



## The Innovation Process: From Idea to Implementation

- 1) Anyone with a Boy Scouts of America (BSA) E-mail address can post an idea on the Innovation Engine at [www.ideas.scouting.org](http://www.ideas.scouting.org).
- 2) Others with BSA e-mail accounts are able to log-in and comment and/or vote on ideas.
- 3) Anyone with internet access can get to the site and view it in a “**read only**” capacity.

### Initial Review:

- 1) Every Monday the **Innovation Team** consisting of the Team Leaders and the Group Director of the Innovation and Strategy Group meet to discuss every idea submitted the previous week.
- 2) Every idea is reviewed to determine its relevance against the current Innovation priorities and to which group the subject of the idea best fits. **Current Innovation priorities are:**
  - 1) Ideas that will contribute to an increase in membership.
  - 2) Ideas that will contribute to financial growth.
  - 3) Ideas that will contribute to Councils’ capacity to succeed.
  - 4) Ideas that will improve, enhance and/or make more popular, appropriate or efficient the delivery methods of the Scouting program.
- 3) In all cases, every idea gets a response posted on the Innovation Engine.

### Next:

#### **Ideas then take one of the following paths:**

- When possible, Innovation will immediately resolve the item if it can be easily remedied.
- If appropriate, the idea is placed on the Best Practices section of the Innovation Engine.
  - This is a repository for all Best Practices and will evolve to become a ready reference for anyone to search for solutions to challenges that they are experiencing.
- Ideas may be retained by Innovation for the next level of vetting, which is the **Innovation Council**.
  - Ideas that go to the Innovation Council, which is composed of Scout Executives from all four Regions, are further evaluated based upon perceived merit, priority for the organization and/or feasibility.
  - Further information gathering related to some ideas may be necessary in the form of surveys, research or additional background information such as incident history, claim experience or data on how the idea has worked in other places.
  - Ideas are then developed, test- marketed or piloted, prioritized, placed in Best Practices, implemented across the BSA, or abandoned.

- The decision of the Innovation Council is final. It does not go to a higher level of authority.
- Ideas may be forwarded to the appropriate Group Director for action, based on their discretion, with the request of a response that can be posted on the Innovation Engine.
  - Ideas that are sent to the various groups are those that are not consistent with Innovation priorities or did not rise to the level for further vetting by the Innovation Council. However, these ideas may have considerable merit and are sent to the groups for their information and response.
  - Ideas delivered in this format are not mandates or priorities or even suggestions. They are forwarded for consideration by the group and a response on each idea is respectfully requested by Innovation so that we can maintain our commitment to reply to every idea.
  - Responses may include more information about how the idea subject matter is currently handled, how the idea might fall into the group's current priorities, how this idea has been handled in the past, adoption of the idea by the group for immediate implementation or a candid and polite response on how that idea will not be acted upon.
  - For ideas sent to the groups in this way, the group response is the final response and the shelf life of that idea reaches maturity.

## New Features:

- 1) The Innovation Engine now has a resident **“search”** feature to expedite sourcing a specific idea.
- 2) The **“Best Practices”** category is now available and receiving postings.
- 3) A **“Pilots Currently Underway”** category also is available.