



KICKBOX® CASE STUDY

Siemens Energy: How a Multinational Company Implemented a Scalable Innovation Program Using Limited Resources

Take a look at how Siemens Energy implemented the bottom-up innovation program KICKBOX across multiple locations increasing company ROI by 250%, using limited resources.



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

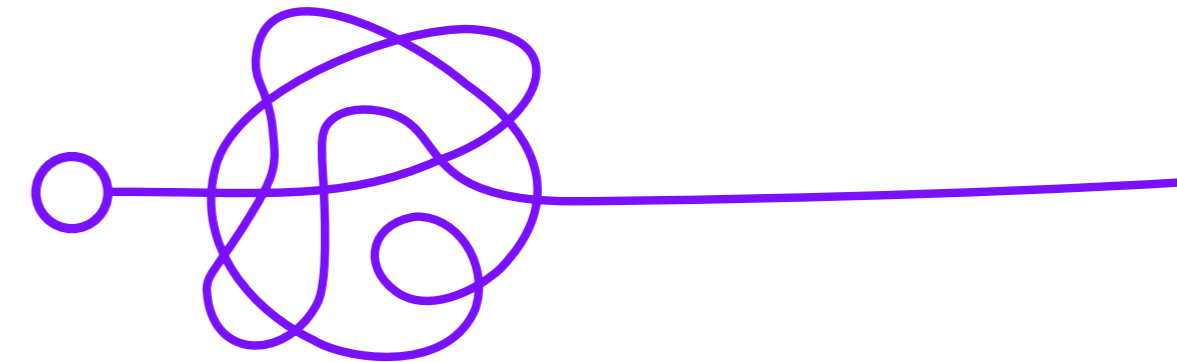
Sector:
Energy Technology

Employees:
94'000+

Headquarters:
Munich, Germany

Revenue:
EUR 32 Billion

→ In 2020, Siemens Energy spun out from its parent company Siemens, to be established as an independent entity. Having since emerged as a leading B2B energy technology company, Siemens Energy focuses on providing sustainable, dependable, and cost-effective energy systems, differentiating itself from conventional alternatives. Siemens Energy boasts an extensive portfolio encompassing various products, solutions, and services that span the entirety of the energy value chain. Presently, Siemens Energy comprises over 94,000 employees across 90 different countries.



THE CHALLENGE

Encouraging Company-Wide Innovation With Limited Resources

→ Given the size of the company and the numerous locations across the globe, implementing an innovation program that is scalable and produces results is a challenge – particularly when resources in the form of (wo-)manpower are limited. Committed to be a future-ready company, Siemens Energy's strategy department, however, established the need for a more structured approach to innovation that would also be more accessible for all employees.

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

Using Digital Tools to Scale An Innovation Program With Limited Resources

→ In 2020, during the COVID-19 pandemic, Siemens Energy introduced KICKBOX, an employee-driven innovation program that makes innovation tangible, gamified and accessible to the entire workforce. Throughout three different phases (RedBox, BlueBox and GoldBox) employees can validate, test and potentially implement their ideas.

The program was initially launched as a pilot across the US and Canada, before being rolled out in different locations worldwide. This meant that the core KICKBOX team, consisting of only a few people, had to follow an easily reproducible strategy and process to ensure ease of implementation on such a large scale. Using digital tools and leveraging committed and empowered networks of people, the core team managed to scale the KICKBOX program quickly and efficiently.

1. INNOVATION PLATFORM

The Innovation Platform is the central, customizable operating system of the KICKBOX program, used by both Innovators and Program Leads. The innovators can submit and manage their ideas on the platform, as well as gain access to additional resources. The Program Leads gain visible insights into the program and a comprehensive overview of the progress made.

At Siemens Energy, the platform was introduced with a customized landing page, which was quickly scaled to include further information relating to the inhouse KICKBOX program, and was made available on a global scale.

2. COLLABORATION

Releasing a program on a global scale also required the core KICKBOX team at Siemens Energy to implement certain processes in terms of meetings and collaboration. Beyond this, it was also important to use various digital tools to ensure effective collaboration with people who were not part of the KICKBOX program, in the form of updates and announcements.



Stand Up Meetings *Weekly*
Core Team and Locations Stand Up meetings to regroup and ensure everything is on track.



KICKBOX Open Community Call *Monthly*
Meeting for all Kickboxers, from all different phases of the program, to show up and share learnings, knowledge or ask for support.



Global Site Leads Meeting *Monthly*
Meeting to engage with all the key players of KICKBOX in their locations.



Global Extended Team Meeting *Quarterly*
Meeting with all team members across the globe.



Newsletters *Quarterly*
Mails containing updates, project highlights, any important information for the extended KICKBOX community.



