



” INNOVATION

SEE. SEARCH. SOLVE. SUCCEED.

INDETERMINISM

FUTURE

CERTAINTY

RISK OR CHANCE

UNCERTAINTY

PERFECT

IMPERFECT

SUBJECTIVE RISK

INCOMPLETE INFORMATION

OBJECTIVE RISK

COMPLETE INFORMATION

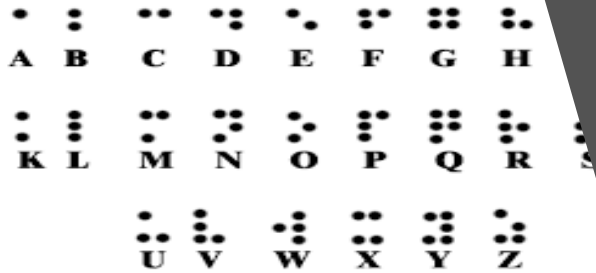
**NOT
FACTUAL
BECAUSE
PEOPLE ARE
CREATIVE**

INTELLIGENT IGNORANCE



1
BUMBLE BEE

BUMBLE BEE **CAN'T** FLY



2
HELLEN KELLER

HELLEN KELLER **CAN'T** SEE, HEAR, OR SPEAK



3
JAPAN GERMANY

GERMANY AND JAPAN **DON'T** HAVE A FUTURE

THE CERTAIN
UNCERTAINTIES

IGNORE WHAT YOU
DON'T HAVE AND
CAN'T DO,

NOT
FACTUAL
BECAUSE
PEOPLE ARE
CREATIVE

WHAT DO YOU SEE?

CONFORMITY

COMPLIANCE

CHANGE HOW THEY ACT
PUBLICLY BUT NOT
PRIVATELY

IDENTIFICATION

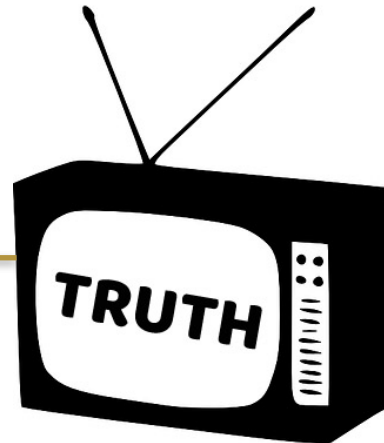
HOW TO BEHAVE AROUND
A CERTAIN GROUP OF
PEOPLE

INTERNALIZATION

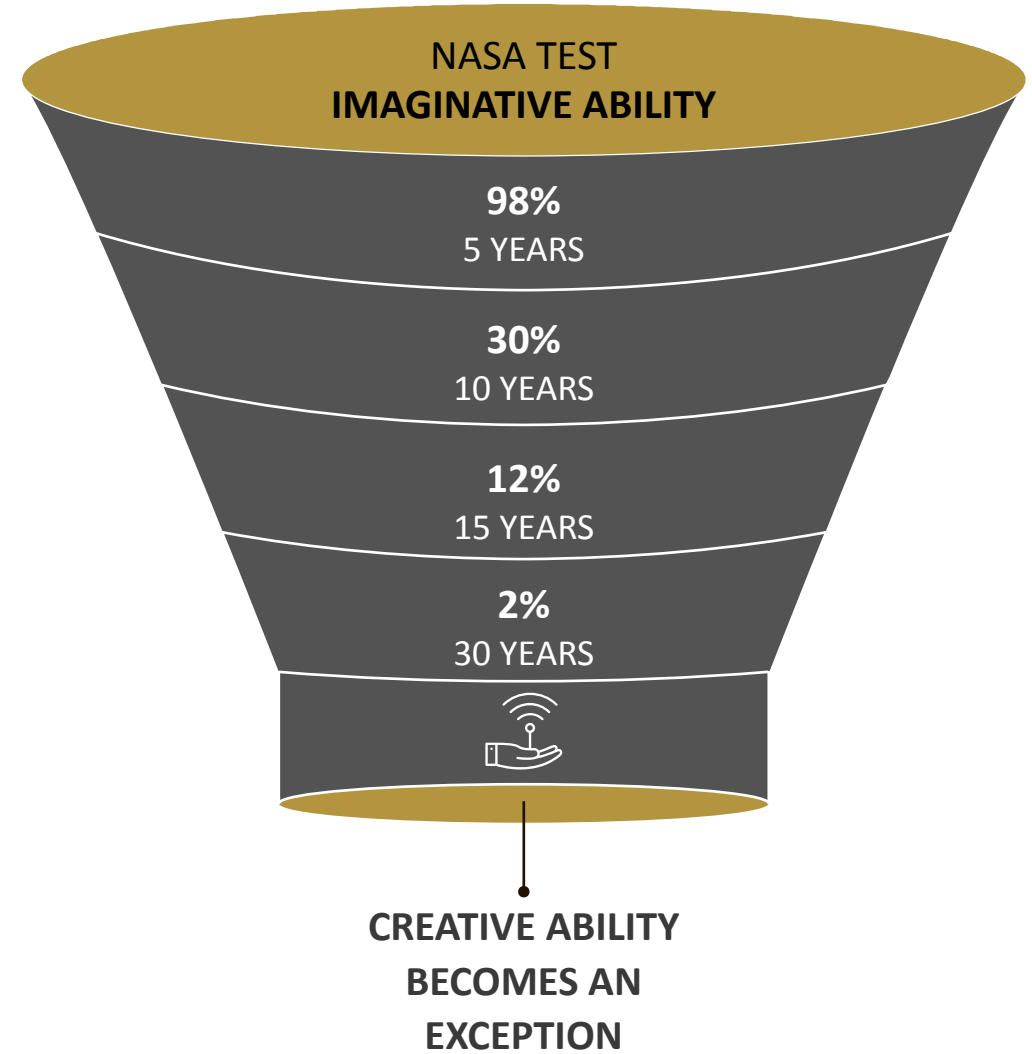
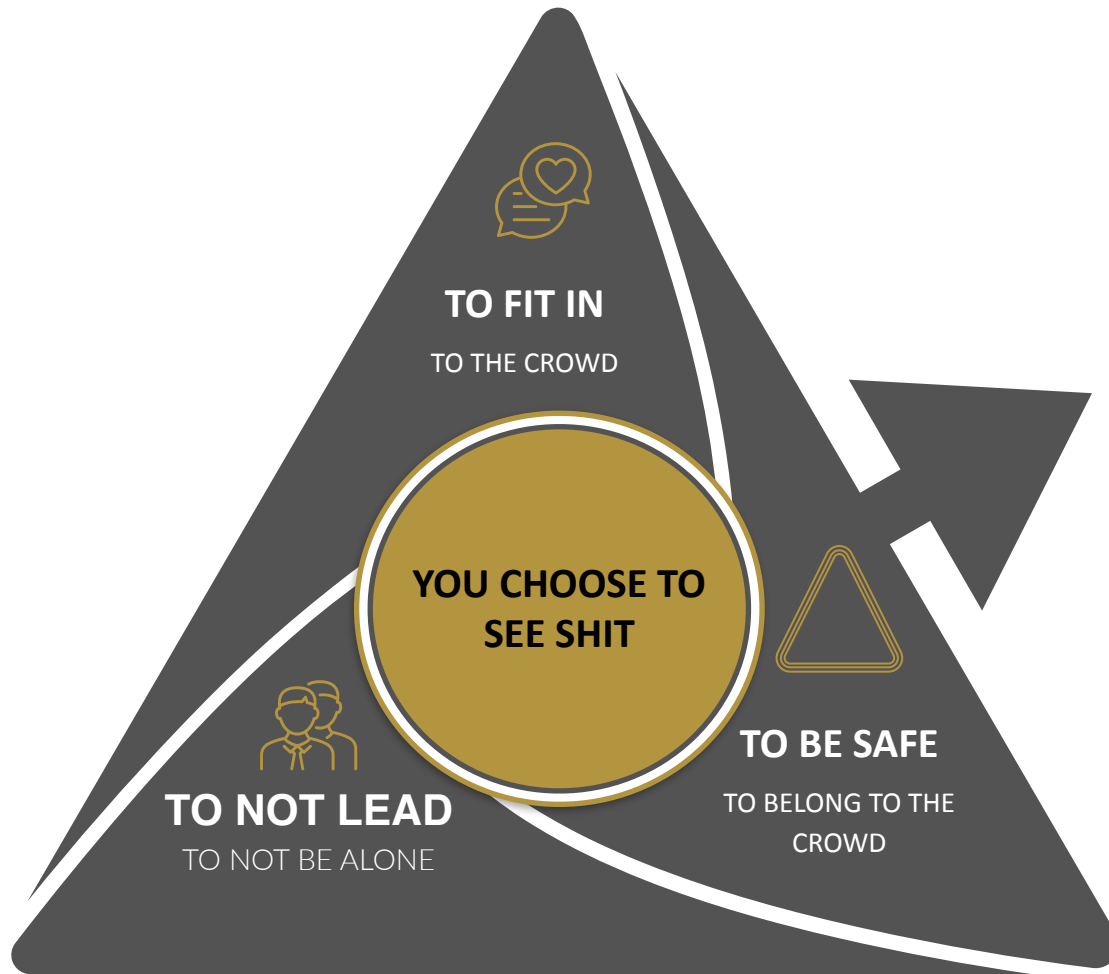
CHANGING PUBLIC AND
PRIVATE BELIEFS ITSELF

