

NUSEA

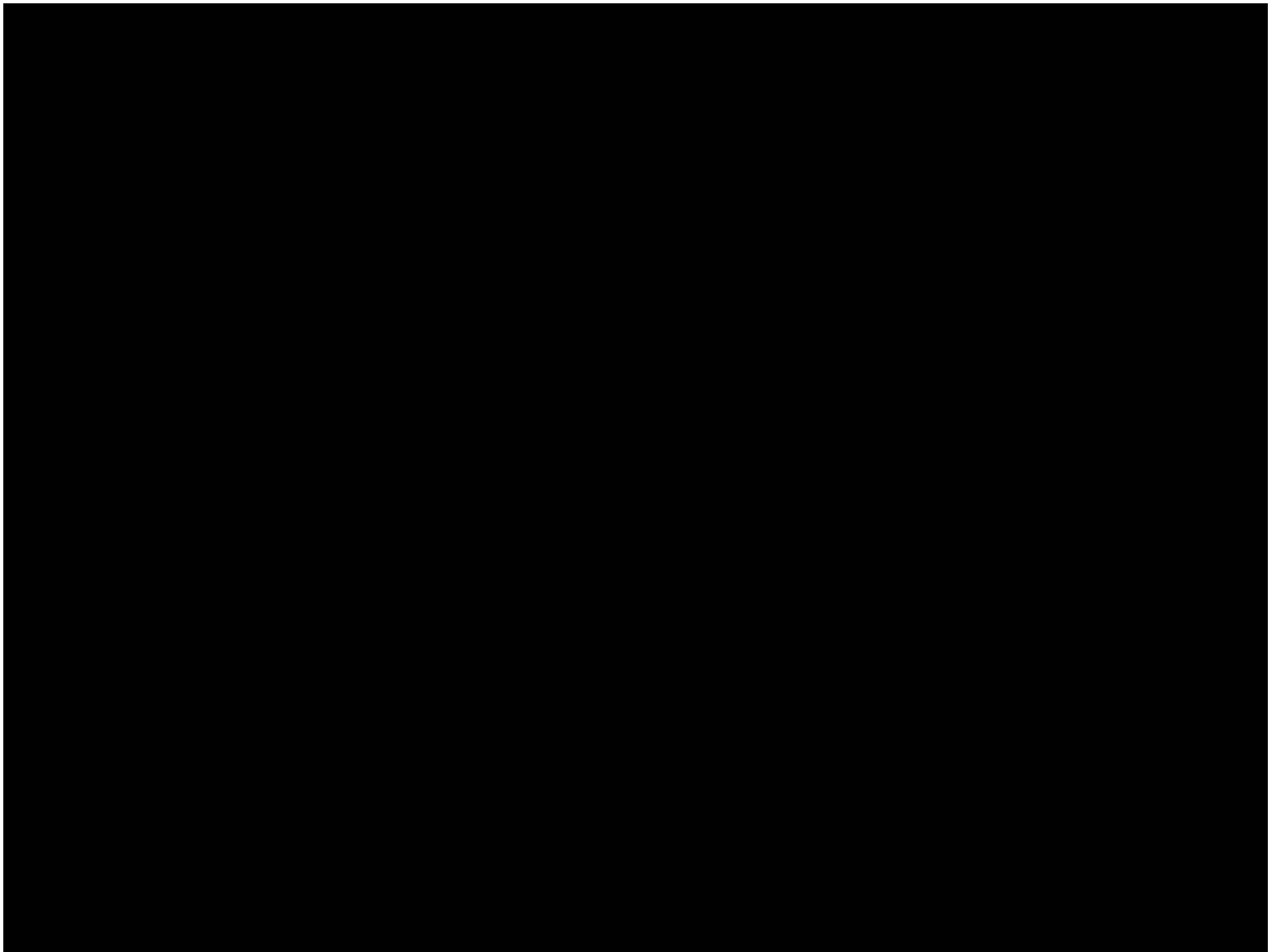
STEFAN LINDEGAARD 

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Same issues; across
industries and
continents

Globalization and 24/7
innovation



WHAT DO I SEE?

A broken
innovation model

Open innovation
movement

OPEN INNOVATION
DEVELOPING FAST



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- Mark Bent, CEO, SunNight Solar

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Featured Challenge

BENEFITS OF OPEN INNOVATION

- Speed the development of new products and services and thus increase revenues and market share
- Shorten time to market for new products and services and accelerate profits
- Reduce direct spending on R&D
- Improve the success rate of new products and services

WHAT IS THIS? WHAT IS WRONG?

