

# The assignments ques. on 4-6

---

Kristin Richter, Gitte Lund Hansen, Linda Starup Poulsen, Per Amorsen Vig.

## Organisation

You must come up with suggestions on how innovation activities can be organized in companies such as Maersk Oil?

### State Gate Model

The "State Gate" is a model that Maersk can use when they need to organize new activities in the company. The model gives a clear overview of the various stages. Below we will explain which employees must participate in the various meetings.

SCOPING: The research and development unit at Maersk will be the ones to brainstorm and find out what are the issues to work with in the company.

BUSINESS CASE & PLAN: At this level, the finance department be involved in the meeting. It is important that there is money to fund the project. The activity must be good business for the company so it must finance approve the project.

DEVELOPMENT: Our electronic device is not something Maersk is able to develop. Therefore, they need to work with an external company on the development of the device. This will be a company with expertise in software development and electronic options.

TESTING & VALIDATION: When the external firm has developed the device Maersk tested it so they know that it works as it should. It is a big investment for Maersk so it is important that the unit works 100%. There can be different things that Maersk would like to have changed in the device - This can be done under this section before the unit is delivered to Maersk and the bill must be paid!

### Methods from the camp can be used by Maersk Oil

They should include employees from all levels. They should listen carefully to the worker, as he has the experience of how things work.

They should also include people from onshore. They could have one week once or twice a year doing „Inno-camp“. They could have a suggestion box that workers could come up with ideas on the intranet that people onshore would work on.

**Describe the organizational barriers that could arise in relation to the application of your idea. Describe how these barriers can be handled?**

Maersk is a large company with many employees and many leaders. It can be difficult to launch new initiatives because there are many to ask and convince. When a leader approves an activity he takes also responsible for the activity. If the activity is a failure, this is his responsibility.

# The assignments ques. on 4-6

---

Kristin Richter, Gitte Lund Hansen, Linda Starup Poulsen, Per Amorsen Vig.

If Maersk does not try new active activities they will not improve. It is important for a large company like Maersk to be innovative and constantly improving. If they do not improve they will lose in the long run.

We will show Maersk that they can afford to be more open to new ideas.

## Develop a business case for Maersk based on your idea?

### Business case: Pros and Cons.

#### Pros:

- Increased security
- Saves money in the long run.
- Saves work hours
- Can save storage space

#### Cons:

- Expensive in the beginning.
- Could have difficulties with the technology
- Can't have the device everywhere on the platform

## Marketing & Pitching

### Develop proposal for internal marketing based on your idea for Maersk Oil.

#### The target group

The target group of our electronic device will be all employees who are offshore. Here it should be mentioned that there are also likely to visitors on the platform.

But the audience to convince Maersk that it is a good investment will be the leaders. They are the ones who must approve the project.

#### Value Proposition

The value proposition for Maersk will be that they will gather many of their activities in one. They will thereby make many processes more manageable. In this way they will save time and money!

#### The storytelling in the Maersk organization about your innovation

About "storytelling" Maersk has the answer on their website.



# The assignments ques. on 4-6

---

Kristin Richter, Gitte Lund Hansen, Linda Starup Poulsen, Per Amorsen Vig.

## **What channel should be used when and how?**

When Maersk is to communicate with their employees about this new device, it must be by mail. When the employees have been provided with the device to train them in small education programs. In this way, the employees will learn how the device works.