

The Innovation **Paradox.**

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SFSCON

HI!



Andrea Solimene

•SEEDBLE



Who I am

**Strategy & Innovation Enabler |
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what is **innovation?**

TECHNOLOGY

THE INNOVATION PARADOX

INCREMENTAL RADICAL DISRUPTIVE
STRATEGY PRODUCT ORGANIZATION
SERVICE TECHNOLOGY SERVICE
MANAGEMENT PROCESS STRATEGY
INCREMENTAL RADICAL
PRODUCT ORGANIZATION SOCIAL





innovation

/,ɪnə'veɪʃn/

noun

noun: **innovation**

the action or process of innovating.

"innovation is crucial to the continuing success of any organization"

Similar:

change

alteration

revolution

upheaval

transformation

metamorphosis



- a new method, idea, product, etc.

plural noun: **innovations**

"technological innovations designed to save energy"

Origin



THE INNOVATION PARADOX

*Innovation is the calling card of the **future**.*

| Anna Eshoo

*Innovation is **creativity** with a job to do.*

| John Emmerling

*Innovation is significant **positive change**.*

| Scott Berkun

*Innovation is change that creates a **new dimension** of performance.*

| Peter Drucker

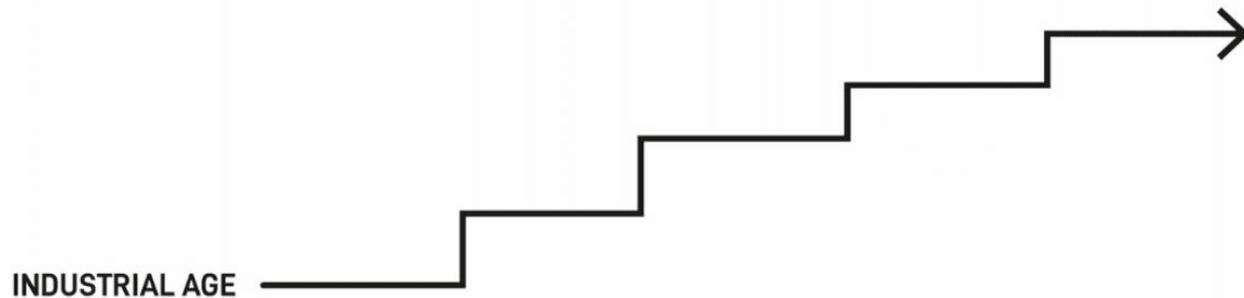
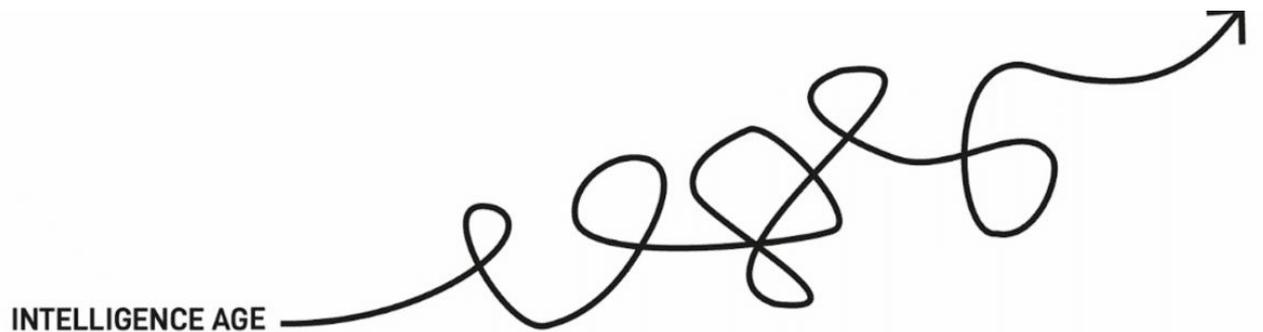
*Innovation is the creation of something that **improves the way we live our lives**.*

