

## Innovation@Deloitte

### Exploring and implementing fresh ideas that create value

#### Key points

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#### What does innovation do?

It helps firms explore and implement fresh ideas that create value

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#### Key questions to ask the CxO

- are you differentiating your organisation?
  - are your clients getting real value from your products and services?
  - are your competitors getting ahead of you?
  - what percentage of your revenue comes from products/services that were new over the past two years?
  - are you capturing your employees' ideas?
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#### Why innovate now?

- to step change cost savings
  - to differentiate yourself from your competitors
  - to spend your scarce dollars wisely
  - to create new revenue streams
  - to engage your people in the urgency to differentiate in these volatile times.
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#### Why Deloitte?

Five years investment in our own program has meant that Deloitte has learnt what it takes to deliver innovation internally and externally. We are now recognised as being the most innovative professional services firm in Australia and have helped many clients be innovative.

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#### Innovation@Deloitte works because...

it is a structured program based on a repeatable process with clear targets, funding and resources. It covers idea generation through an online capture tool and collaboration to both continuously improve and develop incremental and breakthrough ideas.

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#### Deloitte's innovation program may interest your client if they are:

- not generating new income from new sources
- struggling to manage their costs
- not able to institutionalise innovation into their systems and processes
- not currently capturing the innovative ideas of their employees
- concerned about employee engagement.

# As Giam said: Innovation has shifted from everyone having the right to innovate to everyone having the responsibility to innovate

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## Innovation@Deloitte success stories:

**The Deloitte Leadership Academy** – an online Executive Learning Portal which focuses on building a community of like-minded experts who collaborate and share topics of relevance.  
ROI – cost: \$500k p.a. revenue: \$5m.

**Join Me @ Deloitte** – a Facebook application linked to the Deloitte employee referral program, Find Like Minds, making the most of the belief that ‘good people’ know ‘good people’.  
ROI – cost: \$5k. Cost saved per referral: \$1k. Current average five referrals per month. Potential savings \$60k p.a.

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## “Only@Deloitte”

**Deloitte Innovation Academy** – “only Deloitte has the brand permission in all-of-business innovation and the proven successful platform of the Deloitte Leadership Academy to launch such an interesting online offering.”

**Innovation Audit** – “only Deloitte has the experience in running innovation programs and can provide an integrated solution that combines audit, consulting, R&D tax and financial analysis.”

**Innovation Challenge** – “only Deloitte with its leadership in servicing universities with leading recruitment programs like WA’s Dream Team, and the RMIT/Deloitte program can develop an offering that combines universities, business and Deloitte.”

**Cultural Diversity & Innovation** – “only Deloitte has embraced its cultural diversity as a driver of innovation and thus competitive advantage.”

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## Key contacts

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