1. Implementation
2. Strategy
3. Definition
4. Why

THE KEY ISSUES OF OPEN INNOVATION

1. Approaching open innovation
What? Why? Definition? Strategy? Implementation?
Inspiration? Pockets?
1. The people side of open innovation
New mindset and new skills
2. Intellectual property rights
The higher the barriers, the more important.
3. The rules of engagement and future alliances
Preferred choice? Smaller companies? Intermediaries?
Current alliance strategies – pros and cons?

INTUIT: NICE WORK

- <http://www.intuitcollaboratory.com/>
- <http://stefanlindegaard.com/2009/08/31/intuit/>

PEOPLE DRIVE INNOVATION

PEOPLE FIRST, PROCESSES NEXT, THEN IDEAS

Holistic point of view (X-vision)

Customer focus

Talent for networking

Sense of urgency

Optimism

Curiosity

**TRAITS AND
SKILLS
FOR THE FUTURE**

Passion and drive

Ability to deal
with uncertainty

Belief in change
and persistence

Stakeholder
management

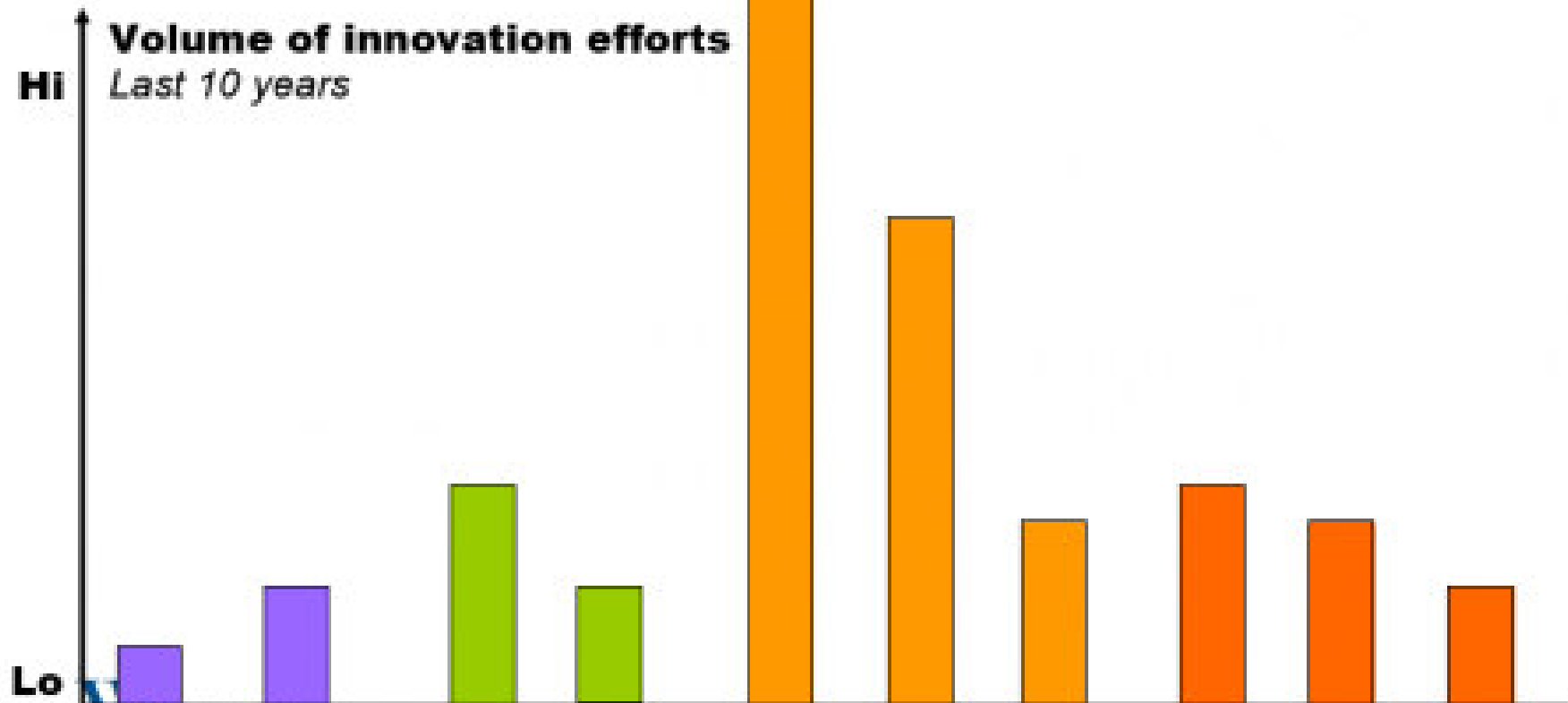
DO YOU HAVE X-VISION?

