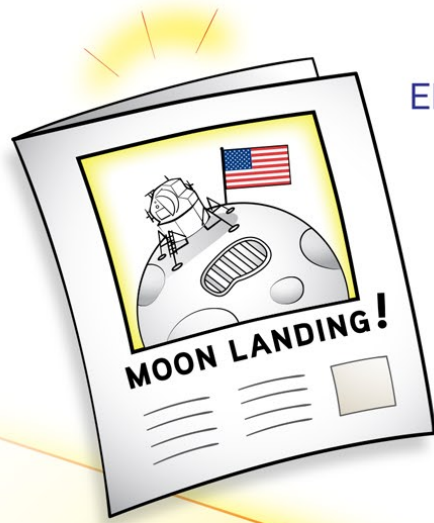


# ★ STORY

**NEEDED:** AN INCLUSIVE NARRATIVE, AND AN EFFECTIVE COMMUNICATIONS STRATEGY, THAT:

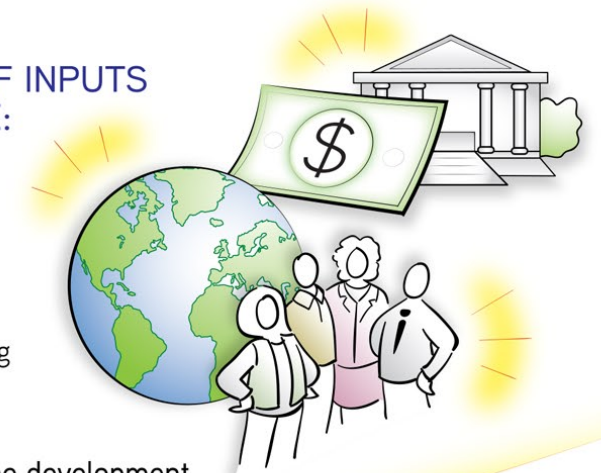
- Aligns diverse constituents
- Generates a sense of urgency
- Presents best practices
- Overcomes polarization
- Builds a shared sense of national purpose
- Explains why we need innovation
- Supports aspirations – suggests specific “moonshots”
- Provides generally acceptable definitions
- Capitalizes on American values



# ★ SOURCING

**NEEDED:** SOURCING OF THREE KINDS OF INPUTS TO FUEL INNOVATION AT SCALE:

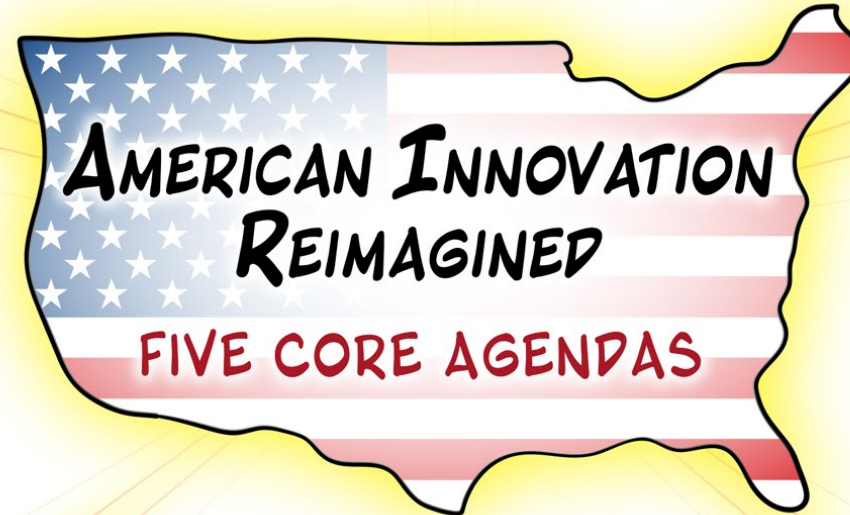
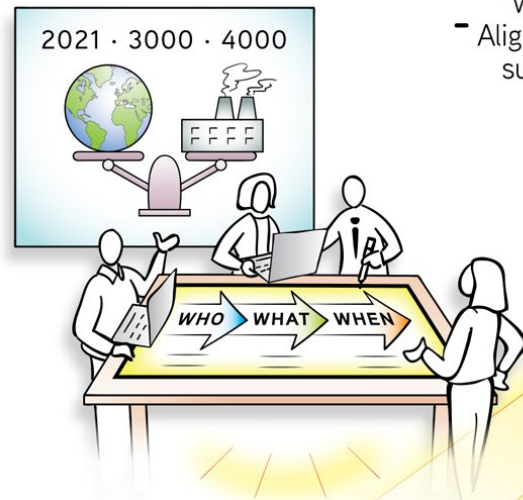
- Enhancing human capital/talent by:
  - Making learning about innovation and entrepreneurship available at every level of the education system
  - Mobilizing new technologies to support credentialing that in turn supports mobility
  - Creating comprehensive approaches to upskilling/reskilling
  - Using 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
- Spreading broadband and computer access to 100% of the population
- Generating stewardship models that transcend election and appointment cycles
- Examining successful models from outside
- Encouraging geographical distribution of venture capital, entrepreneurship-relevant resources



# ★ 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

