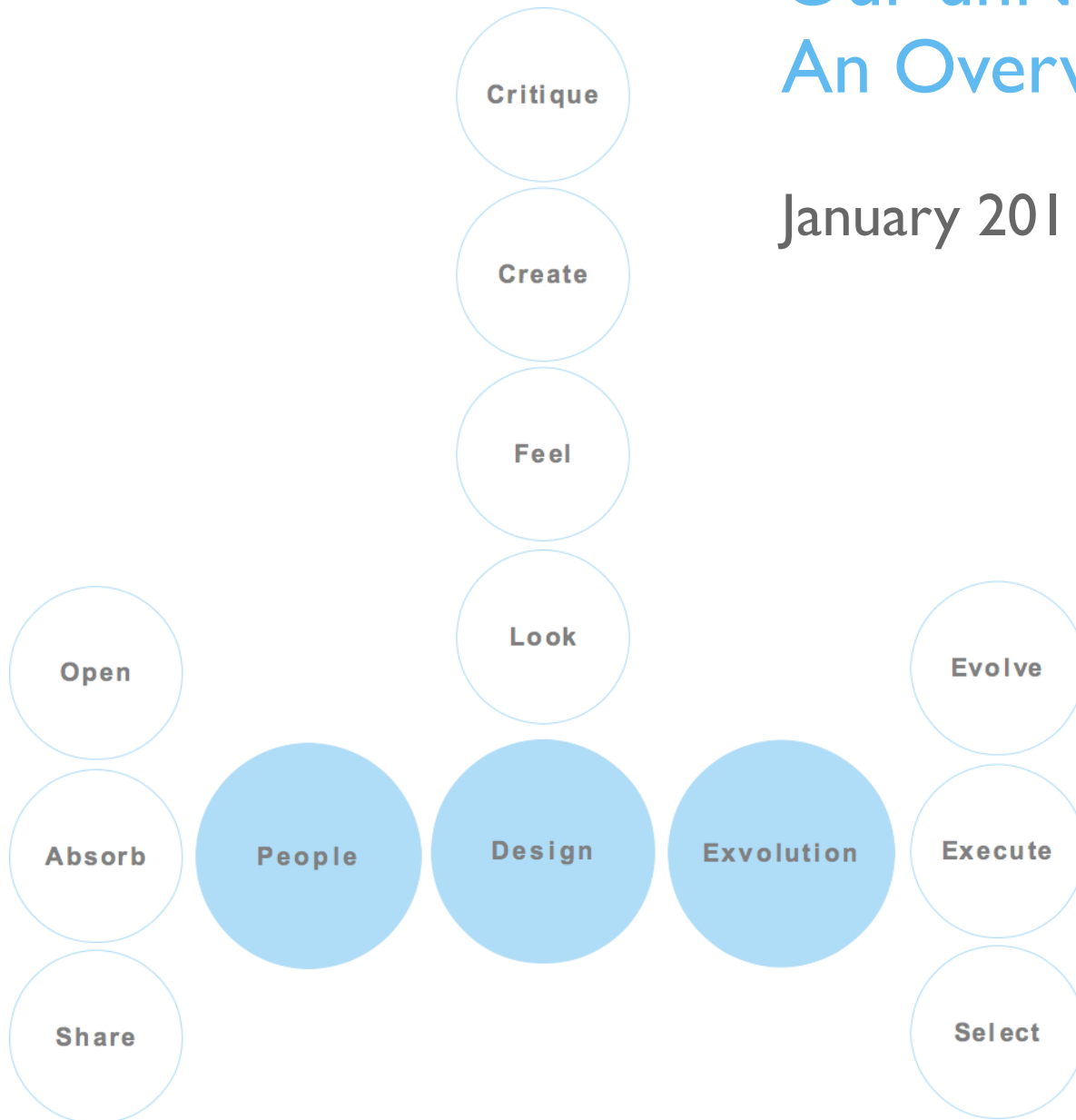


# Our unNiched Innovation Model: An Overview

January 2011



unNiched<sup>Do</sup>  
Connect  
Learn  
Do



A Path of the Blue Eye Project Publication  
[www.pathoftheblueeye.com](http://www.pathoftheblueeye.com)

# Is Collaboration Just a Buzzword?

People have been talking about the importance of collaboration for ages. Emerging social technologies have intensified the collaboration conversation.

