

KICKBOX® CASE STUDY

Siemens Energy: How a Multinational Company Used a Bottom-Up Innovation Program to Increase Company ROI by 250%

Discover how Siemens Energy, used the bottom-up innovation program KICKBOX, to provide a framework to foster innovation and achieve business impact across more than 50 locations worldwide.

SIEMENS
ENERGY



240+

REDBOXES DISTRIBUTED

for innovators to
validate their idea



2.8 M

BENEFIT REALISED

in revenue and cost savings
from GoldBox Projects



12+

PATENTS FILED

by Innovators and project
team members



1900+

KICKBOX COMMUNITY

sharing their experience,
knowledge and learnings



The Story of

Siemens Energy

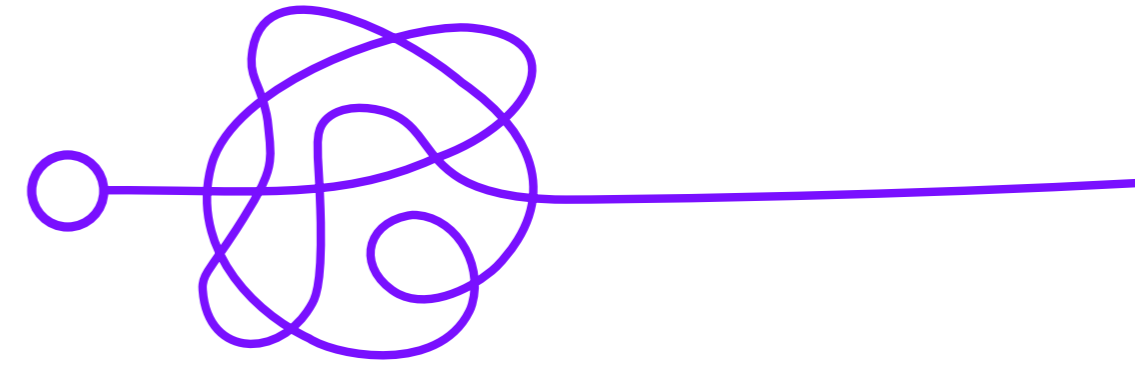
Sector:
Energy Technology

Employees:
94'000+

Headquarters:
Munich, Germany

Revenue:
EUR 32 Billion

→ Siemens Energy was founded as a carve-out of the mother company in 2020. A step that paved the way for the establishment of what has since become a leading B2B energy technology company focused on providing energy systems that are more sustainable, reliable, and affordable than traditional solutions. Siemens Energy provides a wide range of products, solutions and services across the entire energy value chain, from power generation to energy storage. Today, the Siemens Energy team consists of more than 94000 employees across 90 different countries.



THE CHALLENGE

Finding an Open and Inclusive Innovation Process

→ Given the complex global structure of Siemens Energy, finding a suitable innovation program was a challenge. Michael Camison Pancorbo, Director at Siemens Energy noted that “People know what the word innovation means but they don’t have a methodology”. Recognizing this, the company’s strategy department acknowledged the necessity of adjustments to provide a more organized approach to innovation, ensuring Siemens Energy could effectively keep up with the rapid pace of change.

The needs included:

1. A framework to foster innovation and encourage streamlined, early-stage ideation for business growth.
2. An open and inclusive approach for all employees worldwide to foster an innovation culture and mindset, ultimately creating business impact.



THE SOLUTION

A Structured Program to Foster Innovation and Encourage Early-Stage Ideation

→ In 2020, Siemens Energy introduced the KICKBOX intrapreneurship program. The program enables employees to become innovators, using a proven, gamified and hands-on approach. Innovators follow a step-by-step process to validate, explore, and implement their ideas, throughout three different stages.

The first stage (RedBox) provides the innovators with access to a network of innovation experts, as well as the [KICKBOOK](#) - a step-by-step guide that guides individuals through the validation process of their idea.

A pitch presentation at the end of this initial phase then determines whether innovators move through to the next stage (BlueBox), during which they pilot their ideas. Should the idea move successfully through this phase, it receives the GoldBox which marks the implementation phase of the project.