| Barack Obama

innovation = new growth

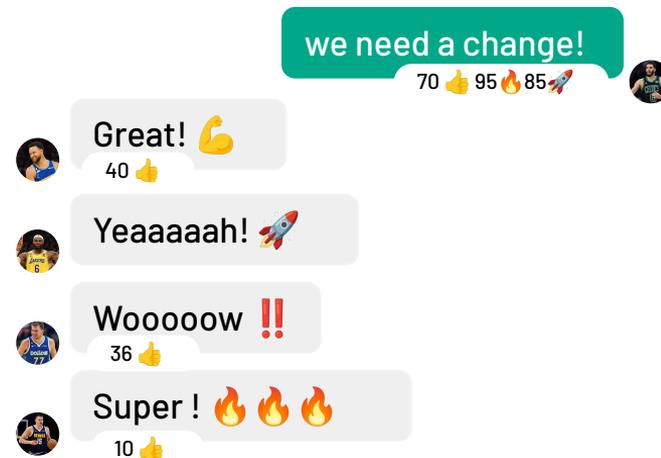


THE INNOVATION PARADOX



How ready am I to innovate?

innovation = new growth



innovation = change



User left the group
User left the group
User left the group
User left the group

STABILITY
VS
CHANGE

THE INNOVATION PARADOX

STABILITY
VS
CHANGE

EFFICIENCY
VS
CREATIVITY

STABILITY
VS
CHANGE

EFFICIENCY
VS
CREATIVITY

COMPETITION
VS
COLLABORATION

STABILITY
VS
CHANGE

EFFICIENCY
VS
CREATIVITY

COMPETITION
VS
COLLABORATION

AS USUAL
VS
EXPERIMENTATION

STABILITY
VS
CHANGE

EFFICIENCY
VS
CREATIVITY

COMPETITION
VS
COLLABORATION

AS USUAL
VS
EXPERIMENTATION

SHORT TERM
VS
LONG TERM

Why I have to justify your job?

THE INNOVATION PARADOX

business

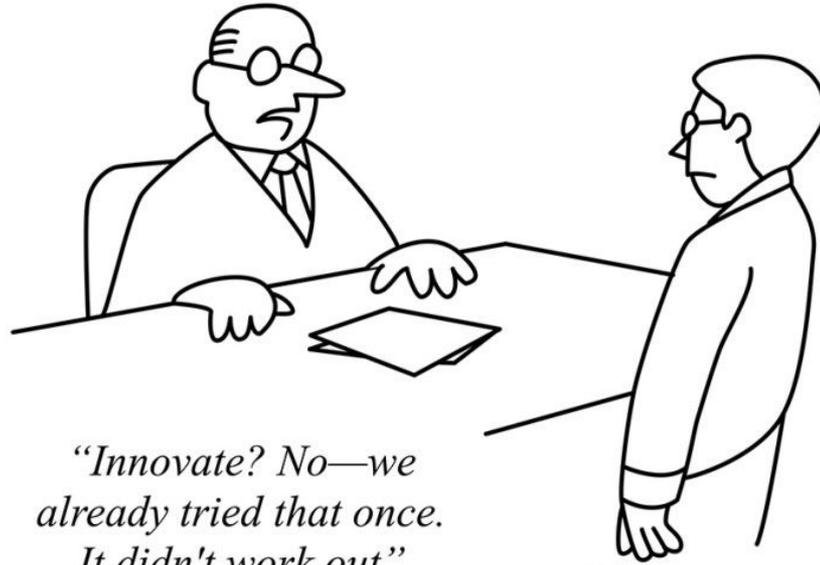


innovation

business

middle management

innovation



*“Innovate? No—we
already tried that once.
It didn't work out”*

cc   TimoElliott.com

How I manage innovation processes?

THE INNOVATION PARADOX



THE INNOVATION PARADOX



Which skills do I have
at my disposal?

Me looking for my innovation team



What is the budget for innovation?