Because social tools are inherently collaborative, experts, evangelists, gurus and others tout the benefits of blogs, social networks, microblogging platforms and other technologies. They believe these tools can help people connect with others, expand their thinking and improve efficiency.

In some areas, the collaborative potential of social technologies has been realized. In others, significant cultural, psychological and competitive barriers have stifled collaboration — on and offline.

This is especially true within health marketing communications. People charged with educating the public about health and wellness operate in well-established silos. For example, some pharmaceutical company executives routinely dismiss case studies from less regulated parts of the health industry. Individuals from non-profit organizations sometimes ignore best practices established by large health corporations, viewing them as impractical or irrelevant.

This is disappointing because successfully changing perceptions and health behaviors requires honing collaborative skills, including curiosity, flexibility, persistence and a willingness to experiment.

# Four Barriers to Effective Collaboration

In 2004, a widely cited article on collaboration by Morten Hansen and Nitin Nohria appeared in the *MIT Sloan Management Review*. Titled, "[How to Build Collaborative Advantage](#)," the paper outlined four barriers to effective collaboration:

- **Unwillingness to seek input from and learn from others:** People undervalue input from outsiders or seek recognition for heroic individual efforts
- **Inability to seek and find expertise:** It takes too long to find information — especially from diverse or far-flung sources
- **Unwillingness to help:** Many refuse to help others because of competitive pressures or instinct to hoard expertise
- **Inability to work together and transfer knowledge:** Individuals from diverse professional backgrounds often speak different languages and find it hard to transfer specialized or context-specific information to strangers

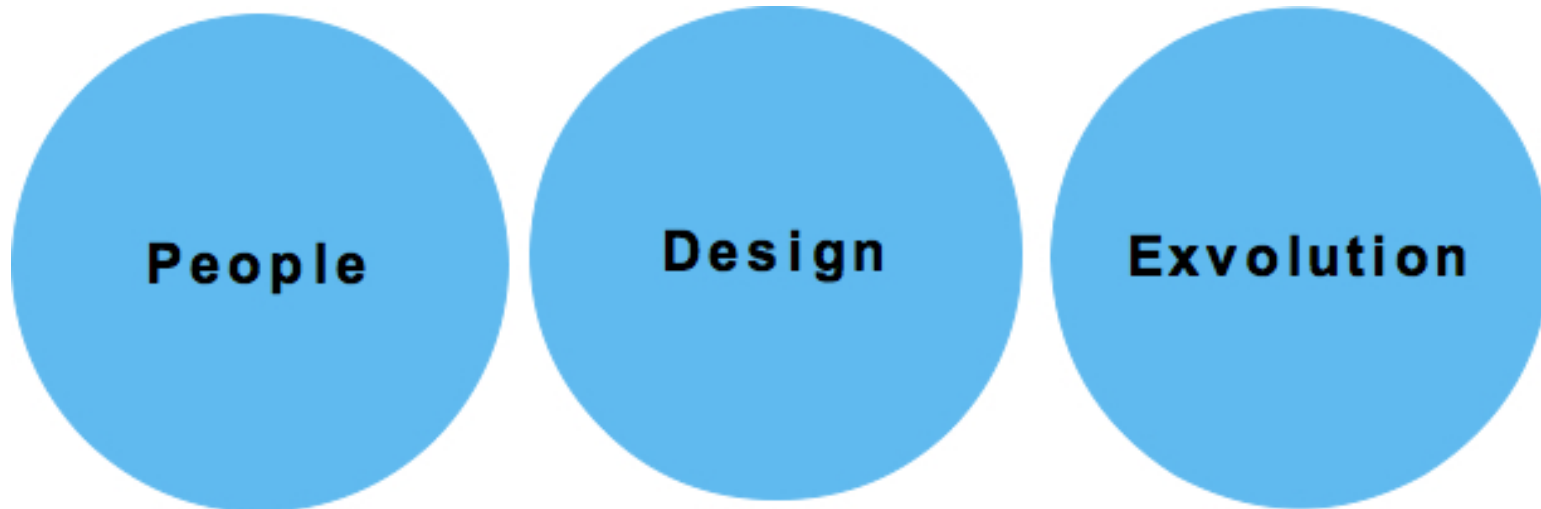
Our unNiche'd Innovation Model is designed to help address and overcome these barriers in the context of health marketing communications initiative development.

