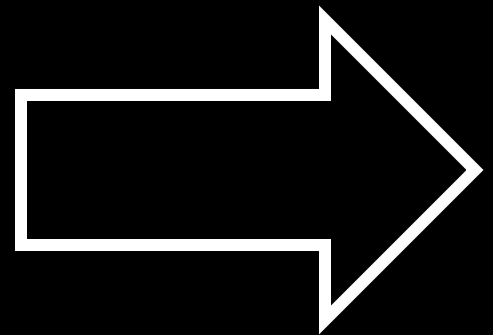


# THE INNOVATION ADVANTAGE



*Business longevity once relied on maintaining the status quo; today, it depends on continuous innovation.*

## 3 TYPES OF INNOVATION

Innovation manifests in three forms: Serendipitous, Incremental, and Disruptive.

- Serendipitous innovation often arises by chance or genius, unplanned and unmanaged, with high potential yet rarely leveraged as a reliable organizational tool.
- Incremental innovation, or continuous improvement, is the steady evolution of processes. It can be driven by approaches like SODA (Standardize, Optimize, Digitize, Automate) or through gradual refinements of individual tasks within the organization.
- Disruptive innovation goes beyond evolution to revolution, reshaping platforms and products while challenging business models, markets, and ecosystems. It disrupts perceived wisdom within and outside an organization.



Harnessing the value of disruptive innovation requires tightly coupled alignment with an organization's core vision, a methodology appropriate for the organization and specific objectives held at executive level.

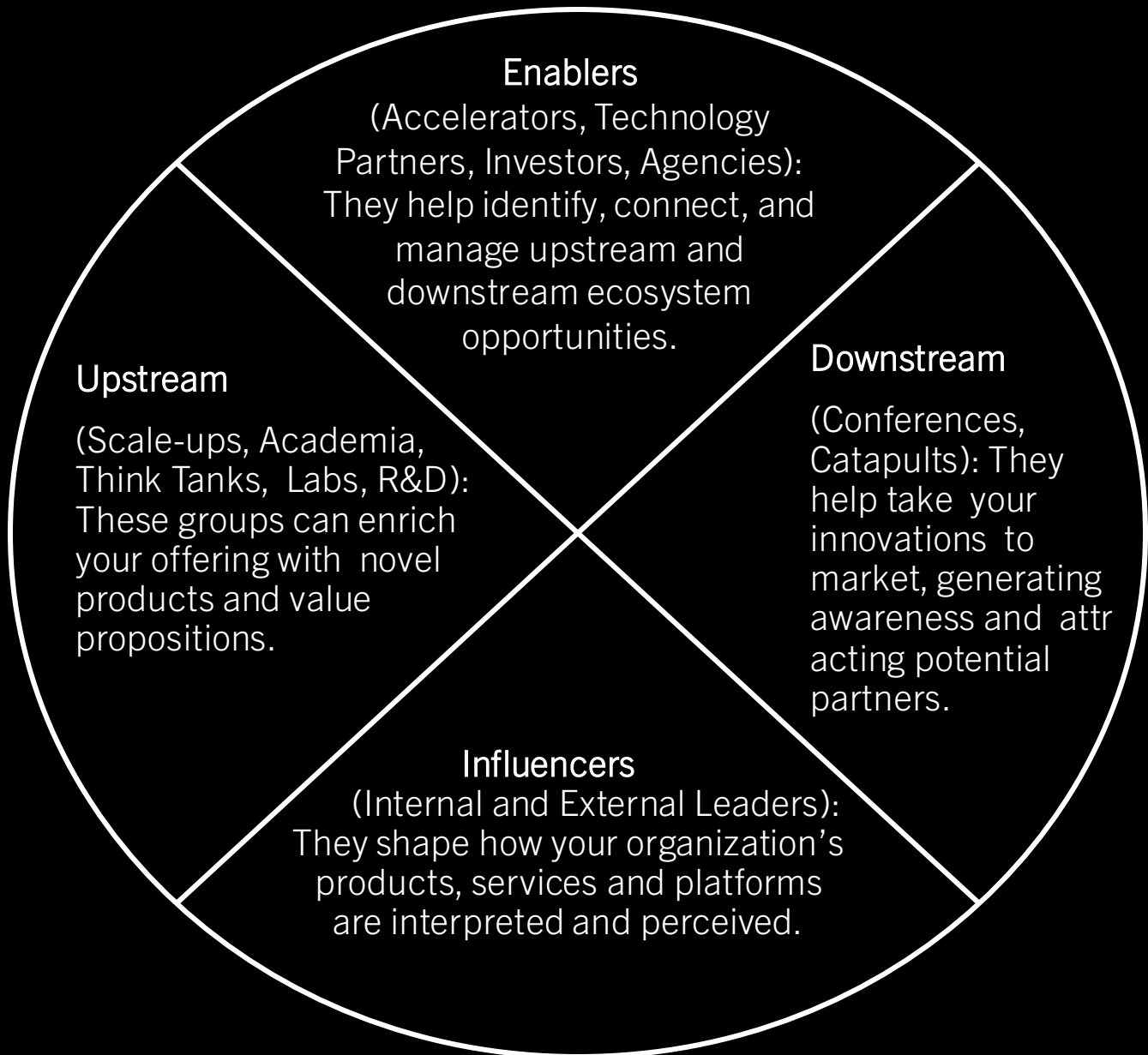
*'You can't use up creativity. The more you use, the more you have'. Maya Angelou*



