

# Continuous Innovation on the Salesforce Platform



**Mike Speer**  
Salesforce

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Thank you!

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# Safe Harbor

The following conversation contains my opinions and experiences and not the opinions or recommendations of Salesforce.

Follow at your own risk.



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## Conversation Clarifications

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We will not be discussing how Salesforce (the company) innovates on products or within its business.

Sentence enhancers may be leveraged to emphasize key points in the conversation.

Slight change of agenda...

# Conversation Points

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Key Attributes Needed to Innovate

The Most Important Aspect of Innovation

Technical Focus of Innovation



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## Who am I?

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Why should you listen to  
me talk about innovation?

Mike Speer, Business Strategy  
Director at Salesforce

LinkedIn has my player stats.

Most important qualification?

**I AM A FAILURE**

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Innovation happens in the shadows of failure.

”

- Me



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# Key Attributes Needed to Innovate

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# The Most Important Aspect of Innovation

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The most impactful innovation revolves around a problem that requires partnership between business and technology.



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# Technical Focus of Innovation

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Innovation occurs just outside your knowledge base.

**Innovation =**

*Technical Certainties*

+ Assumptions

+ Creativity



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# Technical Focus of Innovation

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What do Salesforce release notes, best practices and Kelly Bundy all have in common?



Typical Salesforce Practitioner



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# Recommendations for Increasing Innovation

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Collaborate more.

Increase non-thinking activities.

Be Icarus.



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Thank you for joining the conversation.

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