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Innovating for the Poor



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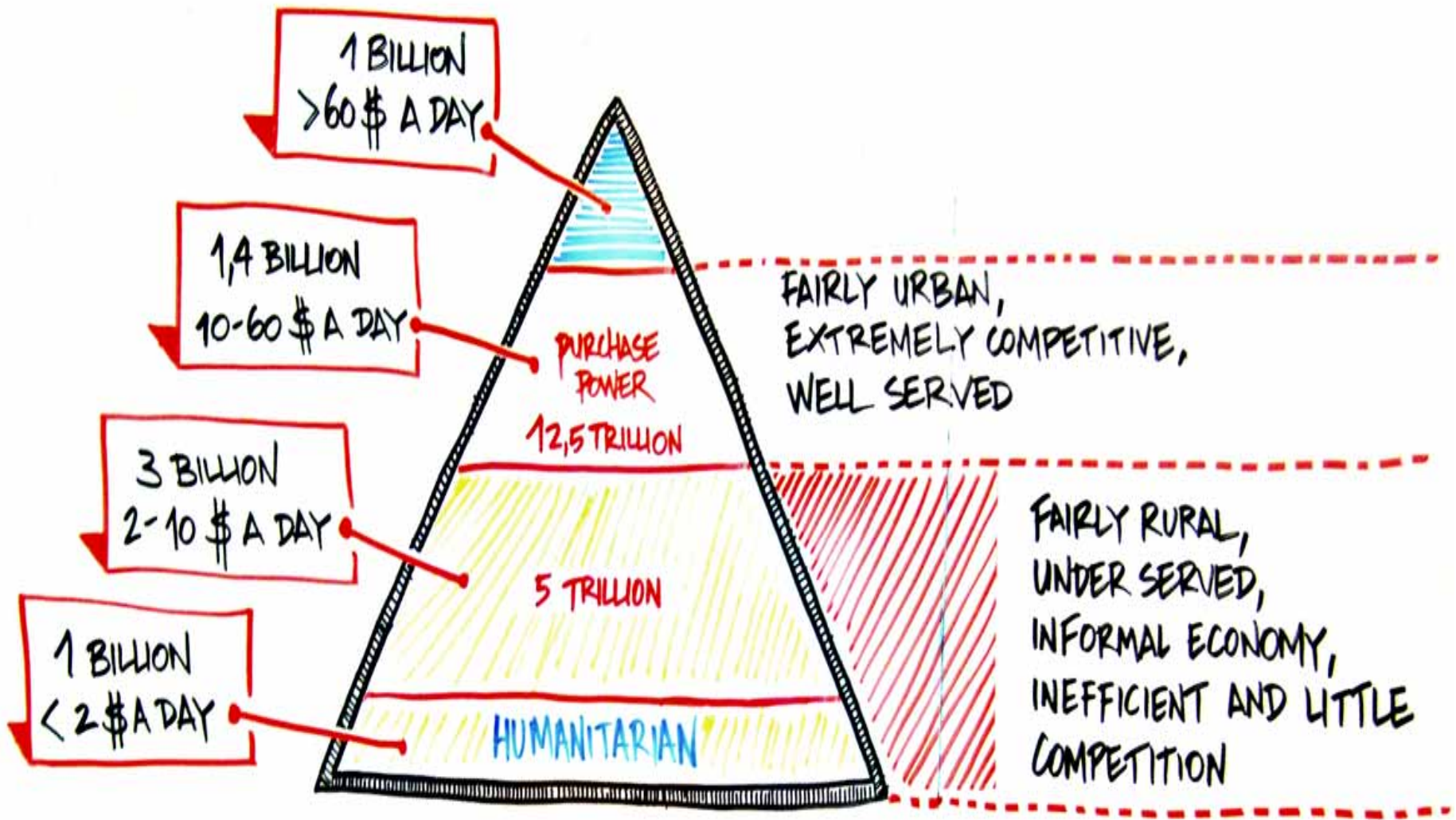
Areas of Interest:

International business and strategic human resource management; Company's leverage of talent and social networks towards global innovation

