THE FUTURE IS…..NOW

EXPONENTIAL FUTURE

https://www.youtube.com/watch?v=ystdF6jN7hc&t=60s

NEXTEA

INNOVATION MODALITIES: **WHERE**

Network
Connections with others to create value

Process
Signature or superior methods for doing your work

Product System
Complimentary products and services

Channel
How your offerings are delivered to customers and users

Customer Engagement
Distinctive interactions you foster

Profit Model	Network	Structure	Process	Product Perfor-mance	Product System	Service	Channel	Brand	Customer Engage-ment

Configuration | Offering | Experience

Profit Model
The way in which you make money

Structure
Alignment of your talent and assets

Product Performance
Distinguishing features and funtionality

Service
Support and enhancements that surround your offerings

Brand
Representation of your offerings and business

Source: *The Ten Types of Innovation* [Doblin]
Graphic: Deloitte University Press | DUPress.com

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CONFIGURATION
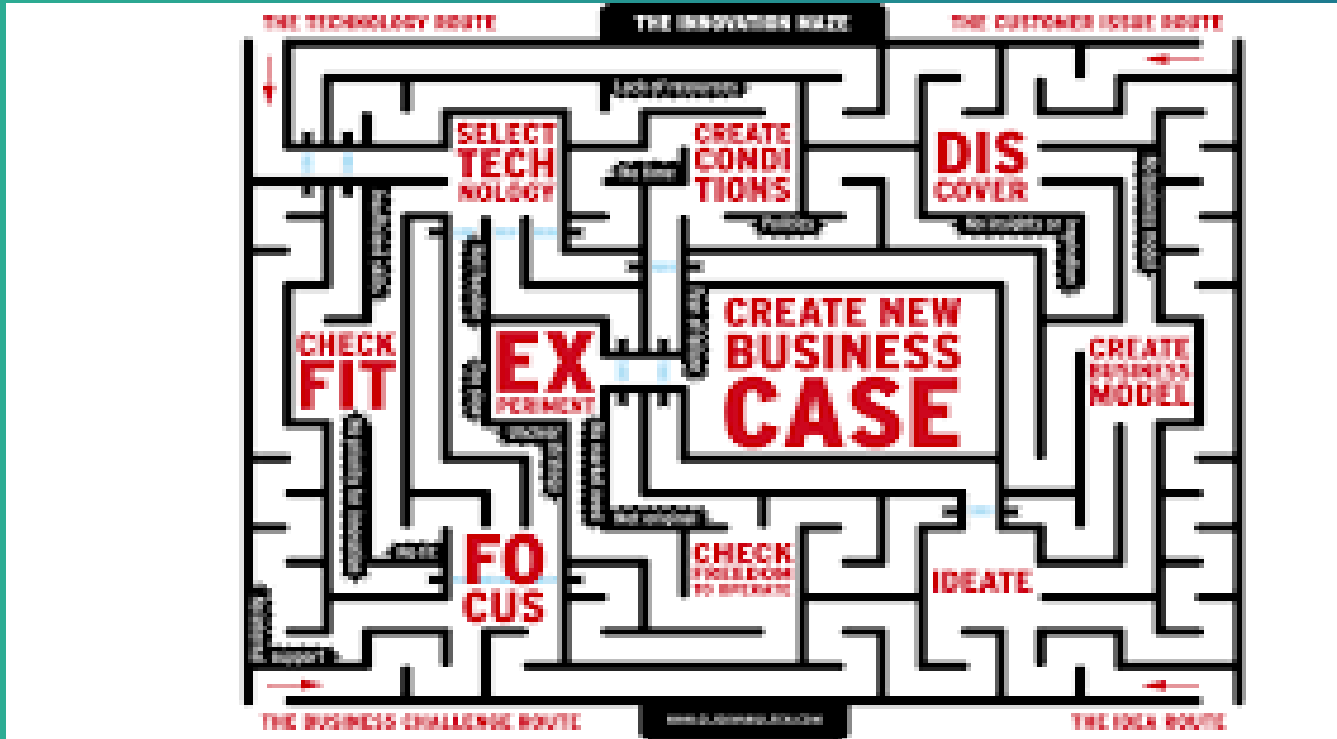
EXPERIENCE

I have an idea. Now what?