YOU SEE AND BELIEVE SHIT

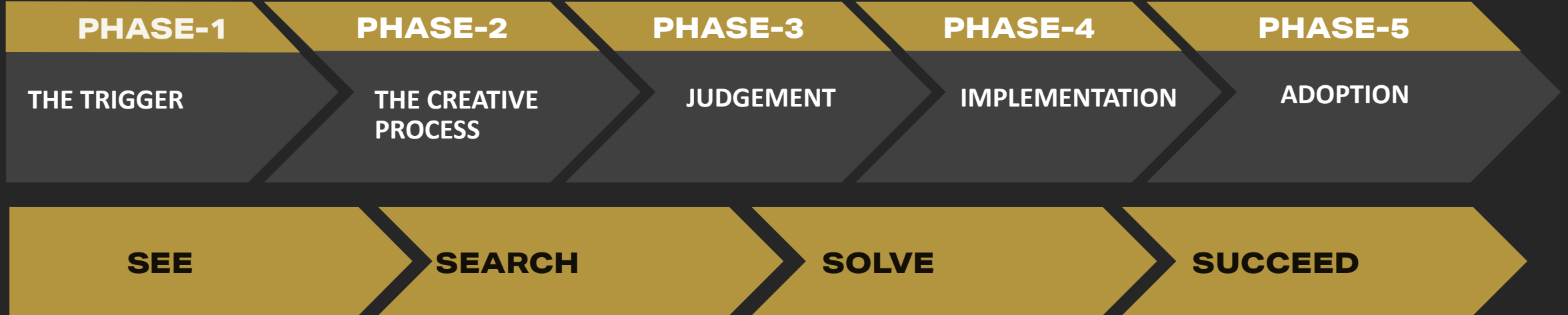
SOMEONE HAS SAID SO ITS TRUE



SEEING IS A CHOICE



CREATIVITY TO INNOVATION



WHY ARE WE DOING THIS?



HOW DO WE GET THERE

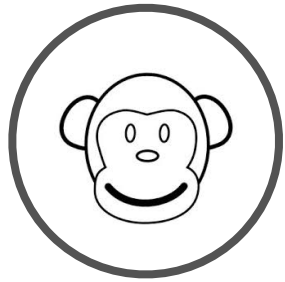


WHO. WHERE. WHAT. WHEN.

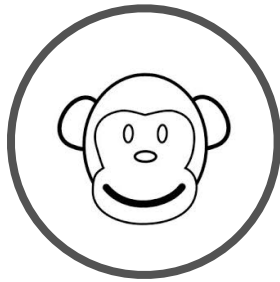


THE LAST FRONTIER

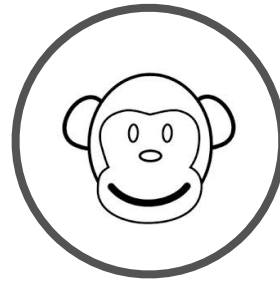
SEE: THE ART OF PERCEPTION



SEE EVERYTHING



HEAR EVERYTHING



BELIEVE NOTHING

WHAT IS THE DISEQUILIBRIUM?

