



**Bank**



# Harvesting a Culture of Innovation

TD Bank's Holistic Approach to Innovation



TODAY'S  
**Speakers**



**Vlora Muslimi**

Senior Manager, iD8 Program and  
Colleague Innovation @ TD Bank



**Josh Death**

VP of Intellectual Property and  
Ideation @ TD Bank




**Arthur Liberian**

Director of Sales North America @  
HYPE

# CUSTOMERS REALLY LOVE HYPE




**\$30M**  
Generated in Revenue



**\$20M**  
Realized ROI in 5 Years



**98%**  
Efficiency Gains in 1 Month

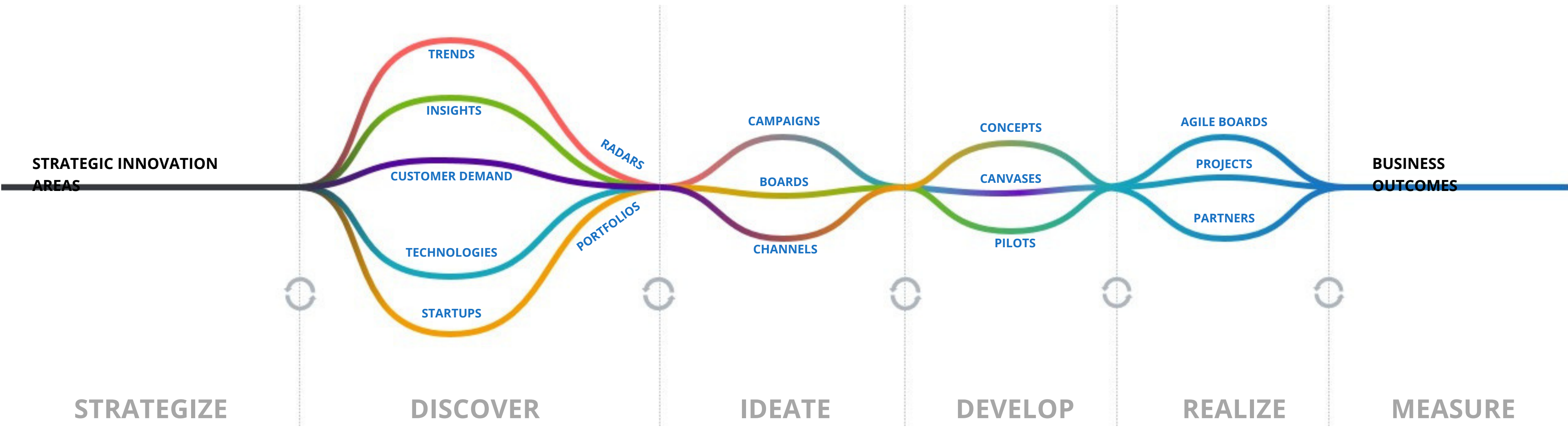


**World's 1st**  
All-Electric Track Loader



# THE SMART AGILE INNOVATION PLATFORM

HYPE Helps Turn Your Strategy Into Tangible Business Outcomes - At the Pace of Innovation



# KEY Results

## Results






- FY23 Submissions: ~19,000 ideas submitted through the iD8 platform
- Over 10,000 ideas implemented since program inception
- Over 10,000 colleagues are part of the iD8 innovation ecosystem

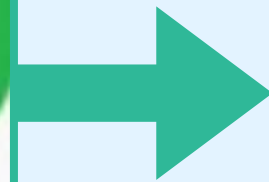
## Impact




- Increased Colleague Engagement
- Strategic Alignment
- Higher Quality of Ideas
- Improved Customer Experience
- Promoting an Innovative Culture



## **Do you have an idea that can help improve the customer and/or colleague experience?**

-  iD8 is TD's one and only colleague ideation platform to help build the Bank of the Future
-  Great ideas can be anything from simple solutions, continuous improvement opportunities, to innovation and beyond.
-  No idea is too big or too small!



-  Drive a culture of innovation
-  Simplify the way we work
-  Increase enterprise value

POLL TIME!



**When considering your organization's culture of innovation, what's the biggest challenge you face?**

- a) Risk aversion
- b) Not enough resources
- c) Lack of leadership support
- d) Resistance to change
- e) Short-term focus
- f) Other



# THE PILLARS of Ideation

## **Executive Champion Support**

Foster a culture of open, everyday ideation across the segment.

