**STORY**

**NEEDED: AN INCLUSIVE NARRATIVE, AND AN EFFECTIVE COMMUNICATIONS STRATEGY THAT:**
- Aligns diverse constituents
- Generates a sense of urgency
- Present best practices
- Overcomes polarization
- Builds a shared sense of national purpose
- Explains why we need innovation
- Supports aspirations — suggests specific "moonshots"
- Provides generally acceptable definitions
- Capitalizes on American values

**SOURCING**

**NEEDED: SOURCING OF THREE KINDS OF INPUTS TO FUEL INNOVATION AT SCALE:**
- Enhancing human capital/talent by:
  - Making learning about innovation and entrepreneurship available at every level of the education system
  - Mobilizing new technologies to support credentialing that in turn supports mobility
  - Creating comprehensive approaches to upskilling/reskilling
  - Using technology to create greater efficiency in matching talent with opportunities
- Amplifying financial capital for innovation by:
  - Increasing federal funding for R&D
  - Tax credits and other fiscal policies that support venture capital and research distributed throughout the country
- Expanding the development of intellectual capital/ideas by:
  - Strengthening our R&D infrastructure
  - Increasing our global collaboration and outreach
  - Balancing basic and applied research

**STRATEGY**

**NEEDED: AN INNOVATION STRATEGY THAT:**
- Sets priorities around national challenges such as:
  - Health care reform
  - Education
  - Climate change
  - Advanced manufacturing
  - National security
- Shows sophistication in such terms as:
  - Working in terms of three time horizons — immediate, medium, and long-term
  - Balancing planning and foresight
  - Applying imagination liberally
  - Being open to external examples of best practices
  - Maintaining a holistic "whole of society" perspective
  - Aligning with the UN's sustainable development goals

**SCALING/SUSTAINING**

**NEEDED: AN INNOVATION MODEL THAT HAS LARGE IMPACT AND CONTINUITY BY:**
- Focusing on "moonshots" that galvanize national will
- Distributing innovation capability across the country through funding and development programs
- Creating new ladders of opportunity
- Incorporating innovation and entrepreneurship into public education
- Generating stewardship models that transcend election and appointment cycles
- Examining successful models from outside
- Encouraging geographical distribution of venture capital, entrepreneurship-relevant resources
- Spreading broadband and computer access to 100% of the population

**AMERICAN INNOVATION REIMAGINED**

**FIVE CORE AGENDAS**

**STEWARDSHIP**

**NEEDED: AN EFFECTIVE PROCESS FOR ORCHESTRATING INNOVATION THAT:**
- Defines authorities and responsibilities
- Is adequately resourced
- Includes and aligns diverse constituents, including:
  - Federal and local government
  - Established and entrepreneurial businesses
  - Academia and NGOs
  - Civil society
  - Thought leaders
- Fashions a shared strategy from diverse viewpoints
- Benefits from a well-designed workflow built around:
  - An effective cadence of meetings
  - Excellent process skills and facilitation
  - Careful attention to team composition
  - Clear expectation of participant buy-in and outcomes

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