Concept Boards/Miro
Used as a communication tool to show KICKBOX fundamentals and journey, concept board for Kickboxer to develop his/her idea, incorporate information for different campaigns.



Live Dashboard
A dashboard accessible on the platform to ensure transparency of the program and communicate results to different stakeholders.

3. PROGRAM MANAGEMENT

To guarantee the seamless operation of the innovation program, the KICKBOX core team had to introduce specific measures to ensure the effective and efficient management of the program.



90-Day Plan
Using a 90-day plan, the core KICKBOX team ensured that there was a concrete outline of actions and milestones laid out for everyone to see. The timeline also included what was achieved as well as what was not achieved in a specific time-period.



Centralized Mailbox and Calendar
Managing all the communication with Kickboxers, coaches and team members was made possible through a single centralized mailbox.



Master Idea-Spreadsheet
A single source of truth for all ideas received through the KICKBOX program and any important dates relating to these.



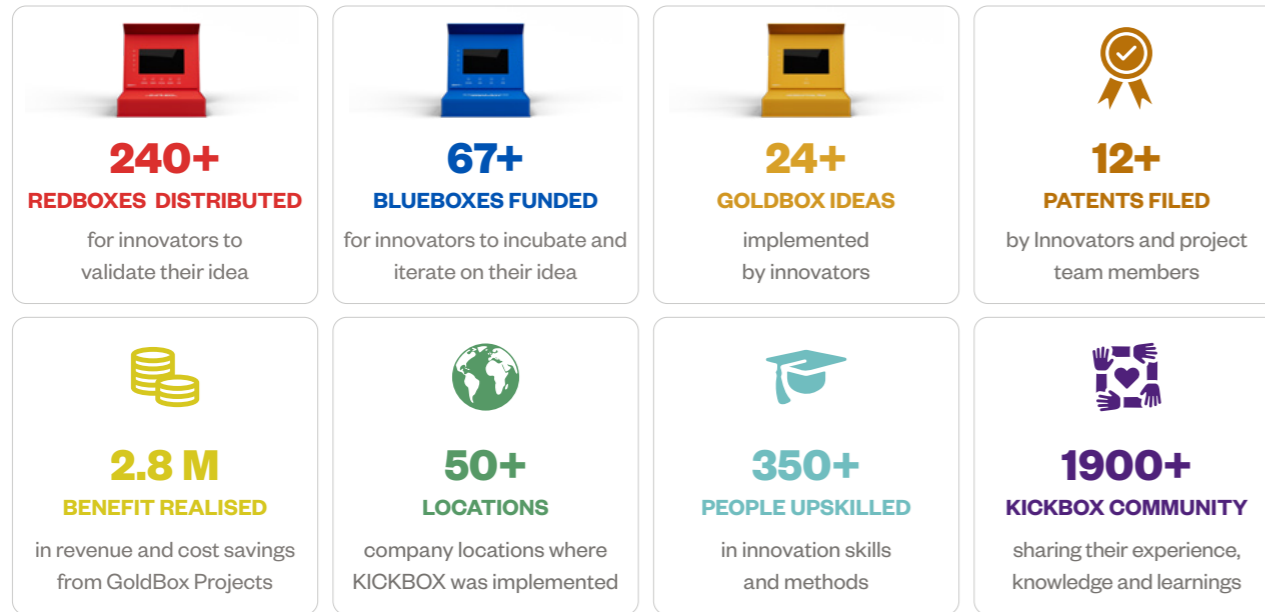
BlueBox Radar
To keep an eye on the status and progress of the different BlueBox Projects, Siemens Energy created a digital radar that served as a database for all BlueBox projects, providing more information on these.



Visual Graph
To keep an overview of all the team members who formed part of the KICKBOX program.

THE RESULTS

240 Idea Submissions in Only 18 Months



→ Despite launching the program primarily during the COVID-19 pandemic, Siemens Energy's team achieved remarkable results. In just 1.5 years, they received 240 RedBox submissions, with 67 advancing to the BlueBox phase. 27 ideas were successfully implemented in the final program phase, the GoldBox. This journey also saw the filing of 12 patents within a short timeframe, leading to an impressive company-wide ROI increase of over 250%.

To streamline operations and ensure that the implementation model would be reproducible on a large scale, the core KICKBOX team at Siemens Energy managed to use a variety of digital tools to create a single path to follow when an employee wanted to enrol in the program.

Further, the core KICKBOX team also managed to set clear boundaries in terms of central versus regional orchestration of the program. By ensuring that all regions would operate with full transparency as well as by undertaking most of the operational tasks, the KICKBOX core team enabled the individual regional teams on the ground to focus fully on running the program. This not only saved time, but it also ensured that there was consistency in the process as it was reproduced across regions.



Curious to see how KICKBOX works?

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

www.rready.com/kickbox



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