THE **IDEA** ROUTE

1. **Idea generation**
2. *Focus (centre of interest and boundary)*
3. *Check fit (corporate priorities)*
4. *Create conditions and remove barriers*
5. *Discover (trends, markets, technologies, customer insights*
6. Create *Business Model*
7. Select *Technologies*
8. Check *freedom* to operate
9. *Experiment*
10. Create *Business Case*

I discovered a new technology. Now what?

THE **TECHNOLOGY** ROUTE

1. Select **Technologies**
2. *Focus* (centre of interest and boundary)
3. *Check fit* (corporate priorities)
4. *Create conditions* and remove barriers
5. *Discover* (trends, markets, technologies, customer insights)
6. Ideate (new ideas – product, services, experiences)
7. Create Business Model
8. Check *freedom* to operate
9. *Experiment*
10. Create *Business Case*

*I identified a **customer pain**. Now what?*

THE **CUSTOMER ISSUE** ROUTE

Are your customers Happy?

1. **Discover** *(trends, markets, technologies, customer insights*
2. *Focus (centre of interest and boundary)*
3. *Check fit (corporate priorities)*
4. *Create conditions and remove barriers*
5. *Ideate (new ideas – product, services, experiences)*
6. *Create Business Model*
7. *Select Technologies*
8. *Check freedom to operate*
9. *Experiment*
10. *Create Business Case*

I face a **business challenge.** *Now what?*

THE **BUSINESS CHALLANGE** ROUTE

1. ***Focus*** *(defining your innovation centre of interest and boundary conditions)*
2. ***Create conditions*** *and remove barriers*
3. ***Discover*** *(trends, markets, technologies, customer insights*
4. ***Ideate*** *(new ideas – product, services, experiences)*
5. *Create **Business Model***
6. *Select **Technologies***
7. *Check **Fit***
8. *Check **freedom** to operate*
9. ***Experiment***
10. *Create **Business Case***

INNOVATION MODALITIES: **WITH WHOM**

GOOGLE'S 9 CORE PRINCIPAL OF INNOVATION

1. INNOVATION COME FROM **ANYWHERE**
2. FOCUS ON THE **USER**
3. AIM TO BE **TEN TIMES** BETTER
4. BET ON TECHNICAL **INSIGHTS**
5. SHIP AND **ITERATE**
6. GIVE EMPLOYEES **20%** TIME
7. DEFAULT TO **OPEN PROCESSES**
8. **FAIL** WELL
9. HAVE A **MISSION THAT MATTER**

NEXTEA

BARRIERS TO INNOVATION
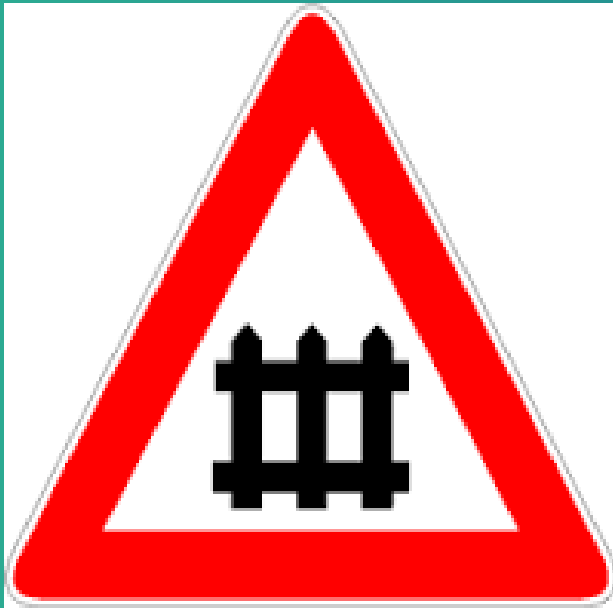
1. WHAT INNOVATION *REALLY MEANS*
2. FUZZY *RESPONSABILITY ASSIGNMENT*
3. CONFUSING INNOVATION WITH *CREATIVITY*
4. LACK OF A *FRAMEWORK*
5. LACK OF *CONTROL*
6. LACK OF *COORDINATION*
7. LACK OF *CUSTOMER FOCUS*