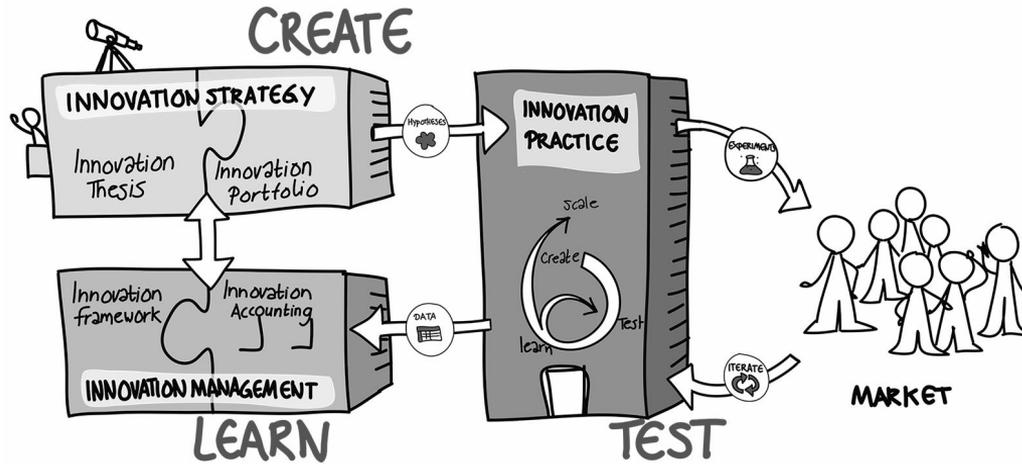
NO BUDGET....



NO LIMITS ON SPENDING....

How to we get our company ready for innovation?

Create. Test. Learn.

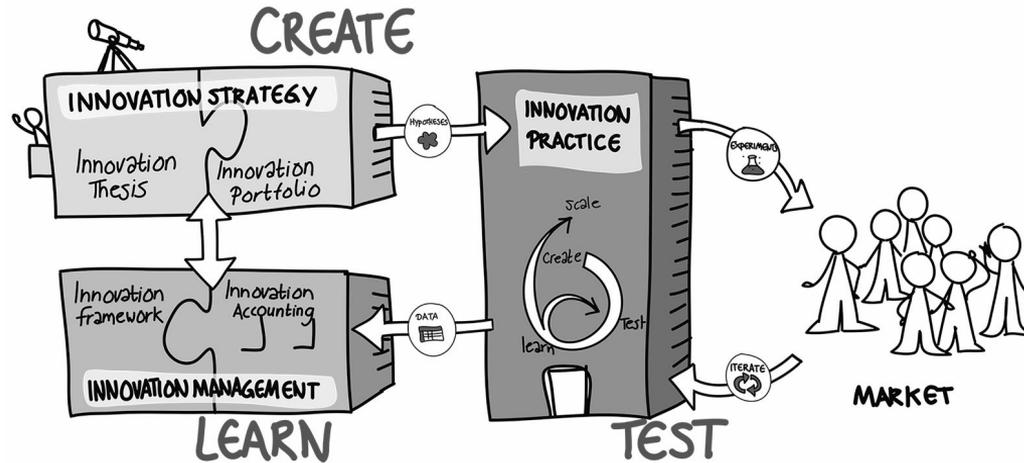


THE INNOVATION PARADOX

Innovation Thesis: This is a guiding statement or vision that defines the direction (market, goals, technology,...) and purpose of an organization's innovation efforts

Innovation Portfolio: A collection of innovation projects or initiatives across different stages, types (e.g., incremental or radical), or risk levels.

