



# Process Design

## Let's Start with the Why

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Astronaut Susan Helms views Earth from  
the International Space Station

Courtesy NASA

Apollo 8, the first manned mission to the moon, entered lunar orbit on Christmas Eve, Dec. 24, 1968



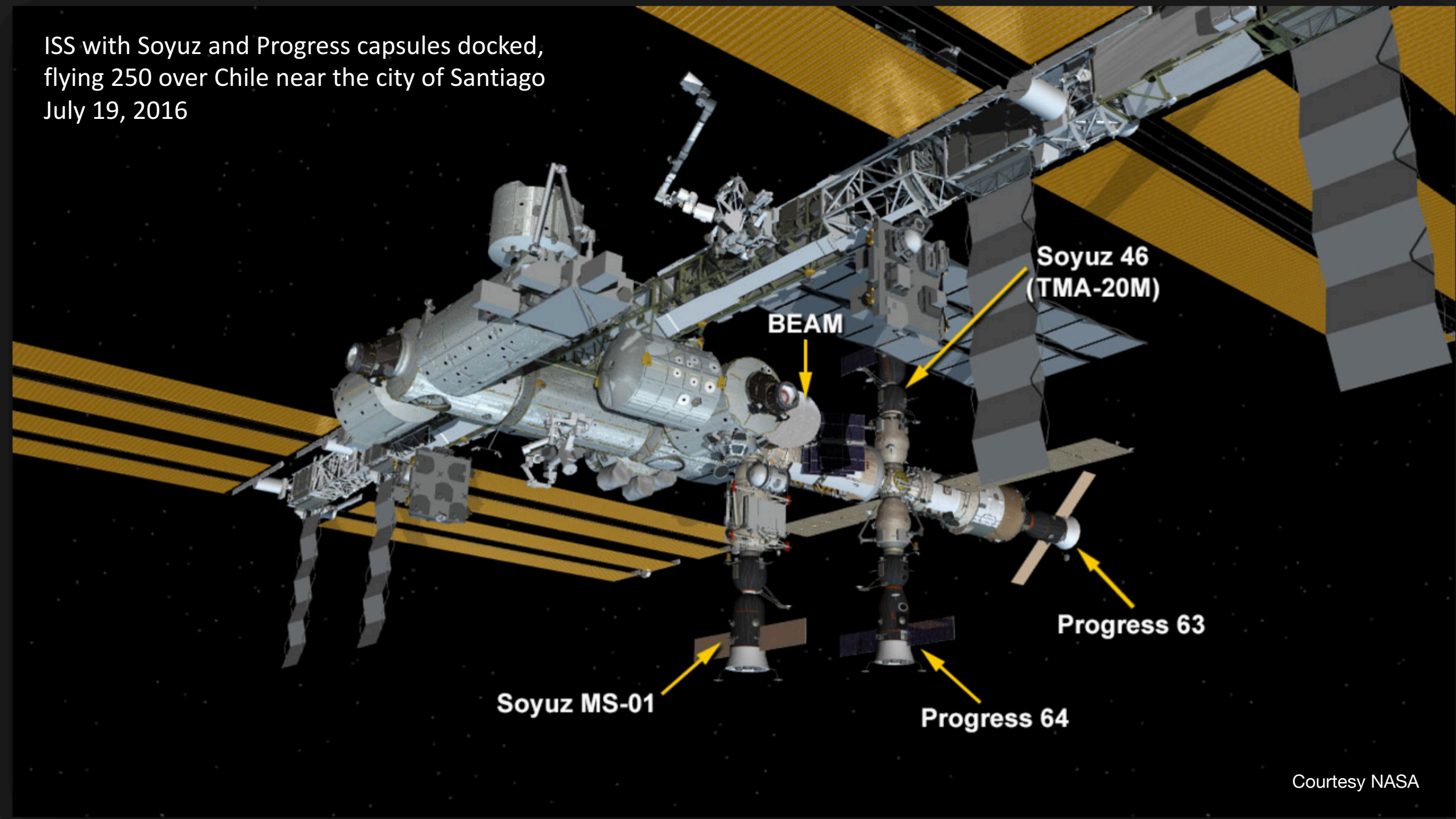
Less than a year later, on July 20, 1969, the first two men, Neil Armstrong and Buzz Aldrin, landed on the moon

# Russian Soyuz Spacecraft



Courtesy NASA

ISS with Soyuz and Progress capsules docked,  
flying 250 over Chile near the city of Santiago  
July 19, 2016



Soyuz 46  
(TMA-20M)

BEAM

Progress 63

Soyuz MS-01

Progress 64

The Space Shuttle Challenger exploded shortly after lift off from the Kennedy Space Center on Jan. 28, 1986





# Stryker Combat Vehicle



LAV III



Courtesy General Dynamics

**UNACCEPTABLE!**



2009 Afghanistan



- Agile, effective process design
- Thousands of Innovative Ideas in under 5 yrs
- From Idea to decision in days (vs months)
- 3x yield compared to similar approaches

**Hundreds of lives saved!**



Maneuver Collaboration Center  
Sterling Heights, MI, 2015  
Courtesy General Dynamics

# Takeaways

- Understanding and documenting a process (“as is”) often leads to low hanging fruit
- Understanding the real needs and prioritizing the desired end results (“to be”) are critical
- Technology selection criteria must be closely linked with the needs and priorities
- Keep the value proposition in mind at all times!
- Communicate, communicate, communicate....



YOU CAN'T CONNECT  
THE DOTS  
LOOKING FORWARD

- Steve Jobs

YES YOU CAN

JoinIN<sup>TM</sup>

# Selection Criteria

- Process Scope, Feasibility, Suitability
- Client Capacity, Accessibility, and Expectations
- Client and Student Mutual Benefit
- Community Benefit and Impact

# JoinIN Platform

**Why?**

On-line/off-line, intra and inter, collaboration

**Who?**

Startups, students, alumni, mentors, distributed teams

**How?**

Playbooks, Plays, Huddles

Public/Private, Create/Share(Borrow)

Comment, Chat, #Tag

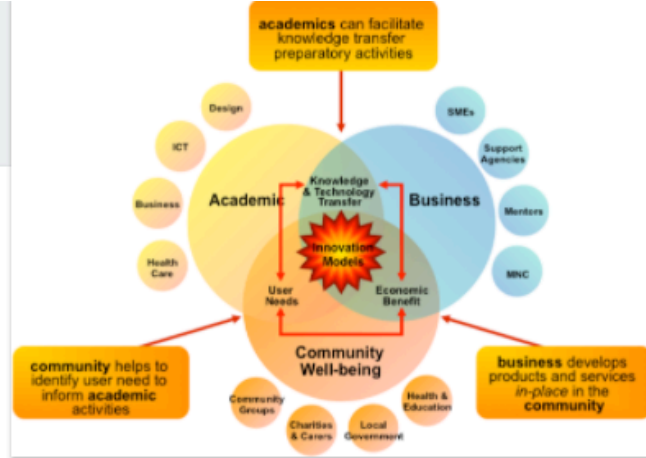
On-Platform/Off-Platform Invites

**Language?**

Sports analogy, because "Life is a Sport"

**Help?**

Team@JoinIN.la



# USC PROGRAM CLIENT PLAYBOOK

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SUMMARY

This playbook is intended for sharing key information, exchanging ideas, and collaborating among the USC Process Design and Open Innovation Program client organizations and their student coordinators.

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# Thank You!

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