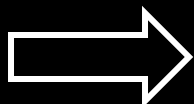
# UNDERSTANDING YOUR ECOSYSTEM

Every organization sits in a unique position based on its products, customers, history, scale and geography. A key step in crafting an innovation strategy is mapping the ecosystem – looking up and out!

This can be done around four key groups:



*'The world needs dreamers and the world needs doers. But above all, what the world needs are dreamers that do'. Sarah Ban Breathnach*



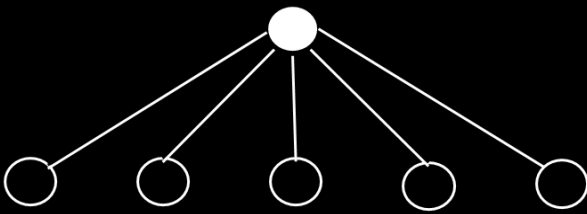
# DESIGNING INNOVATION INTO YOUR ORGANIZATION

Empower, not ivory tower.

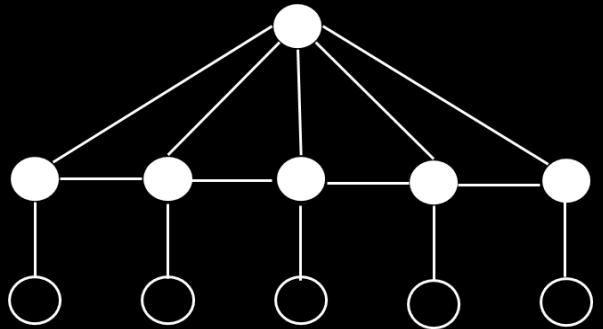
Organizational alignment with structural sensitivity can make or break organizational innovation. The best model will depend on scale, size, product and/or brand mix, geography, culture and how strategy and budgets are managed.

Four main structures include:

