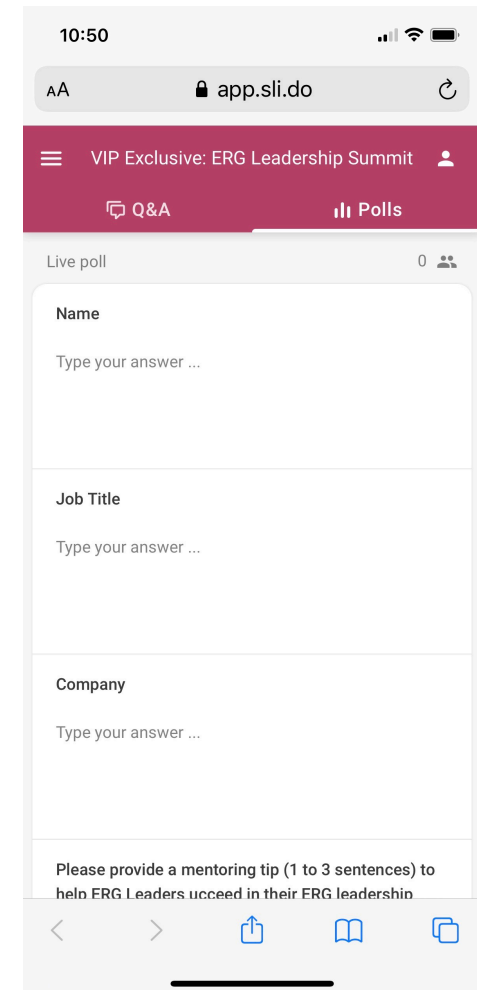
Go to slido.com via your computer



Joining as a participant? →

This is where you enter the code:
ERGSummit2021

Or use the QR code



Breakouts and Debrief Process

- For each breakout, we ask for **three volunteers to:**
 - 1) Act as the facilitator and 2) Note taker role and 3) Be the timekeeper
- **Facilitator role**
 - Introductions - make sure the group does a quick introduction.
 - Participation - Assure everyone on the team has time to contribute.
 - Debrief presenter - Agree to represent your group in the debrief discussion or find someone else who agrees to do this.
- **Note taker role**
 - Feedback - Use Slido to type in responses to the case questions.
- **Timekeeper role**
 - Make sure the group is working through the questions and has time to summarize.

Innovation Challenge and Amazon Innovation Process

- What ideas do you have for the innovation challenge?
- If your ERG already is innovating, talk about what has made you successful.
- How can your ERG innovate and help meet current corporate goals?
- What are the barriers to innovation, and what ideas do you have to get over them?
- What questions do you have for Theresa or Anna?