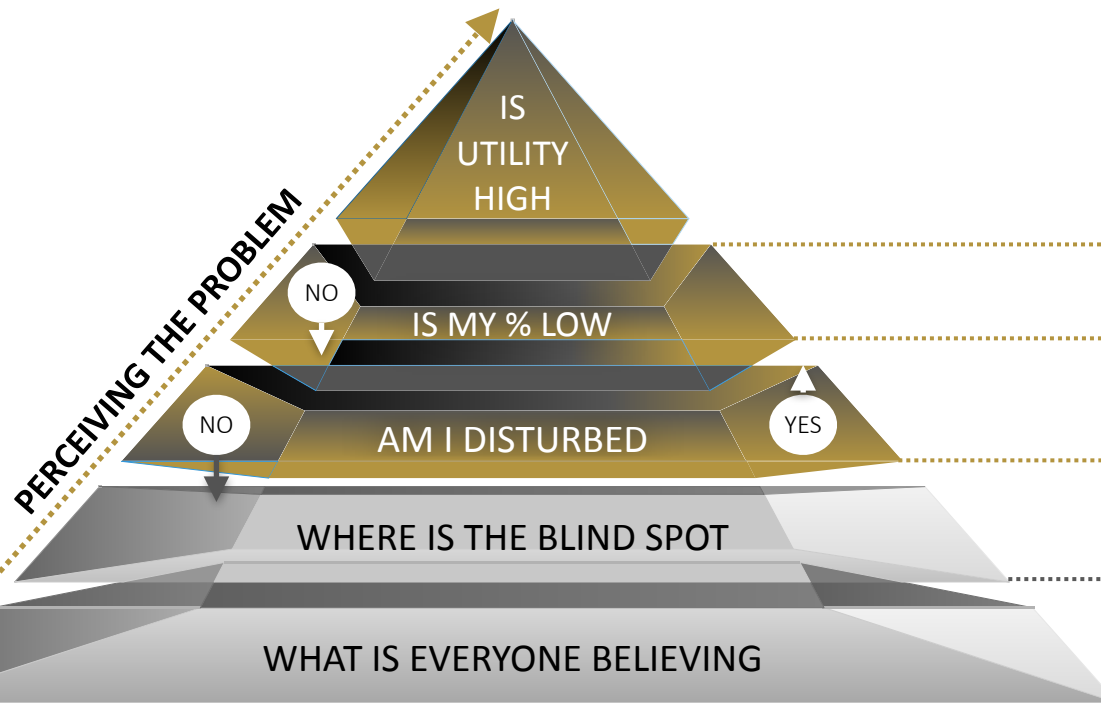
ABSOLUTELY

YES — GLOBAL BELIEFS. REACH. IMPACT. TIME.

YES IMMENSELY

BLINDED BY FEAR. BLINDED TO POSSIBILITIES.

WE WILL BE WORSE OFF



IS THE **POTENTIAL IMPACT** OF SOLVING THIS REALLY HIGH

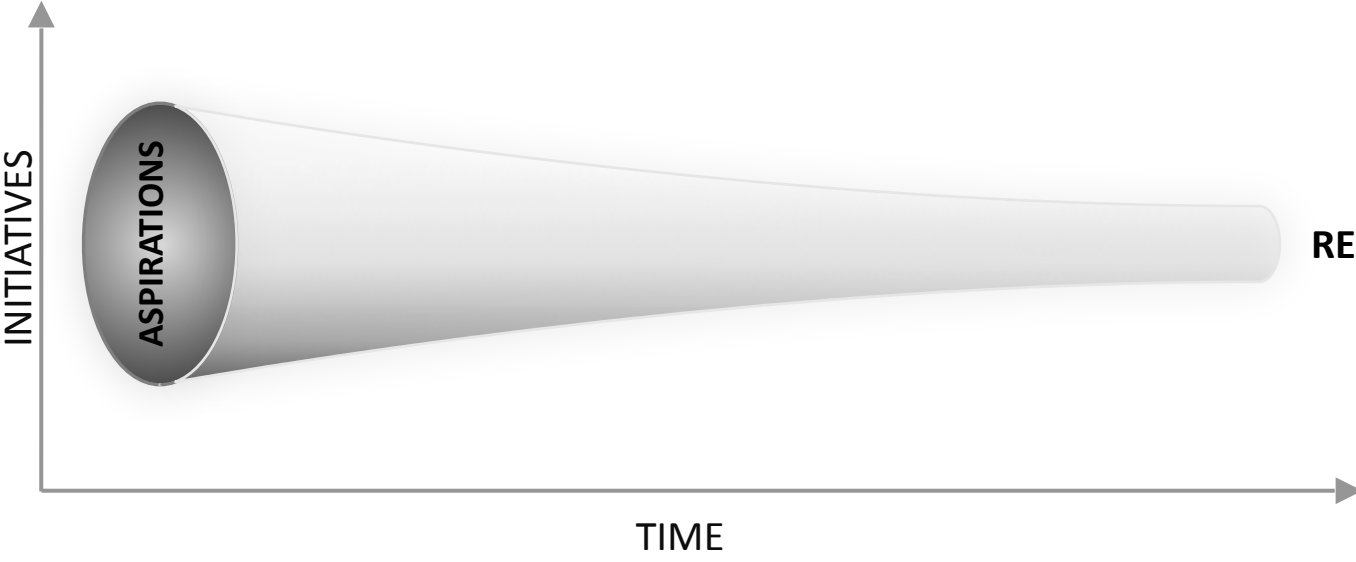
ARE MY **PROBABILITIES** OF SUCCESS REALLY POOR

DOES THIS **EMOTIONALLY** DISTURB ME

WHAT ARE PEOPLE BLINDED **BY** AND **TO**

WHAT **UNWRITTEN RULES** HAVE SET IN THE MIND

WHAT IS A PROBLEM



BECAUSE THERE IS NO PROBLEM TO SOLVE

IT'S A STATIC PROBLEM

CREATIVELY DEAD

GAP

PERFORMANCE

HISTORICAL

SOCIAL COMPARISON

DETERMINES THE STRATEGIC DIRECTION OF THE ENTIRE ECOSYSTEM

FIND SOLVE IMPLEMENT

IMPACT

PROBABILITIES

EMOTIONALLY DISTURB BIZ NO

BLINDED BY & TO BY GREED. TO THE REAL PROBLEMS.