THE TOTAL INNOVATION SYSTEM
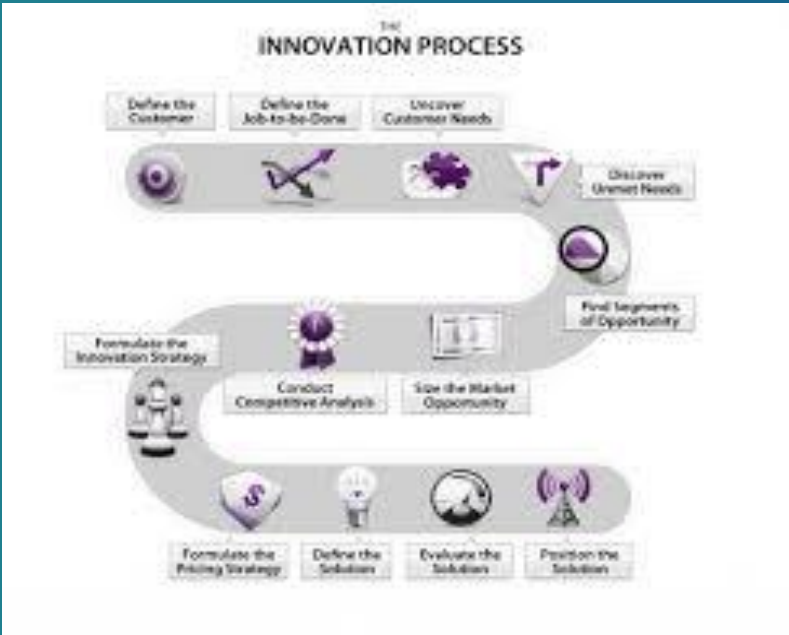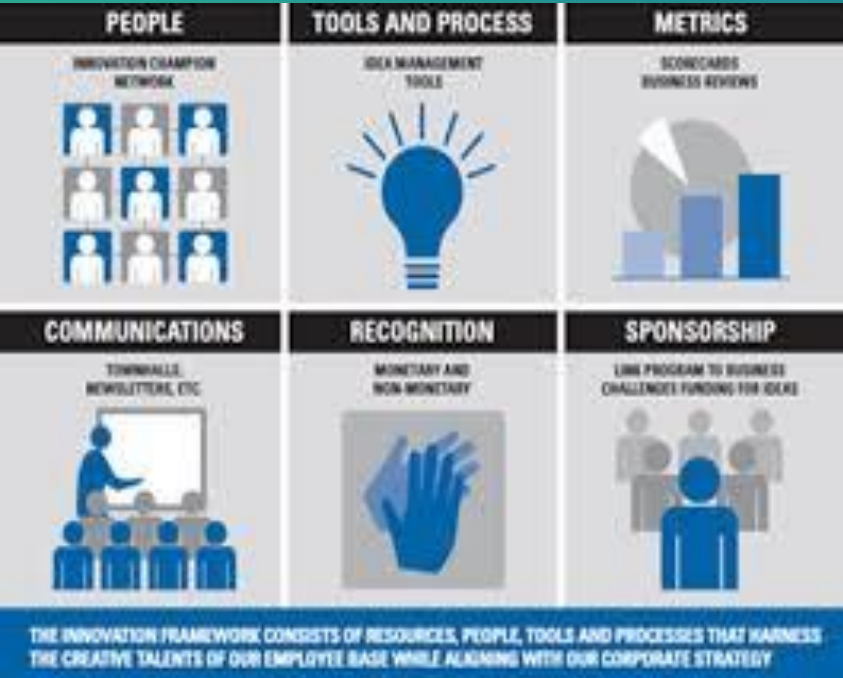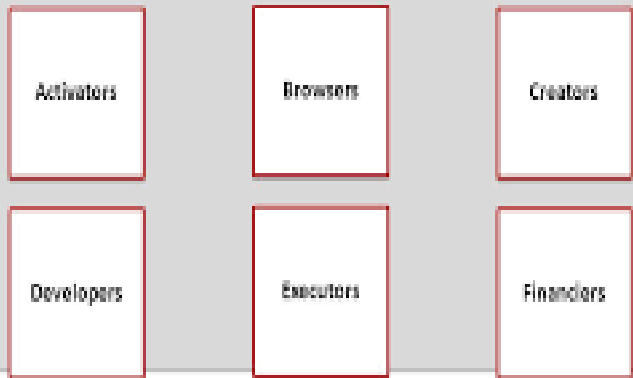
STRATEGIC PLANNING FOR INNOVATION