# Our Model: People, Design, Exvolution

Our unNighed Innovation Model has three phases: People, Design and Exvolution.

- **The People Phase:** We encourage Individuals from different health industry segments to actively seek input from diverse sources, share information and develop a common collaborative framework
- **The Design Phase:** We place people into teams responsible for revealing, explaining and critiquing ideas for effective health marketing communications
- **The Exvolution Phase:** We select the best ideas to implement and evaluate

Learn more about each phase of the model below:

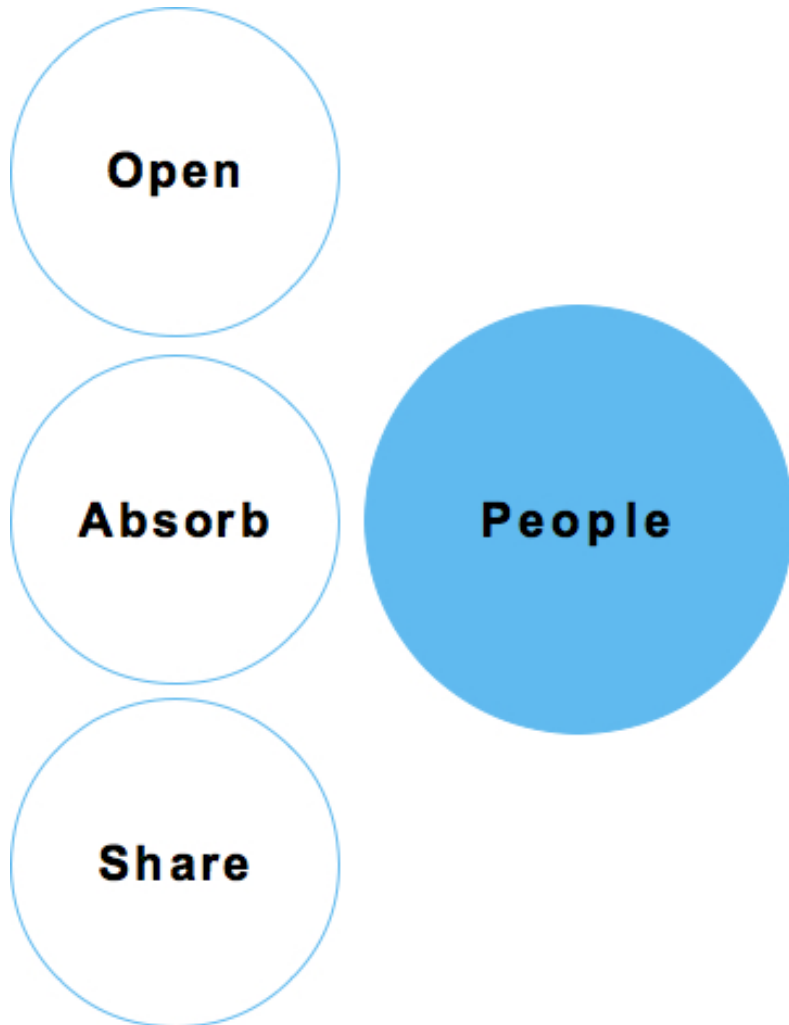


# People: Forging Curious and Aware Teams

Many people charged with developing health marketing communications initiatives could benefit from:

- Greater **openness** to new ideas and perspectives
- An ability to **absorb** and apply lessons from diverse health industry segments
- Being willing to **share** (rather than hoard or ignore) insights and information broadly

We've designed the **People** phase of the unNiche'd Innovation Model to help individuals (and teams) overcome barriers to effective collaboration, enabling them to innovate faster and execute more efficiently.



