

Consulting Package: **HYPE Community Manager**



Innovation Management as a Service

- Embed a HYPE community manager to run your online innovation program
- HYPE will create and run compelling innovation campaigns for you on your business challenges
- A communications program to ensure the sustainability of the program
- Active engagement monitoring and stakeholder support
- Transition skills and experience to your team if necessary

Program purpose

Your dedicated HYPE community manager will establish a sustainable collaborative innovation program. Your stakeholders will be supported by an experienced HYPE consultant to run and manage a range of idea campaigns on site, aligned to your goals. HYPE will establish the key foundations for a long term and successful program.

Core workshops & modules

Community Management

→ Embedded innovation manager

Collaborative Innovation Foundations

→ Establish structures, policies, and resourcing

Strategic Planning & Alignment

→ Program phasing, prioritization & culture

Campaign Best Practices

→ Promoting participation and engagement

Communications

→ Planning and raising awareness

Software Training & Setup

→ Your branded innovation portal

Campaign Building

→ Developing effective campaigns and questions

Innovation Advocate Training

→ Grow your innovation community

Facilitated Evaluation

→ Select the best ideas and content

Adoption Monitoring

→ Keep your program aligned to culture and objectives

Key deliverables

- An expert practitioner on site to run your program
- A program aligned to your culture and structure, designed to support your overall needs and objectives
- A range of campaigns to meet your tactical and strategic needs, including associated communications management
- Evaluation team and innovation advocate support
- Transition of skills and experience to in-house team when and if required

Additional HYPE services

If required, HYPE can work with you to transition the program ownership to your team, yet still offering close support through training, coaching and health checks.