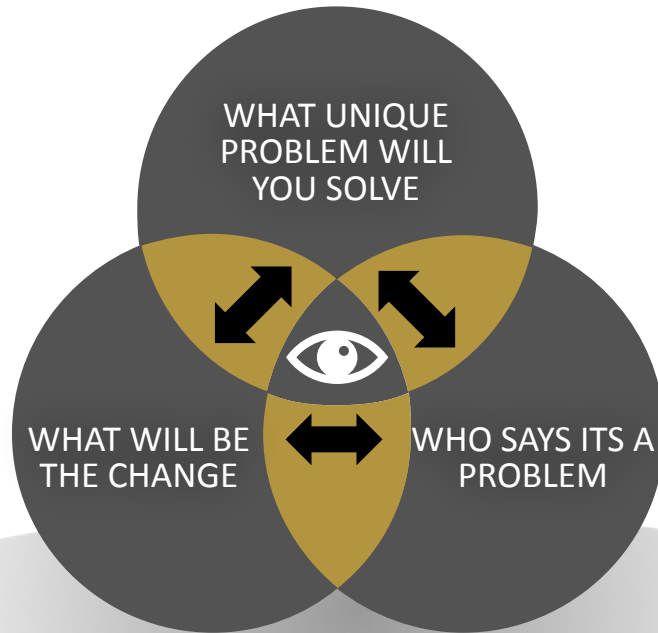
UNWRITTEN RULES PROBLEMS ARE BORN OUT OF ASPIRATIONS

SEE: THE ART OF PERCEPTION



AS LONG AS YOU
ARE LOST IN YOUR
OWN PAIN

YOU WILL NEVER DISCOVER ANOTHER PROBLEM



WHERE IS YOUR SEEING?

WHAT TROUBLES YOU?

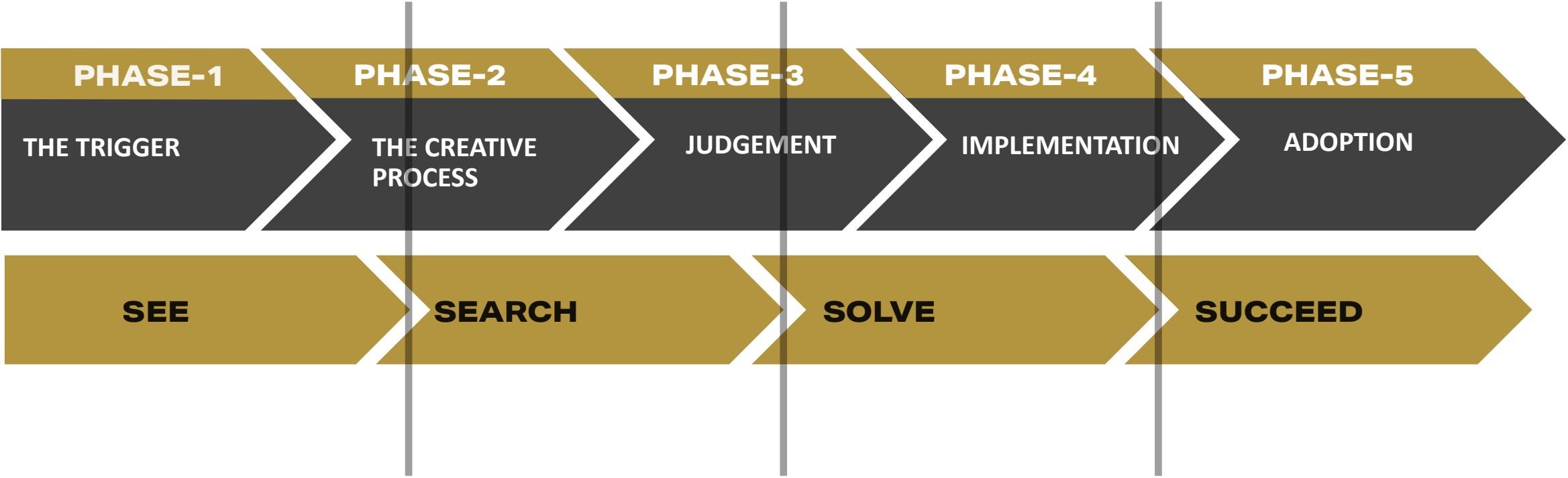
WHAT DISTURBS YOU?

SEE

DISEQUILIBRIUM

CONCERN

CREATIVITY TO INNOVATION



SEARCH: DEVELOPING CONCEPTUAL CLARITY



PROBLEM

$$C \Rightarrow P_{\downarrow} + K\&R_{\downarrow}$$

SEARCH

KNOWLEDGE POOL

PLAYFULNESS

CONSTRUCTION OF IMAGES

MAKE BELIEF

IMAGINATION

COMBINATORIAL

PRODUCTIVE
ACTIVITY

LEARNING

RESEARCH
KNOWLEDGE

HYPOTHEISIS

CONCEIVING
CONCEPT

JUSTIFYING
UTILITY

JUDGEMENT

PROSPERITY

0 - MKT
OFFER - MAX / MIN
RELEVANCE
PURPOSE

WHAT DO OTHERS
KNOW ALREADY
ABOUT MY
ASSUMPTIONS

FROM
FRAMEWORK TO
BUSINESS MODEL

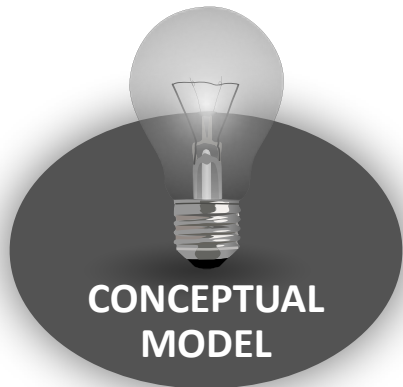
FEEDBACK / FEED FORWARD LOOPS

SOLVE: INNOVATION AND ABANDONMENT



HOW WELL THE PROBLEM IS DEFINED	WELL	BREAKTHROUGH INNOVATIONS e.g. MAVERICKS SKUNK WORKS OPEN SOURCES	SUSTAINING INNOVATIONS e.g. R&D LABS DESIGN THINKING ACQUISITIONS
	NOT WELL	BASIC RESEARCH e.g. RESEARCH DIVISIONS ACADEMIC PUBLICATIONS	DISRUPTIVE INNOVATIONS e.g. VC MODEL INNOVATION LABS START-UP MODELS
		NOT WELL	WELL

