



**Produkt-
Innovationen
gefällig?**

**Frag deine
Mitarbeiter!**

“As much as **we might like** to think that the **great product ideas** are the result of **great strategic planning**, or that they come down **from the executive team**, in many cases, the **best ideas** come **from the bottom up.**”

(Marty Cagan)



flexibel?





noch frisch?

weite Welt

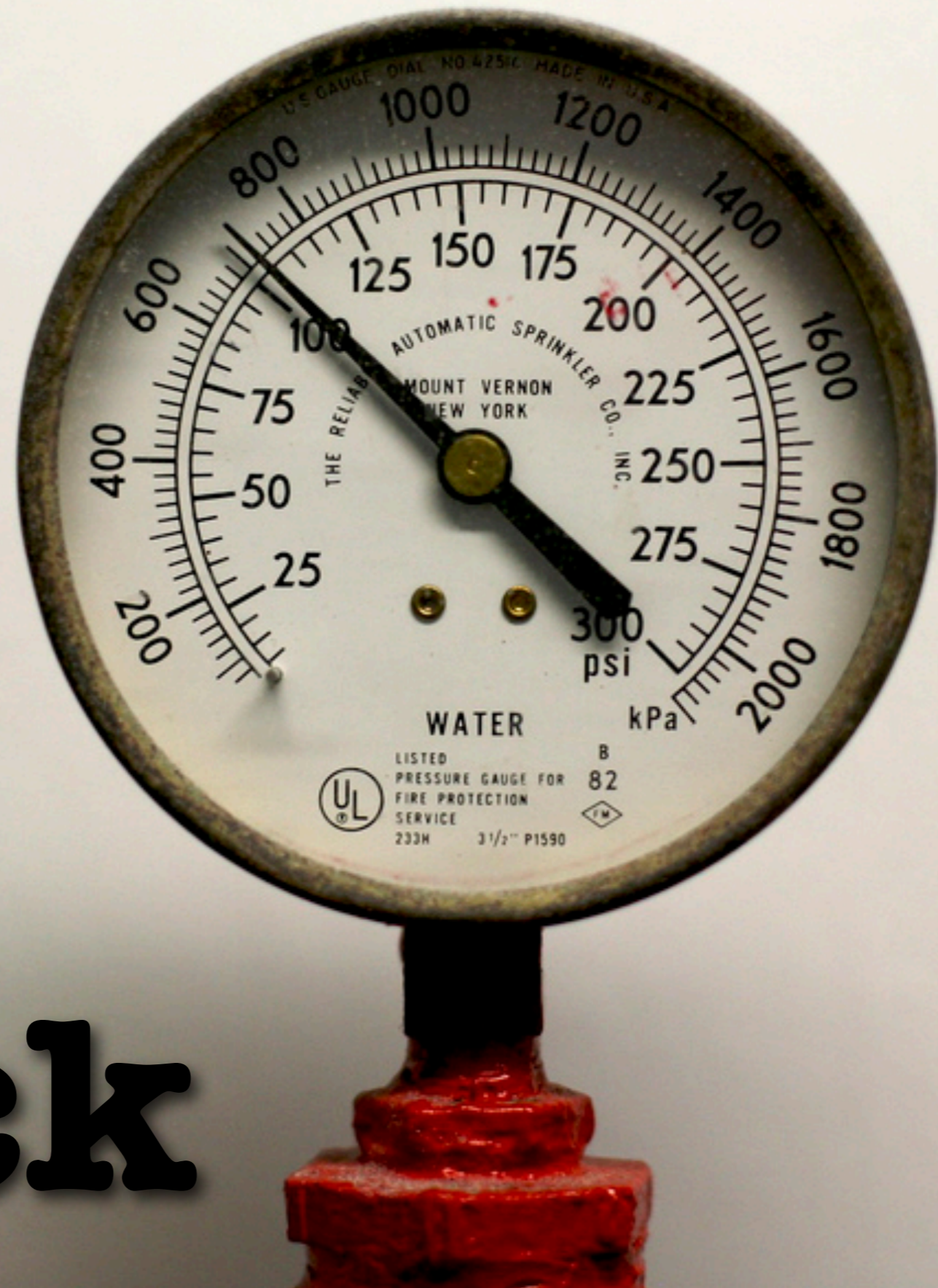




Verschiedene **Modelle**



**Skunk
works**



unter
Druck



Kontinuität



Prototyping Days





Extrablatt!
Extrablatt!



Hoffnung

A high-angle, front-quarter view of a red BMW Z4 convertible parked on a cobblestone street. The car is the central focus, with its top down. The license plate reads 'M-KT 9859'. The background is a plain, light-colored wall.

"A highly **creative prototype** is not only about having a **new idea** now, but it will **inspire** and **motivate** your colleagues **future visionary thinking / ideas**"

(Robert Powell - Automotive / Industrial / Product Designer)

“... have some **wild ideas** ... build on those wild ideas ... end up **being better** ideas ... If everybody only came up with sane things, ... appropriate things, you'd never have any points to **take off** to build a **really innovative** idea.” (David Kelley, Chairman IDEO)



Keine Kritik



**“Excuse me,
I need to go
read about
testing.”**



“Fail
often...