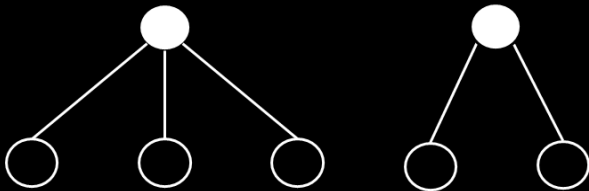
Centralized



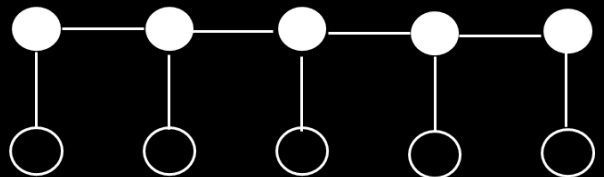
Hub & Spoke



Cluster



Decentralized



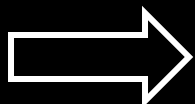
Hub



Local BU



'When all think alike, then no one is thinking.'  
Walter Lippmann



# EXECUTION

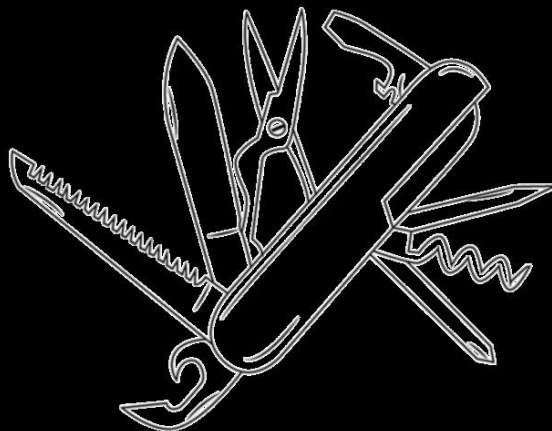
Unlike R&D, innovation thrives in business units, close to the products and services. Innovation functions should act as a "Swiss Army Knife," serving as a catalyst, critical friend, accelerator, matchmaker, seed funder, and sponsor.

Innovation functions must bring together those needed from both inside and outside the organization. Incorporating supporting functions (*Legal, HR, Procurement*) is often critical, as is leveraging the external ecosystem, at the right time, for the right innovation.

Deciding which ideas to pursue or abandon is also essential for focused results. This should be guided by alignment with the strategy vision and clear problem definitions.

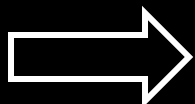
## The Swiss Army Knife of Innovation

**Internal Innovation:**  
Hackathons,  
R&D initiatives,  
Competitions,  
Demo Days,  
Labs



**External Open Innovation:**  
VCs, Accelerators,  
Conferences,  
Academia, Scale-ups,  
Investors,  
Technology & Consulting partners