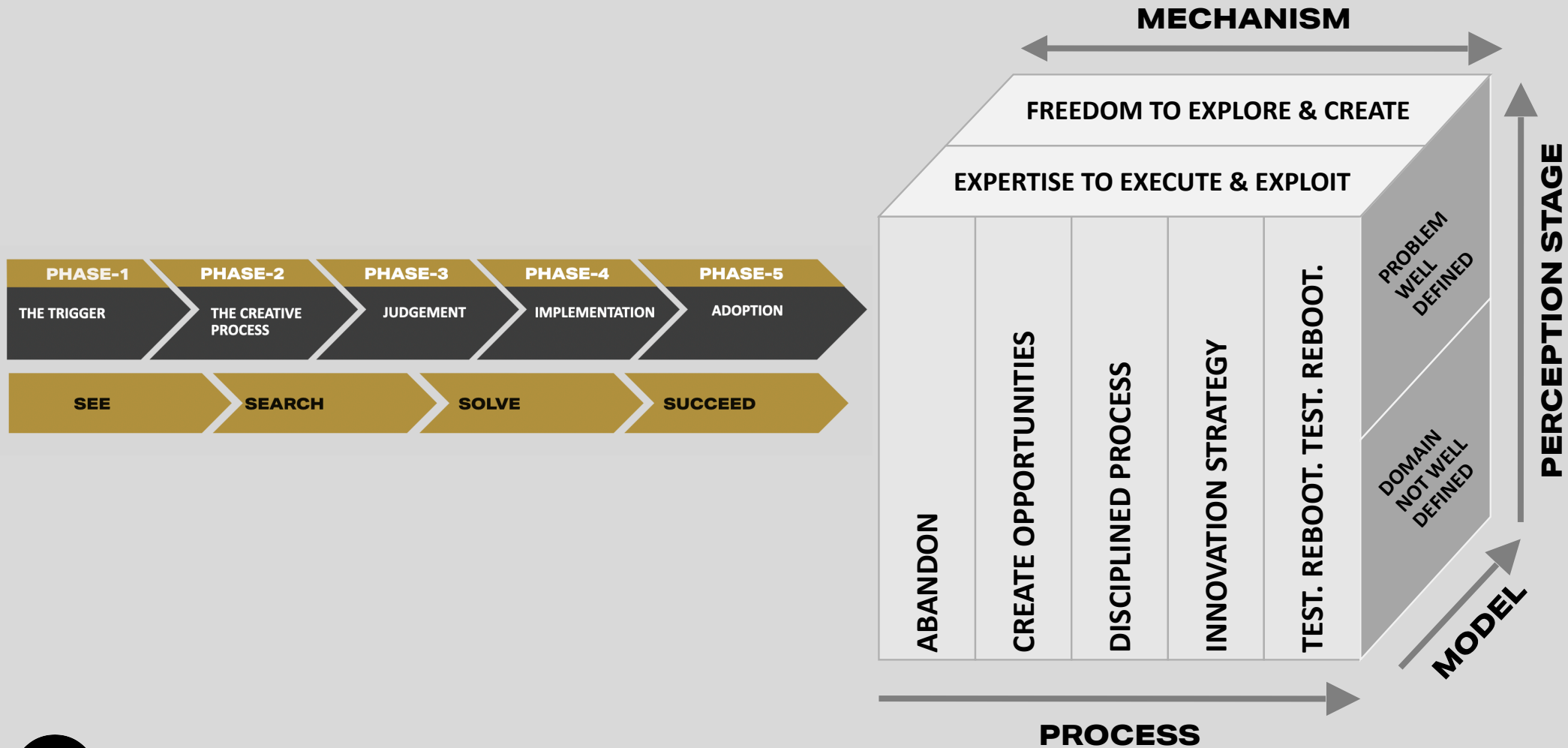
HOW WELL THE DOMAIN IS DEFINED



THE CHARACTERISTICS OF A SOLUTION



SOLVE: INNOVATION AND ABANDONMENT



SOLVE: INNOVATION AND ABANDONMENT



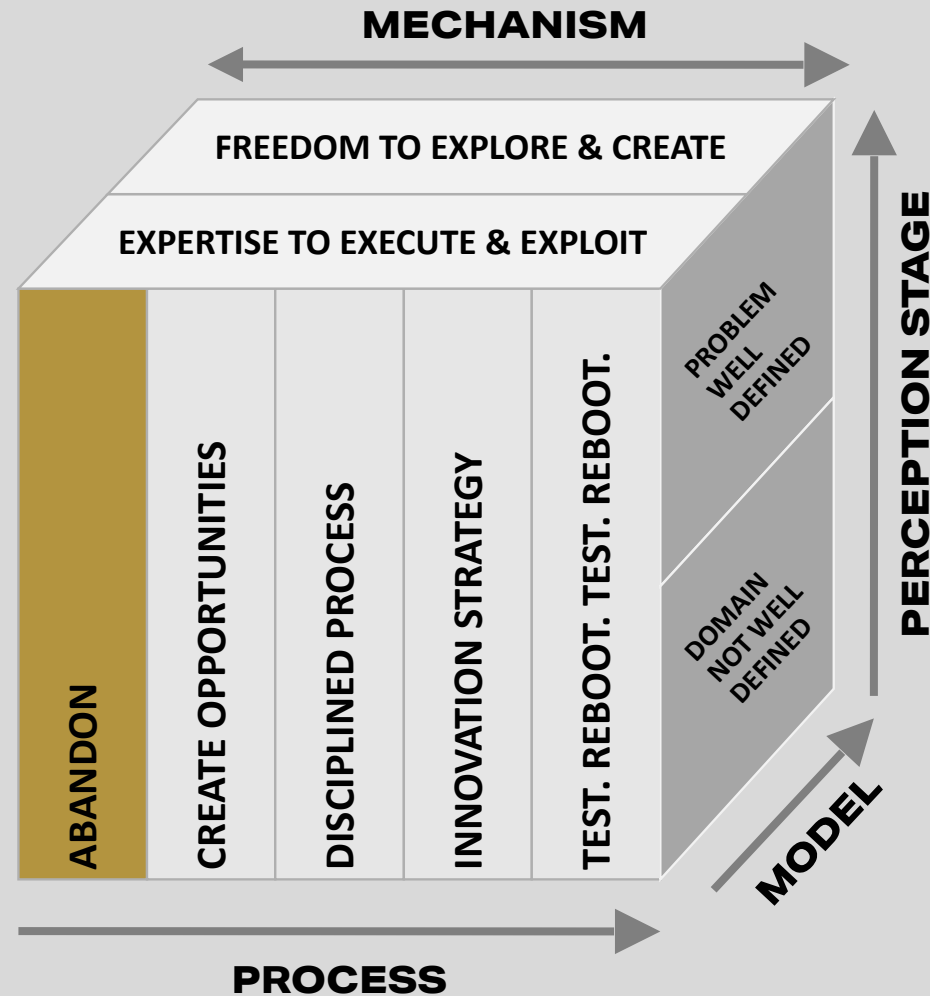
1

WHAT DO YOU HAVE TO ABANDON TO CREATE ROOM FOR INNOVATION?