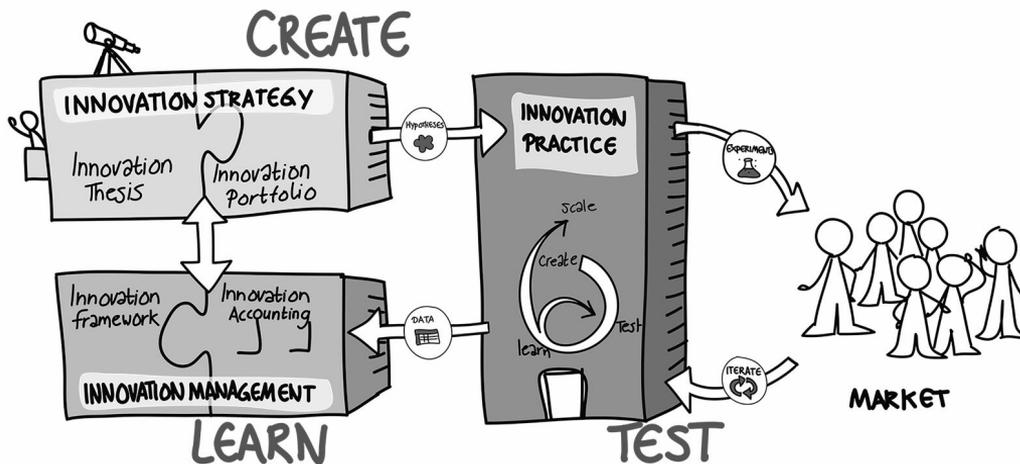
Create. Test. Learn.



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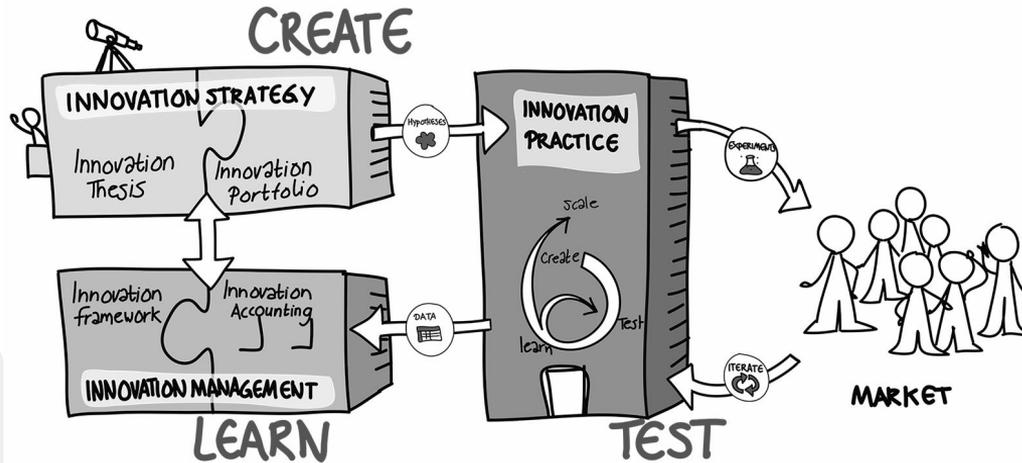
Innovation Framework:

This provides a structured approach or set of guiding principles to support and manage innovation initiatives.

Innovation Accounting:

refers the method to track the progress and impact of innovation activities.

Create. Test. Learn.



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my2 cents
about how to make
innovation work.

-1-

you are **a pirate in the navy.**

- 2 -

create **space** for
innovation.