*E.g., Commitment to fund top solutions or share the progress*

## **Purposeful Ideation**

Directed ideation aligned to business strategy

*E.g., Sponsor an Ideation Challenge to solve for a relevant business problem*

## **Enhanced Financial Model**

Broadening definition of value beyond standard metrics

*E.g., Focus on solving ideas with a customer impact*

## **Rewards and Recognition**

Spotlight successful implementations on a recurring cadence

*E.g., Regular rewards and recognition to highlight colleagues behind the great ideas*

## **Ideation Framework**

Enhanced interaction model so that ideas are reviewed and prioritized based on business objectives

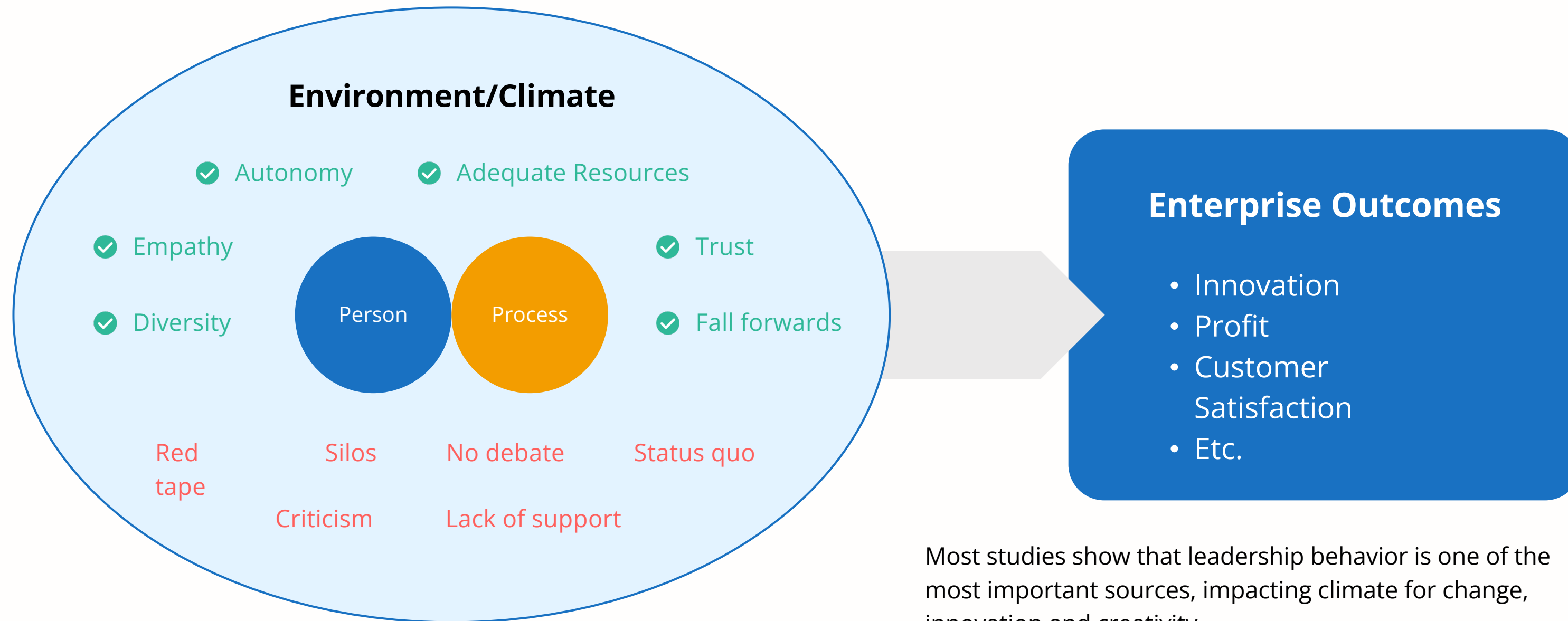
*E.g., Aligning resources to the corresponding priorities*

## **Modernized Ideation Platform**

Modernized tools elevate the community and encourage collaboration

*E.g., Capabilities that enable colleague collaboration result in higher employee engagement*

