Innovation and Hackathons: Starting a Program that Ensures Relevance in Your Industry

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Learning Objectives

- Learn how to implement a hackathon for any budget
- Learn the importance of creating and sustaining a culture of innovation
- Learn how to apply industry-proven tools for innovation on any project
- Learn strategies to discuss innovation with senior management and get buy-in

Description

Have you ever had a dream, idea, or passion to inspire change in your organization? Innovation and hackathons seem to be all the rage these days—they are all over the Internet as ways to transform your business. This industry talk will discuss how a stodgy Midwestern EPCM (engineering, procurement, and construction management) organization took the leap of faith with a first hackathon in 2014, going on to make the hackathon an annual event. Additionally, we will review how we launched an innovation platform for every employee to participate in ideation, project definition, business development, and execution stages throughout the entire year, and how this program is now launching into regular hackathon sessions at each office in the organization. We will also discuss innovation tools and practices, including Adobe's Kickbox Canvas, Autodesk's LUMIAI, and Wild/World analyzer.

Speaker(s)

Mark LaBell has a passion and unparalleled dedication for the practice of virtual design and construction methods in the AEC industry. He has served as a user and customization expert in BIM/CAD software for over 15 years, and he provides support and training for users to educate them on how to maintain a sound and practical user environment. Always looking for the next best thing—whether process improvement, software, or hardware when it comes to practical design and user experience. He has learned that there is never a “one size fits all” approach, no matter what the client requirements dictate. He has spearheaded and hosted SSOE Group’s annual hackathon, which is a business planning process that enables all staff to participate in business planning and new business opportunities. Over the past 18 months, he has presented at numerous conferences, including Autodesk University, BIMForum, SPAR International, PSMJ AEC Thrive Summit, BIM Integration Congress, and Midwest University.
So now that you have attended the class you want to run your first Hackathon. Well Hackathons are not as hard as you think, and the depth of this handout is meant to be brief. I cannot do justice to all the research and authors out there, I can just point you in the same direction that I was directed towards a few years ago. As mentioned in the presentation, keep it simple and keep it energetic!

Materials required for Hackathon:

- Post-IT Notes
- Sharpies
- Passionate people (this is necessary)
- Moderators, 1 per 2 teams

Not required but nice to have:
- Dry erase markers and dry erase board
- Painters Tape
- Poster sized Post-IT notes

How to setup a Hackathon video. I cheated because I can get far more information and connection to you as a participant through this mechanism rather than a super boring document! This video is unlisted so you are unable to search through normal YouTube search. You will need the link to get to the video.

https://youtu.be/TOFhLqIL7q4

Additional resources:
- Stratgyzer Value Proposition Canvas
- Business Model Canvas
- Autodesk Genome Project
- Adobe Kickbox (A personal favorite and how we have geared our hackathons recently)
- The Art of Innovation, Guy Kawasaki, TEDxBerkeley