Rainforest Strategies

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Rainforest Strategies

Principles and methods that work:

- large and small populations
- urban and rural areas
- commercial, non-profit, education and government settings
- derived from observation and field work all over the globe
Why do all this?
To become economically, socially, and environmentally sustaining, in a rapidly changing world. To improve across five dimensions:
How can innovative commerce thrive wherever people live in British Columbia?
Growing BC’s Innovation Ecosystem

WHAT  Measuring Assets AND Culture

HOW  Working with the Subjective

WHERE  Begin with the Passionate, then Grow the Conversation

WHO  What role models should we benchmark? Is that useful?

WHY  Be economically, socially, and environmentally sustaining
Assessing & Improving innovation ecosystems seems like magic...

It isn’t.
Rainforest Master Plan

A. IMMERSE in RaMP principles and create social contract for innovation
B. TEAM-UP Develop cascading teams to manage Rainforest Scorecard deployment
C. PROFILE Define the unit of analysis and assemble its organizational profile.
Launch internal communication strategy to engage stakeholders

D. ROLL-OUT Engage Assessment process throughout organization
E. LEARN Gather, organize, and analyze assessment input
F. DECIDE Decide on strategic imperatives and communicate to all stakeholders

G. DESIGN Create and lead design-based teams
H. DEPLOY manage solutions

I. ASSESS/EVALUATE Manage and lead the iterative cycle of re-evaluation and new solutions
J. INTEGRATE INTO STRATEGIC PLANS

Discovery, Communications, and Strategic Imperatives

Design & Deploy Solutions

Assess/Evaluate Solution Effectiveness

Phase 1
Phase 2
Phase 3
Phase 4

Phases expand or contract depending on local situations and resources, and the scale and scope of RaMP deployment.
Rainforest Recipe:

**ASSETS** + **CULTURE**

**“Hardware”**
- Resources
- Frameworks & Policy
- Infrastructure
- People & Skills

**“Software”**
- Diversity
- Extra-rational Motivations
- Social Trust
- Rules of the Rainforest
- Expressing the Rules

ASSETS generates social friction

CULTURE dissipates social friction
The Rainforest Scorecard
A Practical Framework for Growing Innovation Potential

Henry Doss
& Alistair Brett
Rainforest Attributes for Innovation

LEADERSHIP

FRAMEWORKS, INFRASTRUCTURE & POLICIES

RESOURCES

ACTIVITIES & ENGAGEMENT

ROLE MODELS

CULTURE
Short-Form
• Complete in 20 minutes
• Basic vocabulary and concepts
• Enough to start a conversation
• Enough to launch initiatives

Long-Form
• Depth – modeled after Baldridge Award Method
• Qualitative and Quantitative
• Specific enough for policy design
• Target specific improvements for major programs

INFORMAL
EASY ENTRY
QUICK QUERRY
INTUITIVE NOTIONS

DEEP DIVE
DISCIPLINED STUDY & DEVELOPMENT
LONG-TERM CONTINUOUS IMPROVEMENT
INNOVATION ECOSYSTEM SCIENCE

Download free at www.rfs-llp.com/rfsbooks
Visualize Innovation Capability
Visualize Innovation Capability
Overall, local leadership promotes innovation. 29 out of 40 73%

Leadership’s perspective aligns with the perspective of others in the organization working to promote innovation. 28 out of 40 70%

Leadership comes from diverse backgrounds and has diverse social, professional and cultural networks. 27 out of 40 68%

Leaders are effective at communicating their visions and agendas to their constituencies. 26 out of 40 65%

I understand the economic motivations of the organization’s leadership. 31 out of 40 78%

Total Mean: 142 out of 200 71%
### Frameworks, Infrastructure, Policies

Stakeholders involved in innovation have strong communication channels and collaborations.  

20 out of 30  

67%

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I can identify and describe all of the steps of the innovation processes and the key players.  

18 out of 30  

60%

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Organizational policies in general help potential innovators.  

16 out of 30  

53%

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There are effective mechanisms of feedback where different stakeholders can learn from each other.  

17 out of 30  

57%

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Communication infrastructure is robust and comparable to highly innovative organizations.  

17 out of 30  

57%

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**Total Mean:** 88 out of 150  

59%
It is easy for innovators to identify and access funding for their ventures. 

13 out of 30 43%

Up to date and relevant information across a broad spectrum of disciplines is accessible by the majority of the organization. 

17 out of 30 57%

The organization’s workforce is highly diverse and talented across a broad range of relevant skill sets aligned with market demands. 

17 out of 30 57%

There are effective entre- and/or intrapreneurial support organizations and individuals with experience available to mentor and support innovation. 

20 out of 30 67%

There are programs that specifically train workers to be current in their field and these programs are widely accessible. 

15 out of 30 50%

Total Mean: 82 out of 150 55%
There are numerous (>10) local activities that actively promote innovation. 12 out of 20

These activities are effective in promoting innovation. 11 out of 20

These activities span a large spectrum of technical domains and promote collaboration across diverse audiences. 11 out of 20

These programs have a high degree of engagement among diverse groups of participants. 10 out of 20

There are effective means of developing new high engagement activities in the organization to promote innovation. 11 out of 20

**Total Mean:** 55 out of 100
Successful innovators are recognized and celebrated as role models in the organization.  

13 out of 20 (65%) of these role models are actively engaged in supporting innovation through a variety of means.

These role models are widely known by the general public in the organization.  

11 out of 20 (55%) of these role models are widely known by the general public in the organization.

Formal recognition is given for innovative contributions to the organization.  

10 out of 20 (50%) of these role models receive formal recognition for their contributions.

There are systems to recognize and support high-potential future role models.  

9 out of 20 (45%) of these role models have systems in place to identify and support high-potential future role models.

**Total Mean:** 56 out of 100 (56%)
Trust is an important cultural element locally and is widespread and easily created.

People think in terms of “positive-sum” or “win-win” situations and not “zero-sum” or “I win only if you lose.”

Failure is not viewed in a negative light.

Calculated risk taking is viewed positively.

People are often willing to help without expectation of immediate return.

People are encouraged to dream and “think big.”

**Total Mean:** 187 out of 300
COMBINED RADAR

Mean
Where to start?

Begin with the passionate, then grow the conversation.

Don’t worry about who to invite as much as who’s not showing up yet.
What role models do we benchmark? Is that useful?

Calgary Cohorts
What role models do we benchmark? Is that useful?

Edmonton Cohorts

EDM 9-17
EDM 3-18
RFS Approach

Culture
Leadership
Strategy

Measure Facilitate Educate Coach

CAPACITY
VELOCITY
SUSTAINABILITY

INNOVATION
Thanks!