# Design: Building Relevant and Valuable Initiatives

People who are curious and aware are well-positioned for success. However, more is required. Executing the **Design** phase of our unNiche Innovation Model will help them:

- Actively **look** for evidence to support using specific marketing communications tactics and strategies
- **Feel** the problem or unmet need from the perspective of audiences they seek to reach
- Engage in prototyping exercises designed to quickly **create** a conceptual structure for their planned initiative
- Understand how to (positively) **critique** efforts to quickly identify ideas that can be implemented and measured effectively

Critique

Create

Feel

Look

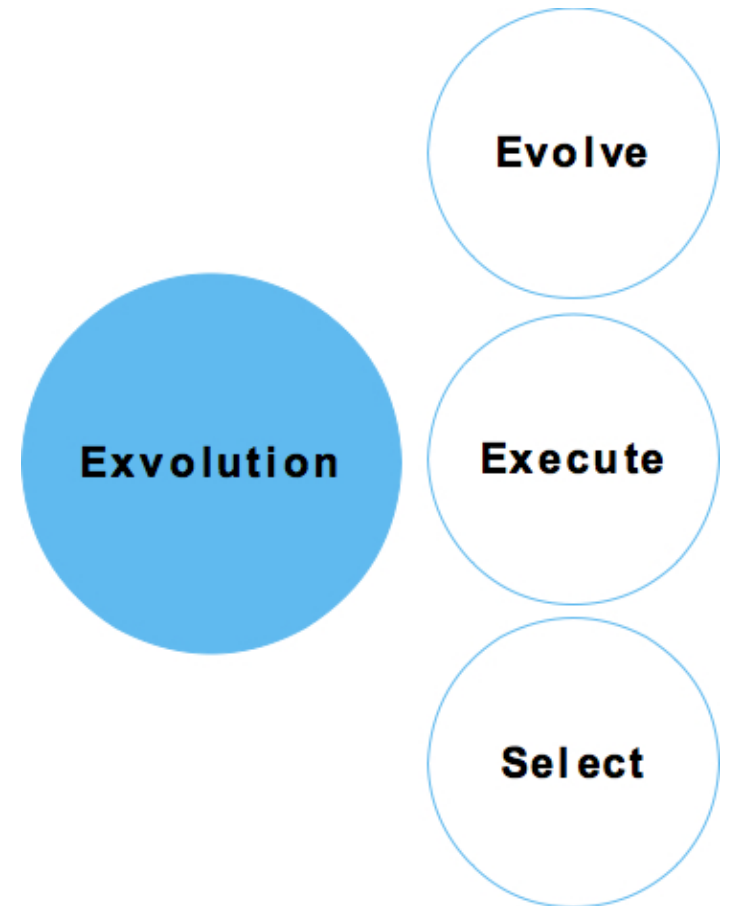
Design

# Execution + Evolution = Exvolution

After the Design phase, those using our unNiche'd Innovation Model will begin to "**Exvolute**" their ideas.

This involves:

- **Selecting** the most promising health marketing communications initiative
- **Executing** their preferred strategy
- **Evolving** post measurement and evaluation



# Experiencing and Implementing Our Model

Since 2009, we have helped health marketing communications professionals around the world experience and implement the model via the [Path of the Blue Eye Project](#). The Project consists of online and offline properties and events designed to encourage collaboration and knowledge sharing.

People Phase	Design Phase	Exvolution Phase
Online and offline learning, discussion and team building activities that encourage collaboration and turn strangers into colleagues. Visit our online knowledge community, <a href="#">Living the Path</a> and <a href="http://www.unniced.com">www.unniced.com</a> to learn more and get started.	We will provide several "experiential learning" opportunities at our planned large scale live event <a href="#">unNiced(macro)</a> .	Marketing communications ideas forged during <a href="#">unNiced(macro)</a> events will be provided to non-profit organizations for implementation and refinement.

# Powered by Enspektos, LLC



The unNiche Innovation Model, unNiche and the Path of the Blue Eye Project are powered by Enspektos, LLC. Enspektos is a health marketing communications consultancy specializing in strategy, research and training.

Enspektos works with a range of organizations in the global health industry, including non-profits, government agencies, pharmaceutical firms and managed care companies.

Learn more about Enspektos at [www.enspektos.com](http://www.enspektos.com)

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