



7 BATTLE-TESTED STRATEGIES FOR Building an Innovation Organization

BY NEIL ROSEMAN, SUMMIT PARTNERS

- ONE -

Create a Great Hiring Culture

How you hire is more important than who.



- TWO -

Build Small, Loosely Coupled Teams

Keep your teams small and ensure they can work independently.



- FOUR -

Focus on the Inputs

Ensure each team understands and is measured on the inputs to their success.



- THREE -

Work Backwards

Create a customer-centric vision of what you want to build and why.



- FIVE -

Encourage Team Movement

Promote the kind of autonomy that unlocks innovation.



- SIX -

Be Authentic with Core Values

Develop strong values and use them to guide all of your company activities.



- SEVEN -

Plan

Create a simple, strategic process that involves everyone on your team.



- SUMMIT PARTNERS - About the Author

Neil Roseman is the Technologist-in-Residence at Summit Partners. He has built and led development teams at Amazon and Zynga – including leading development efforts for Amazon's Marketplace platform, Amazon Digital Video, Music & Kindle Service and the first Web Services offered by Amazon.

He currently advises teams and technical leaders across Summit's portfolio on product development, infrastructure and organizational strategy.