...in order to
succeed sooner” (Motto at IDEO)



viele
Ideen



Selektion

Eine kleine Auswahl

A graphic showing engagement statistics for XING. It features a large number "94" in a speech bubble, the XING logo, and a list of icons with corresponding numbers: a hand icon (94), an eye icon (342), a star icon (82), and a trash can icon (22). Below the list is a link labeled "Mehr".

94	
	94
	342
	82
	22
Mehr	

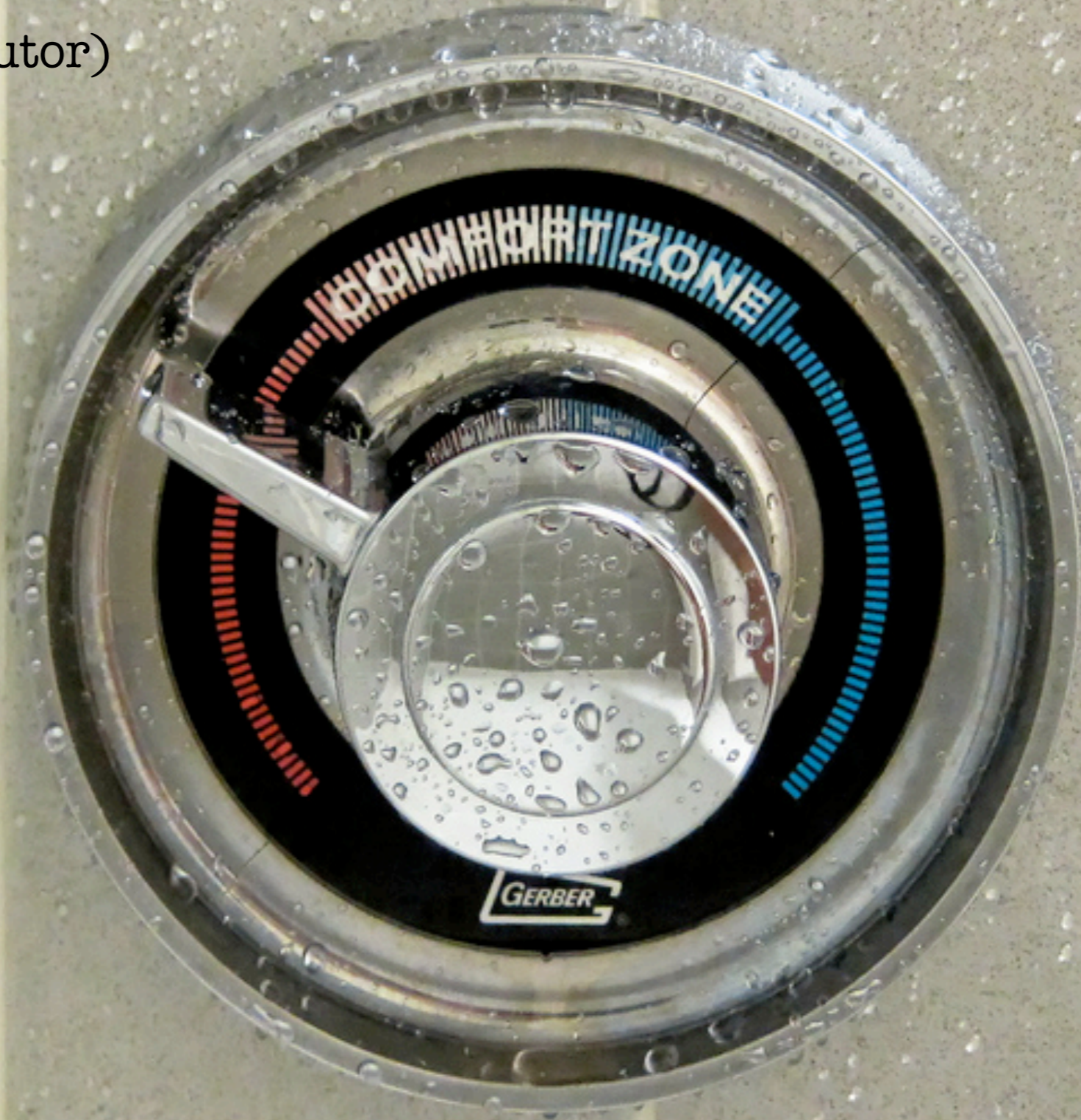
Freude



Frust

**“Life begins at the end of
your comfort zone.”**

(Neale Donald Walsch, Autor)