KICKBOX at Siemens Energy was first launched in the US and Canada via a pilot program, before being scaled across the globe. The program then proceeded to go live in over 50 different locations with the help of individual campaigns and regional launches. Orchestrating implementation efforts of



the program across regions required a systematic approach to ensure no bottlenecks would be created when scaling (think big, start small). By starting out the program through mapping the journey, defining what was needed and identifying possible future bottlenecks, the team made sure that they were producing an easily reproducible strategy and process.

While the core team of KICKBOX at Siemens Energy was quite small, more than 150 active and diverse volunteers engaged to implement the program globally. This resulted in a more decentralized approach whereby the regional teams were given ownership over the program, and with continued support and enablement from the core KICKBOX team they proceeded to run the program at their specific locations.

Beyond this, the core KICKBOX team also launched various initiatives to run the program on the ground effectively and encourage employees to submit their ideas.



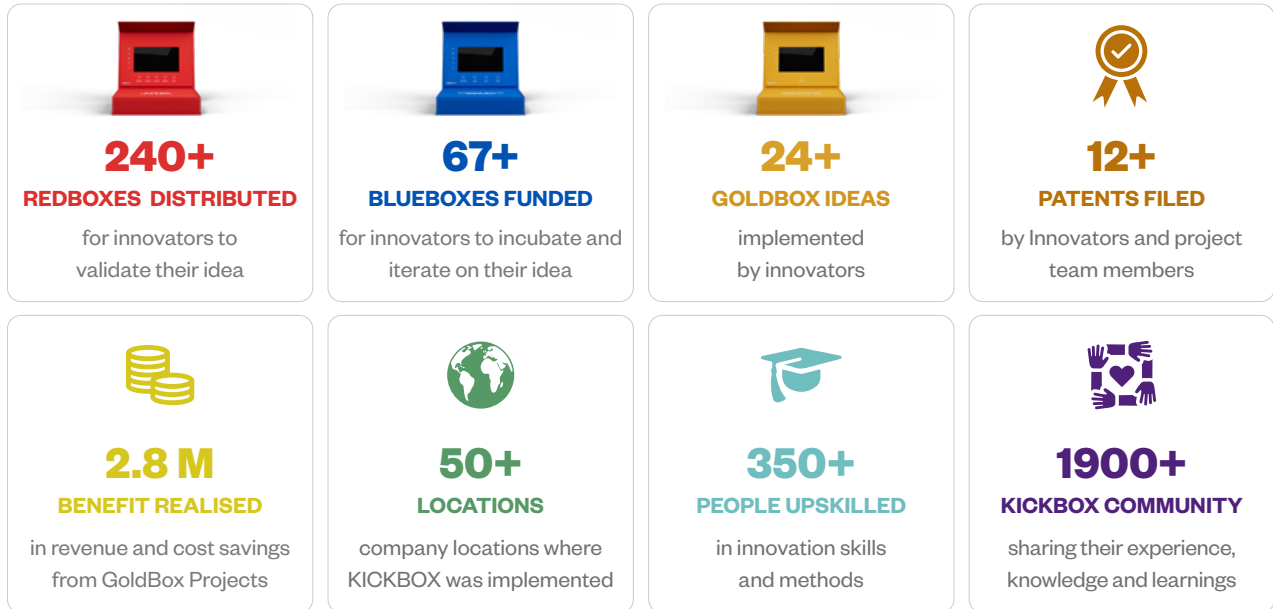
“KICKBOX turned innovation from a fuzzy buzzword into a visible process everyone could see and take part in.”

TIBHA PATEL
Digital Business Incubation
at Siemens Energy



THE RESULTS

Company ROI Increased by 250%



→ Despite the program launch taking place primarily during the COVID pandemic, the team at Siemens Energy managed to yield impressive results. After only 1,5 years, 240 RedBoxes were submitted, 67 of which moved into the BlueBox phase, and 27 ideas were implemented as part of the final phase of the program (GoldBox). A total of 12 patents were filed and several million in benefits were realized within this short time frame. The overall company ROI increased by more than 250%.

The initial goal when introducing the program, was not only to rally ideators within the company, but to also create a movement amongst employees that emphasized and propagated the right mindset and culture of innovation. The company achieved this by creating transparency of projects through the platform, removing organizational hurdles and de-risking investment decisions while delivering tangible results.

Curious to see how KICKBOX works?

Let's explore how KICKBOX can be of value to your organization.

www.rready.com/kickbox



Mauro Kern

Innovation &
Intrapreneurship Advisor

[Book a meeting](#)