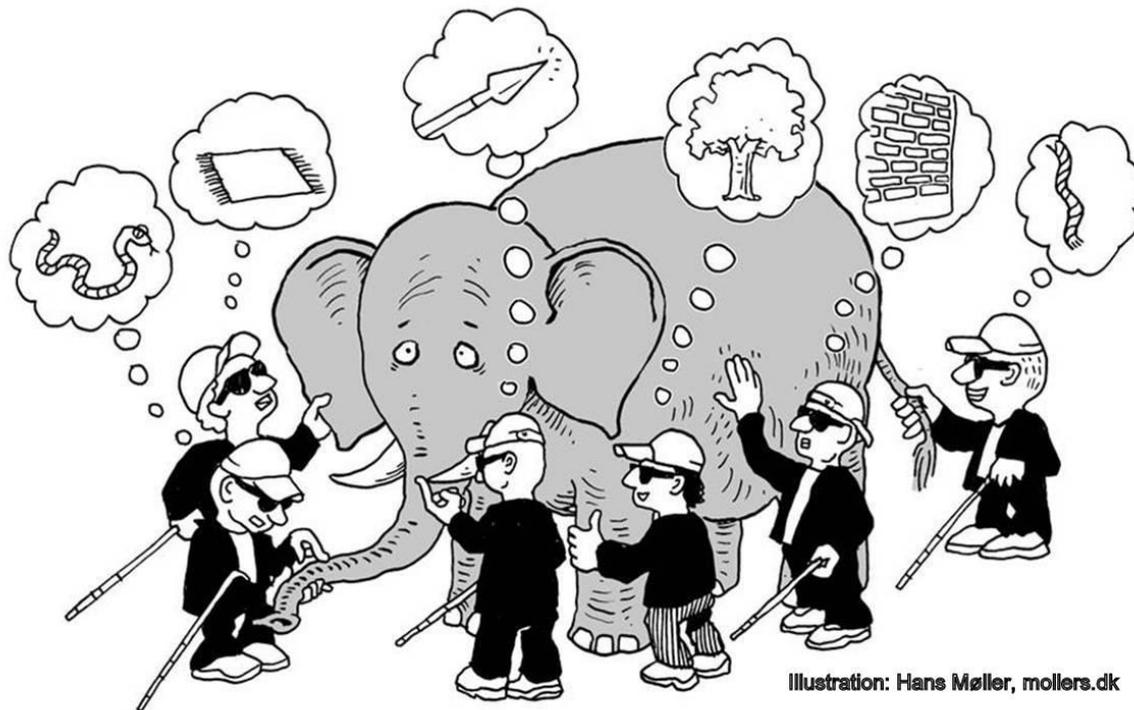
- 3 -

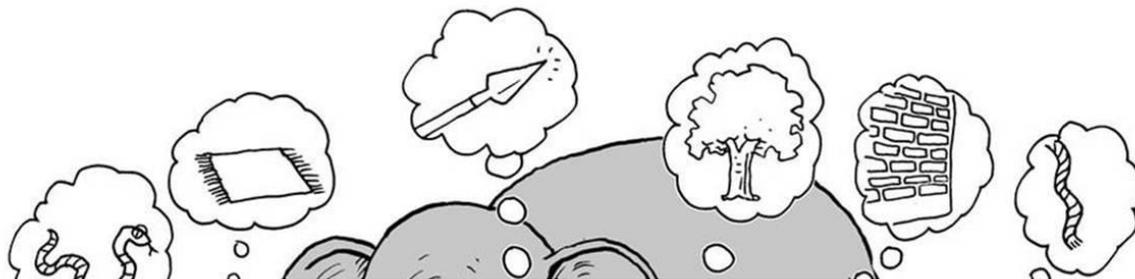
innovation is **management.**

- 4 -

innovation is **not sexy** at all.

THE INNOVATION PARADOX





you can't do this **on your own.**

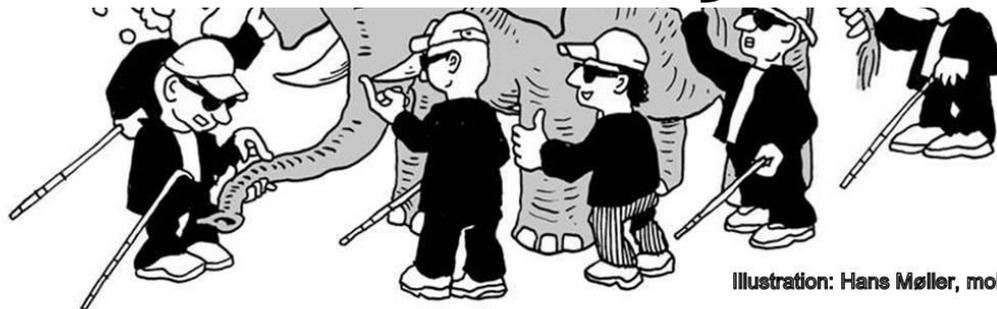


Illustration: Hans Møller, mollers.dk

thanks!

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DEMOCRATIZING
INNOVATION

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