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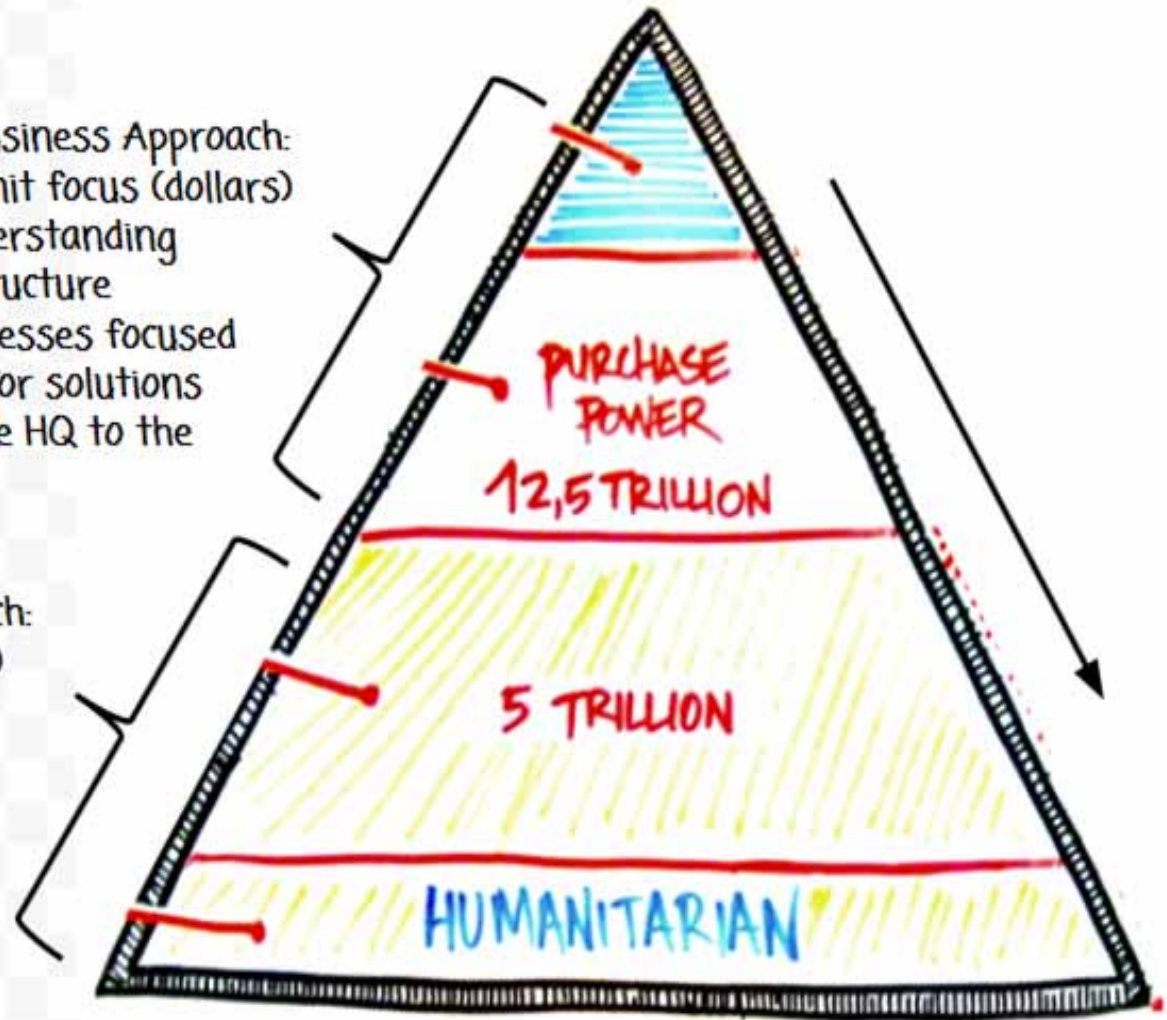
“Without _____, foresight is forgone—and the future is forfeit”
-Govindarajan & Trimble, 2011

Top of the Pyramid Business Approach:

- revenue per unit focus (dollars)
- corporate understanding
- centralized structure
- top-down processes focused on searching for solutions from corporate HQ to the local context

Base of the Pyramid Business Approach:

- overall revenue focus (pennies)
- local understanding
- decentralized structure
- bottom-up processes focused on searching for solutions from the local context to the global context



Research Agenda

- How do employees come up with innovative solutions to local problems?

Preliminary Findings

- **The farther you reach outside of the local context, the more likely you are to find innovative solutions**
- **The farther you reach outside of the local context, the more likely you are to reach for templates and move away from principles... which decreases innovative solutions**
- **People are more likely to draw on principles over templates when they have cosmopolitan experience**