IF YOU WEREN'T IN THIS BUSINESS WOULD YOU INVEST THE RESOURCES TO ENTER IT?

WHAT ASSUMPTIONS CONSTRAIN YOUR BUSINESS PRACTICES AND LIMIT YOUR CREATIVITY

ARE YOUR HIGHEST-ACHIEVING PEOPLE ASSIGNED TO INNOVATIVE OPPORTUNITIES? OR ARE THEY STILL WORKING ON YESTERDAY'S PROBLEMS?



SOLVE: INNOVATION AND ABANDONMENT

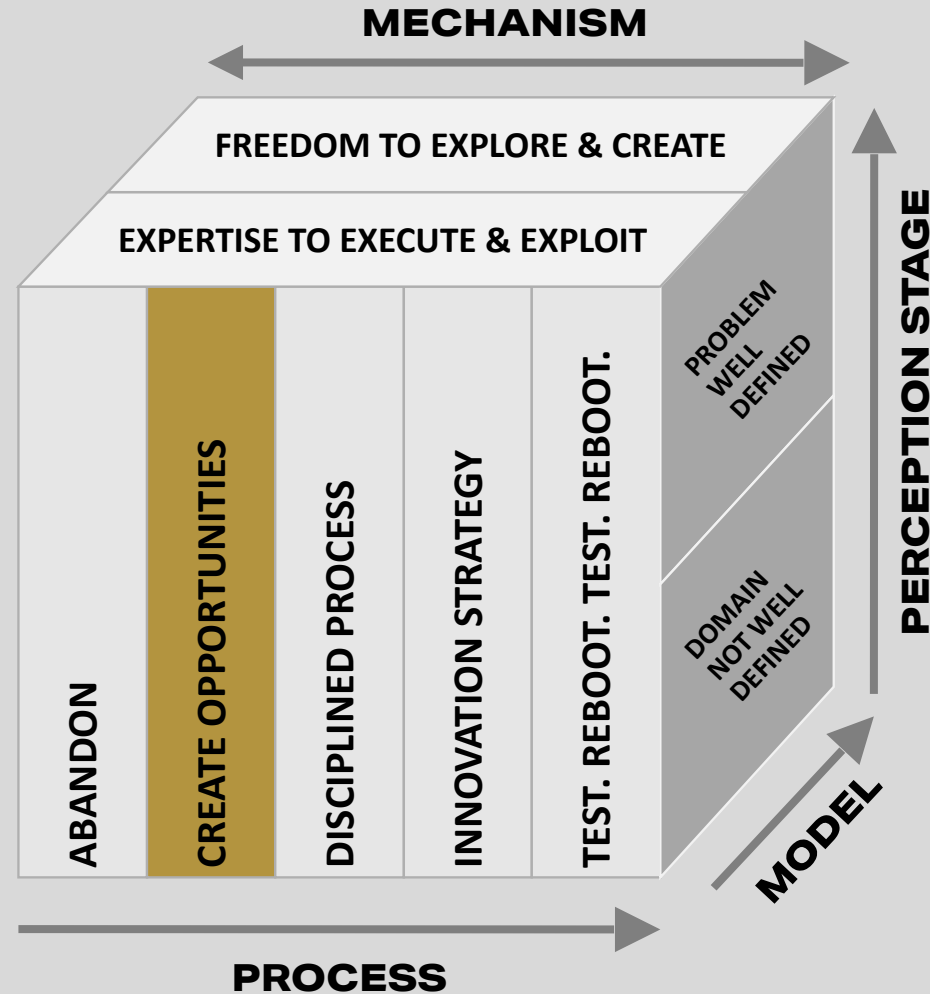


2 DO YOU SYSTEMATICALLY SEEK OPPORTUNITIES?

DO YOU CONTINUALLY LOOK FOR OPPORTUNITIES AS IF YOUR SURVIVAL DEPENDED ON IT?

ARE YOU LOOKING AT SEVEN KEY SOURCES OF OPPORTUNITIES?

THE UNEXPECTED
INDUSTRY & MARKET DISPARITIES
PROCESS VULNERABILITIES
INCONGRUITIES
DEMOGRAPHIC SHIFTS
CHANGES IN PERCEPTIONS
NEW KNOWLEDGE