EXTERNAL & INTERNAL ANALYSIS

FIT WITH COMPANY MISSION, GOALS AND OVERALL STRATEGY

INNOVATION GOALS, TARGET AND INITIATIVES

INNOVATION ROLES (''A TO F MODEL)

Roles in a Company's Innovation Process

| Activators | Browsers | Creators |
| Developers | Executors | Financiers |

Source: Philip Kotler and Fernando Trias de Bes, Winning at Innovation, 2011.

ACTIVATORS

*Their mission is to **initiate** the innovation process. They may **influence** the components of the innovation team*
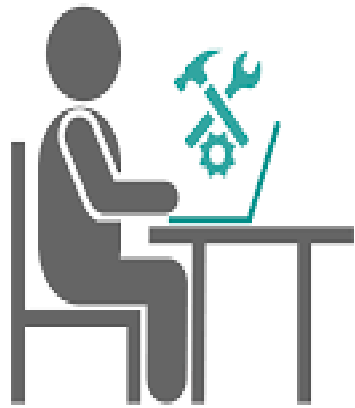
BROWSERS

These are the experts is searching the information. Their mission is to investigate throughout the process

CREATORS

They produce ideas. Their mission is to ideate new concepts and possibilities and search for new solutions

DEVELOPERS

*People specialised in **turning** ideas into products and services. They are the one who **"tangibilize"** ideas*

EXECUTORS

The people who take care of everything to do with **implementation** *and* **execution.** *Their function is to* **implement**

FACILITATOR

*Those who **approve** the new spending items and **investment** needed as the innovation process move forward. They also manage the the process to **prevent** it getting stuck.*

ECONOMIC

INTENSITY

EFFECTIVENESS

CULTURE

INNOVATION REWARDS

FINANCIAL *(money, company shares, portion of sales, payment in kind)*

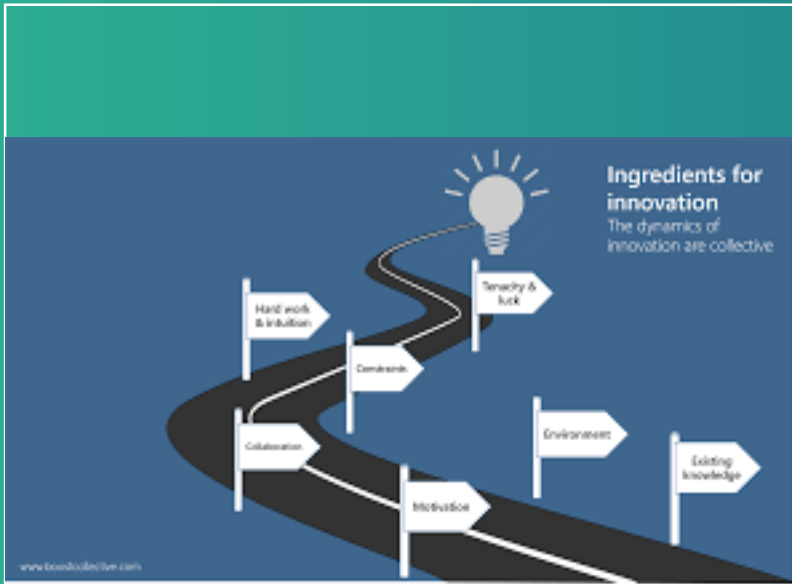**INTANGIBLE** *(public recognition, access to restriced circles, research resources)*

CREATE CULTURE BUILDERS *(C.E.O, C.I.O, C.HR.O,)*

REMOVE ORGANISATION INHIBITORS *(Fear in general, fear of errors, dealines and pressures, overdoing internal competitions, dowsizing and crisis*

WHERE TO START?

Ingredients for innovation
The dynamics of innovation are collective

1. CREATE THE "*INNOVATION SENSE OF URGENCY*"
2. BUILD TO *COALITION TEAM*
3. FORM AN INNOVATION *VISION*
4. GENERATE *SHORT TERMS WIN*
5. SUSTAIN *ACCELERATION*