

Bootstrapping Innovation in Action: NMC

Refer to our [How To Guide for Bootstrapping Innovation™](#)

The [New Media Consortium \(NMC\)](#) is an international not-for-profit consortium of learning-focused organizations exploring and leveraging new media and emerging technologies. By rigorously applying the principles of Bootstrapping Innovation, the NMC has built the capacity to broadly engage and expand their network to produce highly innovative results with amazing speed, agility and quality. See their lively presentation [NMC: Bootstrapping Innovation the Doug Engelbart Way](#).

<p>1. Focus on Core Capability: Especially Collective IQ and Innovation Capacity</p>	<ul style="list-style-type: none"> ▪ A – Focus on Customer Capability: Exploring the application of emerging technology to learning, research, and creative inquiry ▪ B – Focus on how they do A: NMC delineated their core competencies as: Convene, Catalyze, Contribute, and Build Community (“the 4 Cs”), and got good at them; this drives everything they do ▪ C – Focus on how they do B: This is where NMC spends most of its time, anticipating what they need to get good at next, continuously improving the 4 Cs, acting in a C role for members who largely serve in B roles in their organizations
<p>2. Engage your Innovators: The ABCs of Innovation Networks</p>	<ul style="list-style-type: none"> ▪ The “NMC Community” of consortium members, executive staff and Board members, providers, practitioners, and thought leaders is highly networked and closely engaged ▪ In all their projects and services, their small core staff is partnered with members of the NMC Community, often tapping into their respective networks as well; this is true at the A, B and C levels of their organization ▪ The NMC has dissolved many of the conventional boundaries: horizontally by flexibly merging with customers and other network members, and vertically by effectively blending its A, B, and C activities in a continuous improvement loop
<p>3. Leverage your Collective IQ: Enhancing the Dynamic Knowledge Environment</p>	<ul style="list-style-type: none"> ▪ Human System: For NMC, it’s all about cultivating a culture of interacting around ideas, and building conversation and knowledge around key focus areas, using the 4 Cs; the intelligence is on the edges of their dynamic knowledge network, they direct it to the center, add value with their members/partners, and push it out; their DKE is built around supporting this; their modus operandi includes shared values, transparency, being good listeners, and model innovators ▪ Tool System: The listserv tool has been key to support the NMC community actively engaging with each other. NMC also supplies the website, social tools, etc., actively integrating emerging technology into the mix
<p>4. Walk your Talk: Bootstrapping Leverage</p>	<ul style="list-style-type: none"> ▪ NMC is constantly using what they provide, and providing what they use, to leverage Collective IQ. Their focus capabilities are built into their DKE; they look for ways to package and share results of their internal process with their network ▪ Case in point: they realized scanning the technology horizon was valuable to them... should they keep it close to the vest? Charge for it? Now they produce and give away the Horizon Report in six languages, which has attracted important intelligence sources and funding to take it to the next level ▪ Their MIDEA and Horizon Project Navigator projects were similarly conceived
<p>5. Push the Frontier: Accelerating Tool-Human Co-evolution</p> <p>For more resources visit www.dougenelbart.org</p>	<ul style="list-style-type: none"> ▪ Pioneering Approach: NMC operates with a true pioneering spirit, trying out new ideas and tools, and putting them to use in the network in innovative ways, providing their members with insightful, hands-on experience ▪ Co-Evolving Deliverables: Actively co-evolving human and tool with members – e.g. partnering with member university in Catalonia, Spain to create a Spanish language Horizon Report, tapped into their network and ran the project “the Spanish way”, resulting in a new multi-lingual capacity for NMC’s website; they practice continuous cross-pollination ▪ Co-Evolving the DKE: continuously improving their 4 Cs, harnessing emerging technologies in highly innovative ways