*'There is no innovation and creativity without failure. Period.'* Brene Brown

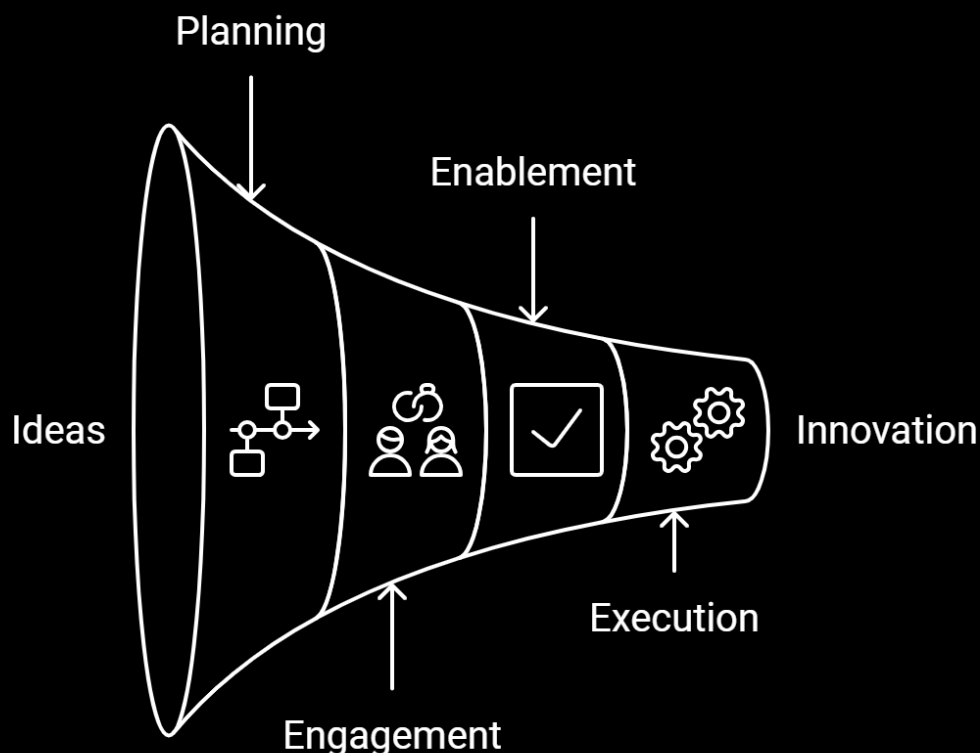


# PROCESS: MANAGING INNOVATION

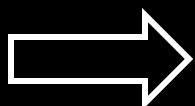
Managing and reporting on innovation is crucial. Tracking innovations at internal stage gates and learning from those that don't progress builds organizational knowledge.

Beyond funding and stage gate approvals, innovation teams should gather data on Planning, Engagement, Enablement and Execution, across each business unit. Analysis across each can provide a vital feedback loop for further process optimization.

Scorecards can be valuable references for engaging executives and boards as both successes and failures are analyzed.



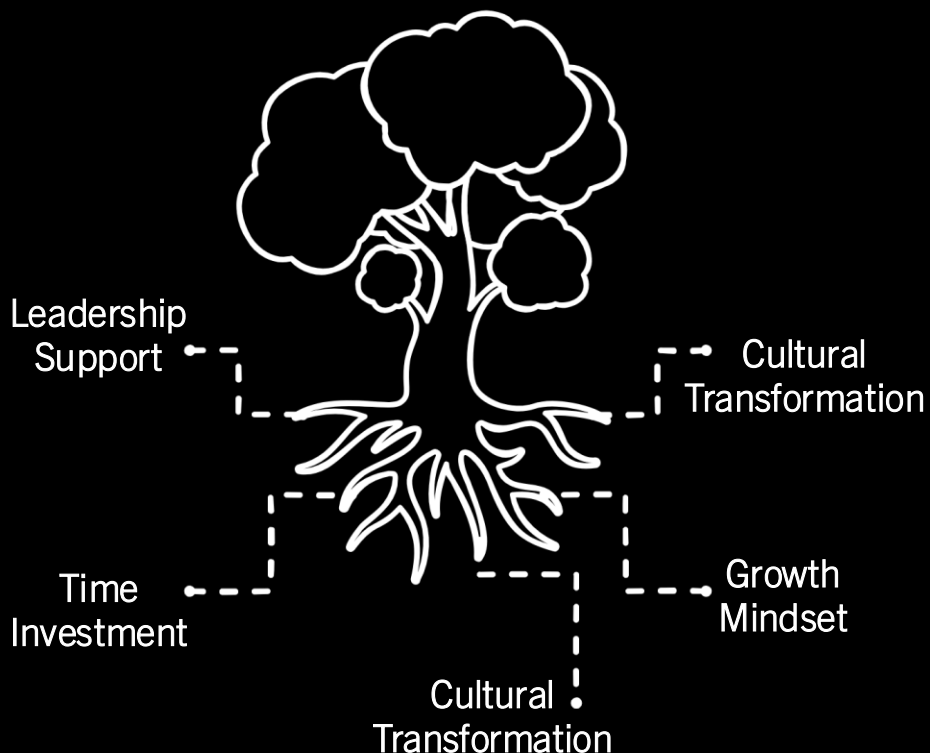
*'Innovation distinguishes between a leader and a follower'. Steve Jobs*



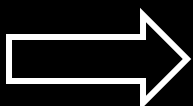
# MINDSET

Bedding innovation strategies that foster cultural transformation takes time. Shifting an organization towards a sustainable innovation culture is one of the most challenging aspects of organizational maturity. Cultivating this mindset must be led by company boards and executive teams but should permeate through an organization.

While business value is the ultimate prize, culture adaption is perhaps the undersung success of innovation strategies within organizations. If an organization can celebrate its growth through failures as much as its wins through success the culture is strong, and the future is bright.



*I am looking for a lot of people who have an infinite capacity to not know what can't be done.'*  
*Henry Ford*



THANK YOU  
FOR READING

*Jon-Paul Brett*

If we do not transform, we will not survive.  
— *The innovation driver*