

Skunk works:
How Breaking
Away Fuels
Breakthroughs
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QUESTIONS?

An example of an innovative and helpful product that was recently created by Solar Aide's skunkworks team

SKUNKWORKS
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Definition
History
Today's application & Significance to business
Companies using skunkworks Teams
Recent Ideas coming from skunkworks

History of Skunkworks
Did you know that the term "Skunkworks" is trademarked?
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Trademarked by the Lockheed Corporation in 1945

Skunkworks History
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First Skunkworks team started at Lockheed Aircraft Corp in 1943
US Military was in the need of a jet fighter against German Brew of the ME 262



Skunkworks History
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Lockheed team led by Kelly Johnson delivered XP-80 "prototype" in 30 days



Skunk Works Defined
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Purpose: design & develop new product
Multi-skilled teams
Typically located outside the organization
Relatively free of hierarchy
Borrowing talent & resources called "bootlegging"

Skunkworks History
Team operated in a rented circus tent outside of Lockheed headquarters
The name refers to a Moonshine factory from Al Capp's cartoon series "LI' Abner"
Skunk Works a name that also has the connotation of being innovative, unusual, and usually all done with other people's money



Skunkworks, Reorganization, And Other Tactics To Excel In The Digital Age
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Today's Business Applications
The concept of Skunkworks Teams is being revived
Skunkworks had fallen into disrepute because of arrogant solo developments who lost the innovative spirit
Today's work place is ideal for supporting innovation and teams

Reviving Skunkworks
Why are companies creating skunkworks?
1. Want to catch up with competitors getting your competitors customers to say "WOW"
2. Supported by today's "team" work environment
3. Effectively supports corporate direction without departmental silos

Examples of today's Skunkworks
Companies investing in Skunkworks
-IBM - migration from Main Frame to PC
-Motorola - first mobile phone
-Intellectual Property in Silicon Valley
-Microsoft - Windows - 33 the solution to create improvements
-Apple - The Macintosh Project - "Mac"
-Google - Google X Project





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Team designed and built the XP-80 in 143 days