SOLVE: INNOVATION AND ABANDONMENT



3

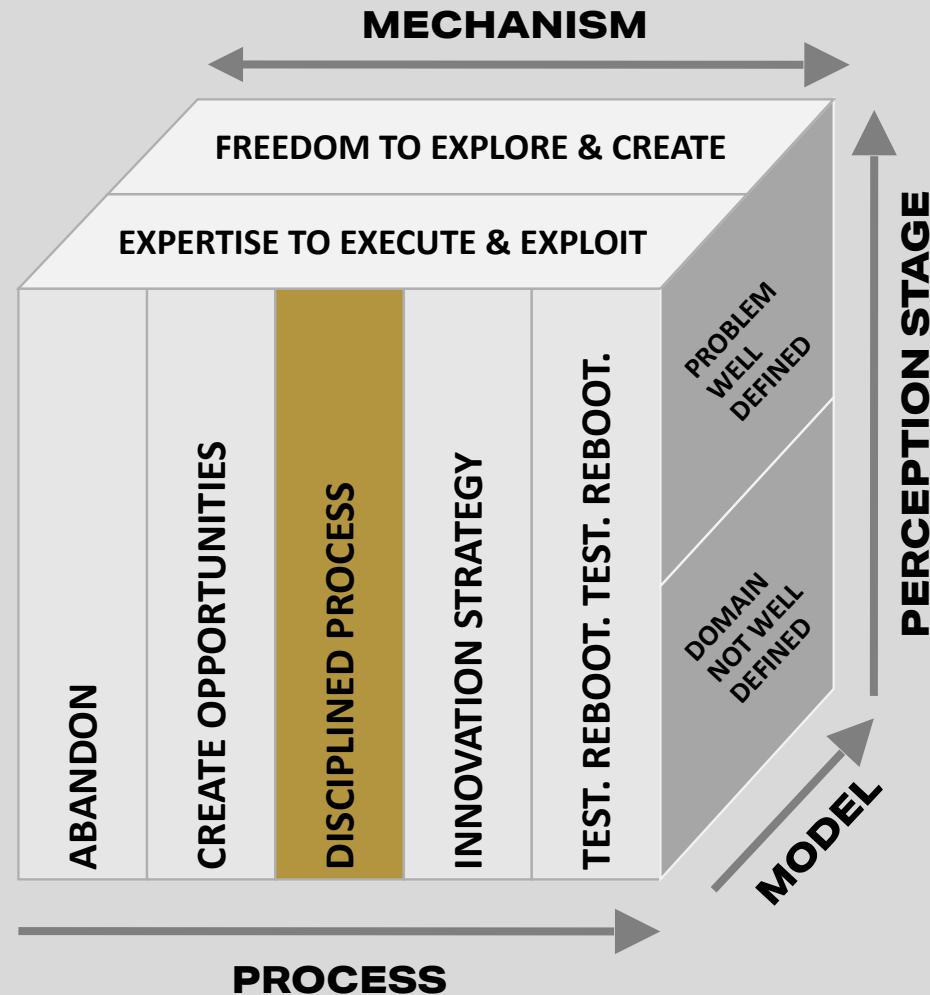
DO YOU USE A DISCIPLINED PROCESS FOR CONVERTING IDEAS INTO SOLUTIONS?

HOW DO YOU DECIDE ON IDEAS?

DO YOU MAP IDEAS TO SOLVING PROBLEMS OR TO ASPIRATIONS?

DO YOU CONVERT IDEAS INTO INNOVATIONS?

DO YOU DELIVER THE RESULTS BY DEVELOPING THE RIGHT RESOURCES AND SETTING THE RIGHT BENCHMARKS.



SOLVE: INNOVATION AND ABANDONMENT



4

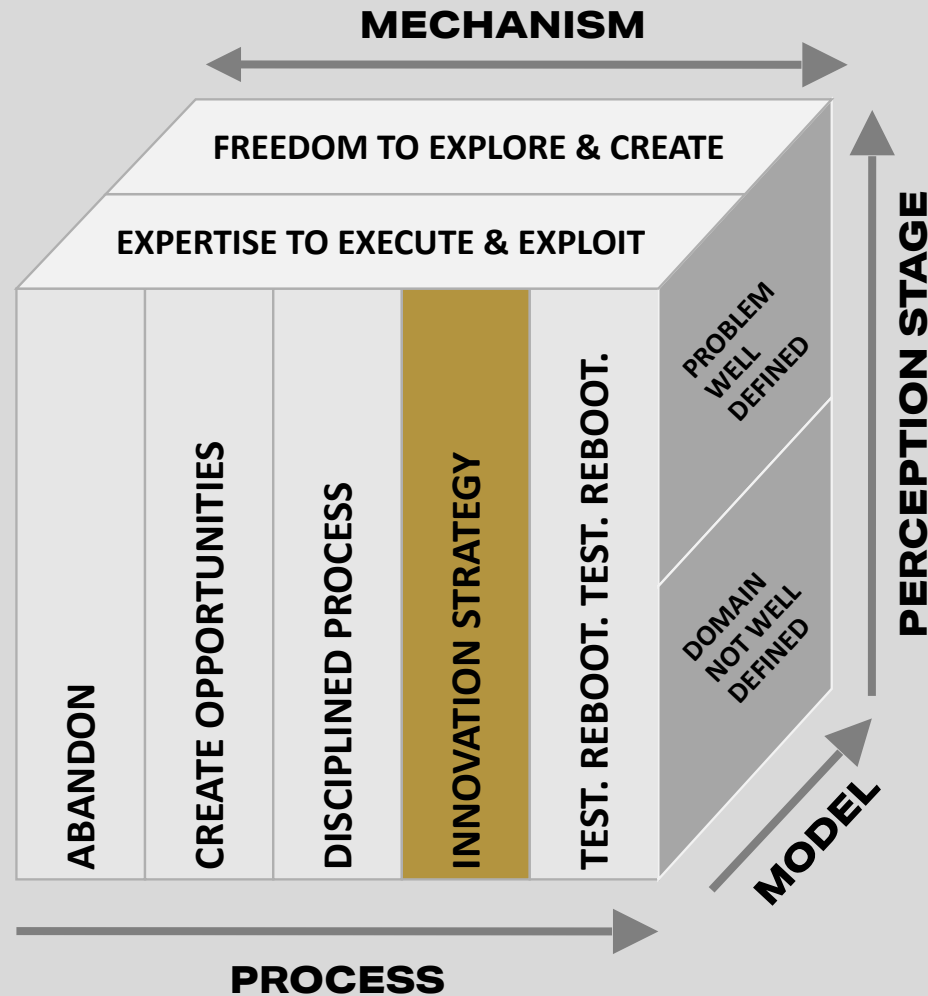
DOES YOUR INNOVATION STRATEGY WORK WELL WITH YOUR BUSINESS STRATEGY?

WHAT IS THE COMPANY'S ROLE IN DEFINING NEW MARKETS?

WHAT IS THE OFFERING TO THIS MARKET?

HOW DO EXPLORATIONS FIT IN WITH YOUR STRATEGY?

ARE YOU ALLOCATING RESOURCES TO FUTURE BETS?