# OUTCOMES DEPEND ON **the Conditions of the Ecosystem**



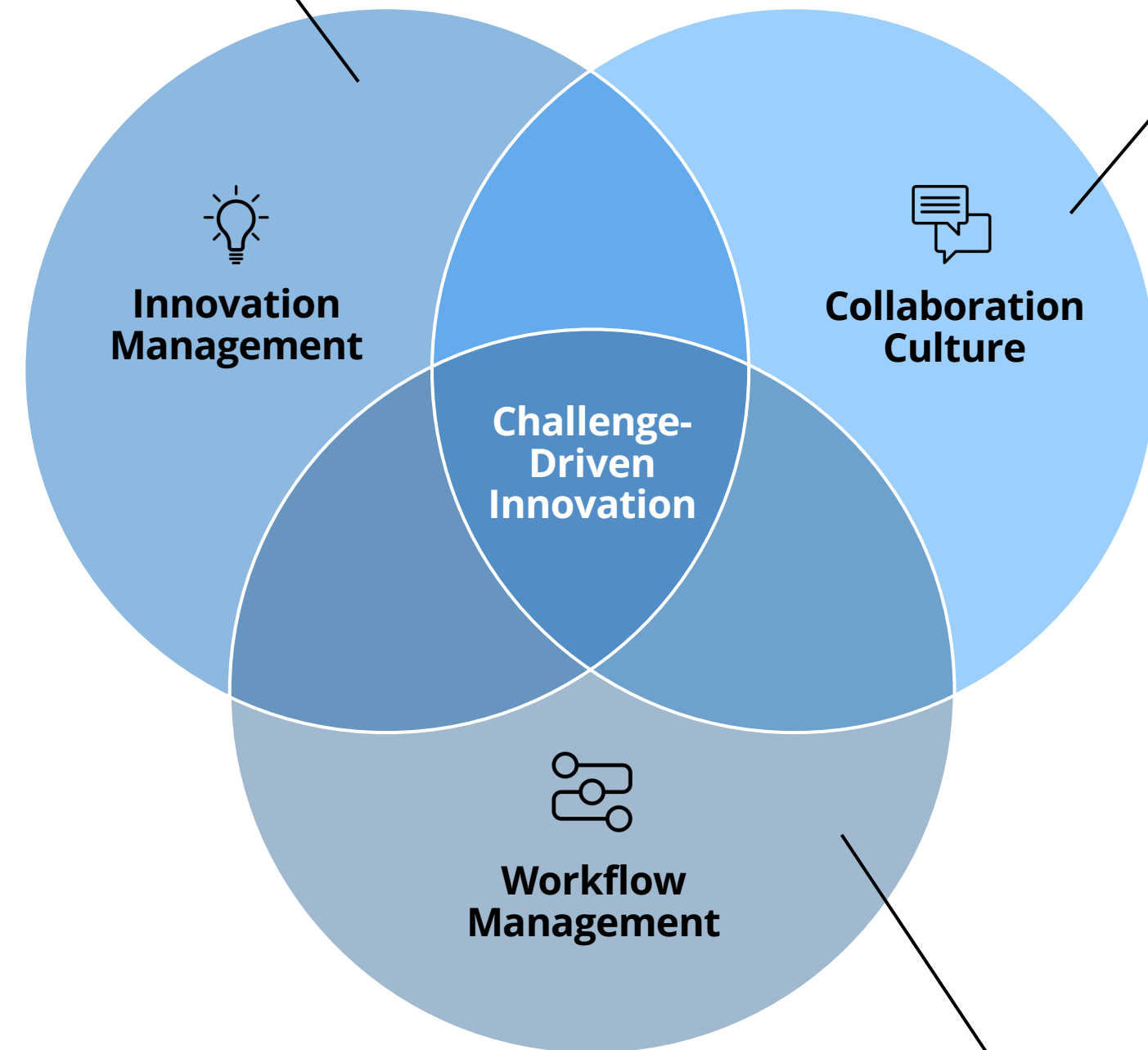
# INTERPLAY OF **People, Process, Environment and Product in Creativity**

## **Challenge-Driven Innovation**

The iD8 Program is uniquely positioned for Challenge-Driven Innovation as it brings together information systems and collaboration tools to create effective directed-ideation.

Focused on generative creative ideas but not developing solutions

Stimulates in-person and online interactions, though conversations are often unstructured and unfocused



Provides structure, routing, rules and notifications to get things done but does not foster creativity

POLL TIME!



**Does your organization have a rewards and recognition program to encourage innovation?**

- a) Yes
- b) No