Inspect & Adapt

Ernte





**„Hast du
schon gehört...“**

mal etwas
aufmischen





**wir
sind
ein
Team!**

Rollen- wechsel



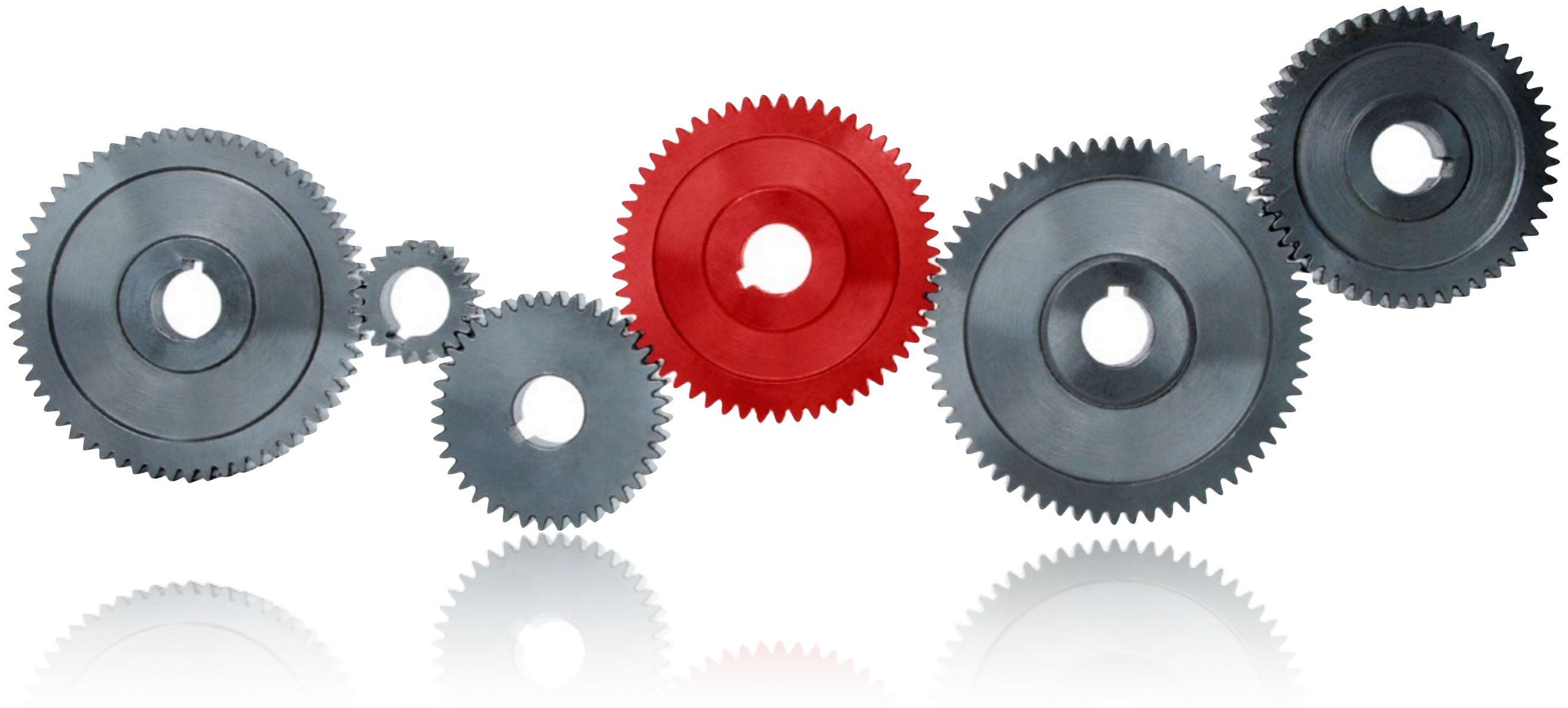


Netzwerk erweitern



Verantwortung

Teil
des
Unternehmenserfolgs



„Yes, we can!“



The image shows a close-up of two footprints in light-colored sand. The top footprint is smaller and less distinct, while the bottom footprint is larger and shows more detail of the tread. The text 'Erster Schritt' is written in a white, bold, serif font with a slight shadow effect, positioned to the right of the footprints.

Erster Schritt

Geheimnisse gelüftet

Drei Tage Skizzen & Pizzen: Die Prototyping Days bei XING

<http://blog.xing.com/2011/09/drei-tage-skizzen-pizzen-die-prototyping-days-bei-xing>

Innovation and Motivation: Slack to the Rescue

<http://agiletrail.com/series/innovation-and-motivation-slack-to-the-rescue>

Atlassian FedEx Day

<http://www.atlassian.com/fedex-day>

The Google Way: Give Engineers Room

<http://www.nytimes.com/2007/10/21/jobs/21pre.html>

The Deep Dive – Innovation@IDEO

<http://www.youtube.com/watch?v=JkHOxyafGpE>

Inspired: How To Create Products Customers Love (Marty Cagan)

<http://www.amazon.com/Inspired-Create-Products-Customers-Love/dp/0981690408>

Vielen **Dank**
für Ihre
Aufmerksamkeit!



Victoria Schiffer
Software Engineer

@Erdbeervogel @xing_de