

Cultivate a Commercialization Culture

Ten Point Checklist

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| <p>1. Identify Your Lab's Stage of Commercial Readiness</p> | <p>Launch strategies and outreach programs relevant for your stage of Commercial Readiness.</p> |
| <p>2. Promote the Science of Commercialization</p> | <p>Engineers, researchers and scientists thrive on structure. Use a modeled approach to show how ideas evolve into opportunities.</p> |
| <p>3. Think, Talk and Sell Opportunity</p> | <p>Position your office as a sounding board, coach and supporter of opportunity identification.</p> |
| <p>4. Recruit Evangelists</p> | <p>Seek out early adopters who others see as credible. Co-opt these people as your ambassadors.</p> |
| <p>5. Be Open to Explore New Ideas</p> | <p>Explore new ideas, don't assess them. Give new ideas room to breathe.</p> |
| <p>6. Give Innovators a Safe Place to Get their Wings</p> | <p>Offer programs to allow innovators to shape and mold their thinking. Make this a safe but stimulating place to interact on commercialization thinking.</p> |
| <p>7. Fill Your Pipeline with People, Not Ideas</p> | <p>Ideas will come and go, but innovators remain. Build an environment that motivates innovators to make commercial thinking part of their DNA.</p> |
| <p>8. Ignite the Culture in Small Pockets</p> | <p>Develop commercialization coffee clubs, CZ labs, pitch sessions, etc. Celebrate and promote small wins and successes.</p> |
| <p>9. Be Willing to Break with Tradition</p> | <p>Audit and align your processes, symbols and policies to promote commercialization.</p> |
| <p>10. Equip Innovators with Methodologies Designed for Early Stage Ideas</p> | <p>Use tools that encourage exploration and discovery of commercial value. Avoid frameworks and templates geared for mature ideas.</p> |