SOLVE: INNOVATION AND ABANDONMENT



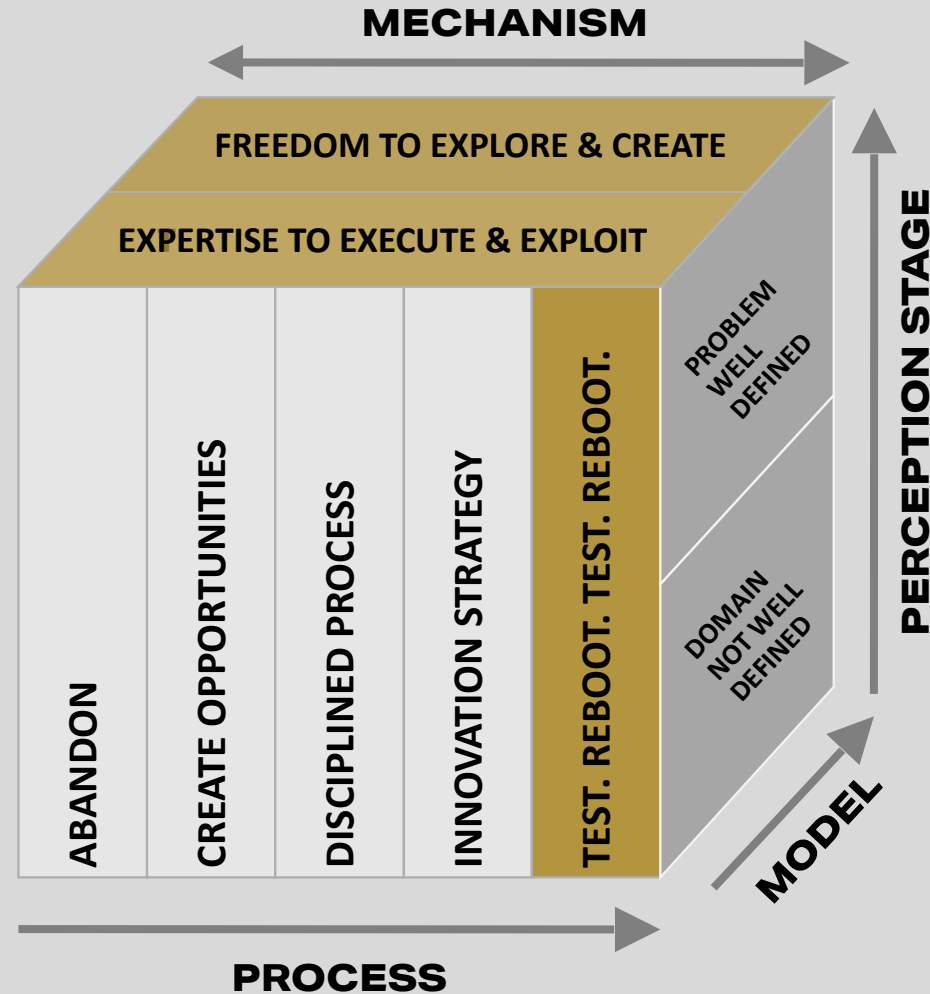
SOLVE

WHAT DO YOU HAVE TO ABANDON TO CREATE ROOM FOR INNOVATION?

DO YOU SYSTEMATICALLY SEEK OPPORTUNITIES?

DO YOU USE A DISCIPLINED PROCESS FOR CONVERTING IDEAS INTO SOLUTIONS?

ARE YOU ALLOCATING RESOURCES TO FUTURE BETS?



SUCCEED: BEYOND THE SOLUTION



PHASE-1

PHASE-2

PHASE-3

PHASE-4

PHASE-5

THE TRIGGER

THE CREATIVE
PROCESS

JUDGEMENT

IMPLEMENTATION

ADOPTION

SEE

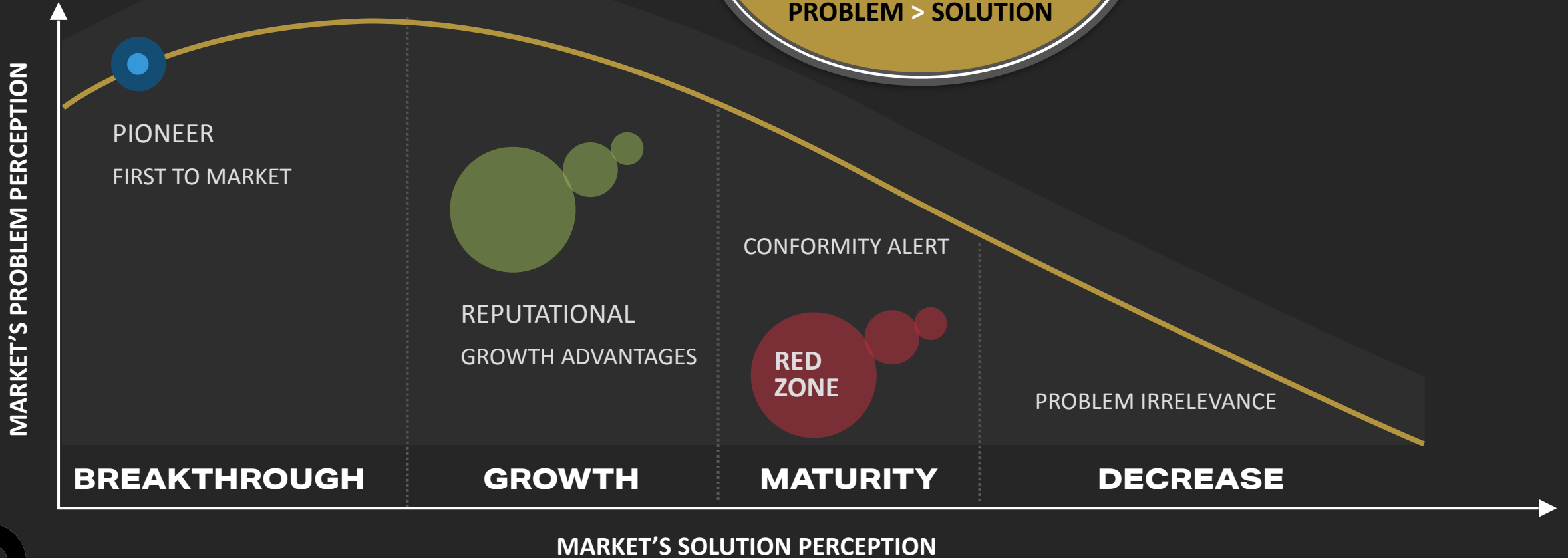
SEARCH

SOLVE

SUCCEED

SUCCESS OF THE
INNOVATION SQUARELY
DEPENDS ON IT'S ADOPTION.

ADOPTION HAPPENS WHEN
PROBLEM > SOLUTION



INNOVATION

SEE. SEARCH. SOLVE. SUCCEED.

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Security is mostly a superstition. It does not exist in nature, nor do the children of humankind as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure or it is nothing at all.

HELLEN KELLER