

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

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To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I comment on collaborative innovation work performed at the AT&T Foundry. Is your organization involved in collaborative innovation? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing"

Anders Hemre

AT&T and Ericsson: co-creating innovation

Open innovation, co-creation, networked R&D – there are many names for the concept of working together on innovation.

The AT&T Foundries serve as centers of innovation in collaboration with other parties. Since last year, one of these is Swedish telecom giant Ericsson. The Ericsson involvement has been relatively light, but at least provides a seat at the table. And the areas of innovation are certainly of major interest

to both parties, e.g. Internet of Things, Connected Cars and Software Defined Networks.

It's always interesting to understand how organizations manage creative work in environments disengaged from their parent companies. A recent study from the University of Gothenburg provides an overview of how innovation work is performed at the AT&T Foundry in Palo Alto, California. Ideation, iterative design, 12-week sprint development cycles, gate keeping and interaction with business units are key components of the innovation process. However, as expected, the official process isn't always followed as creativity sometimes wants to find its own way forward: [How two global companies co-create innovation](#)

More from the AT&T and Ericsson innovation collaboration can be found on Youtube: [FutureCast Technology Innovation Series](#)

In the Previous Issue

In case you missed the August issue, here it is again: [Globalization: Not Dead but Different](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews



Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What the Gurus Say: Brainovation® Interviews 2007-2016](#) (PDF)

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