You must be able to work across business functions and with many types of innovation to turn ideas into profitable products, services or business methods.

ARE YOU READY FOR A TEST?

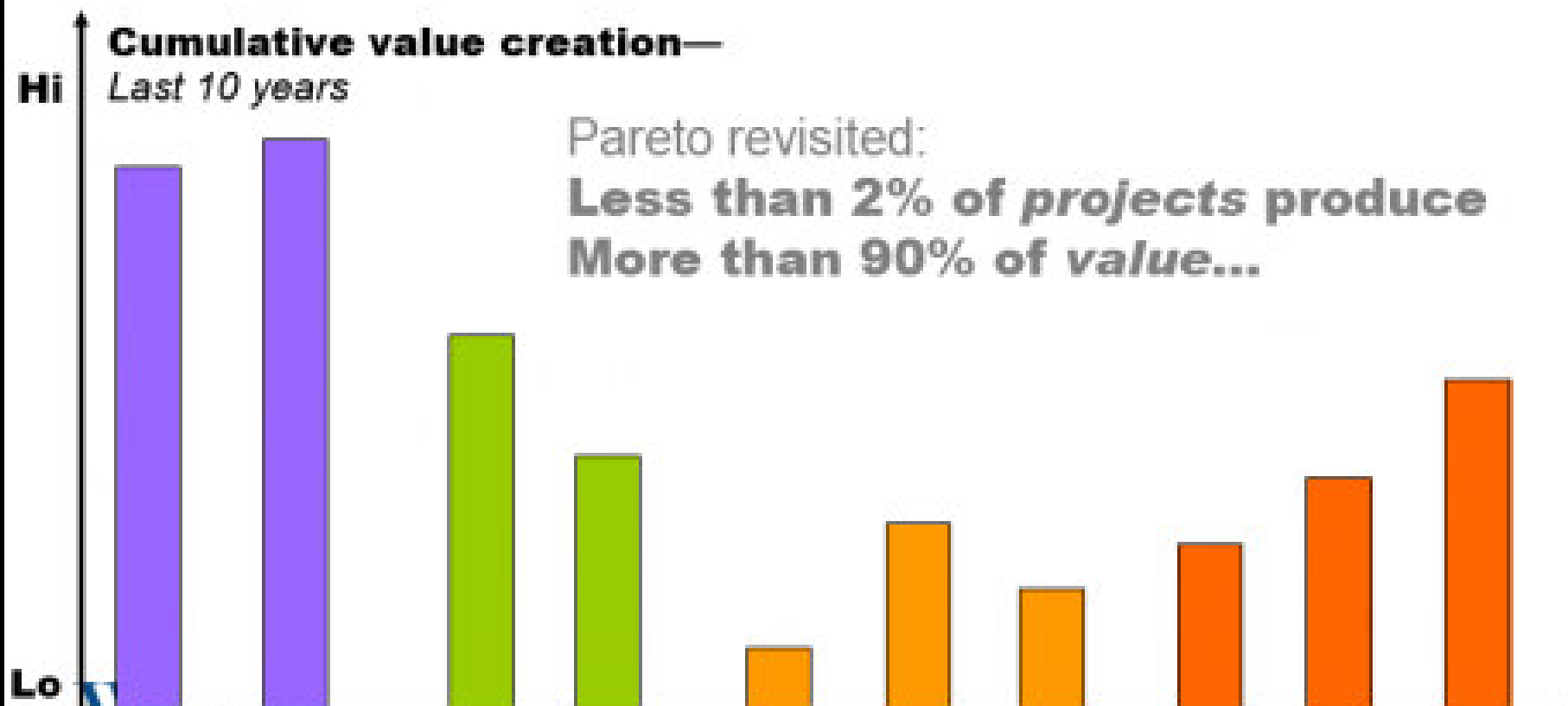
A shift in value creation...

Finance		Process		Offering			Delivery		
Business model	Networking	Enabling process	Core process	Product performance	Product system	Service	Channel	Brand	Customer experience

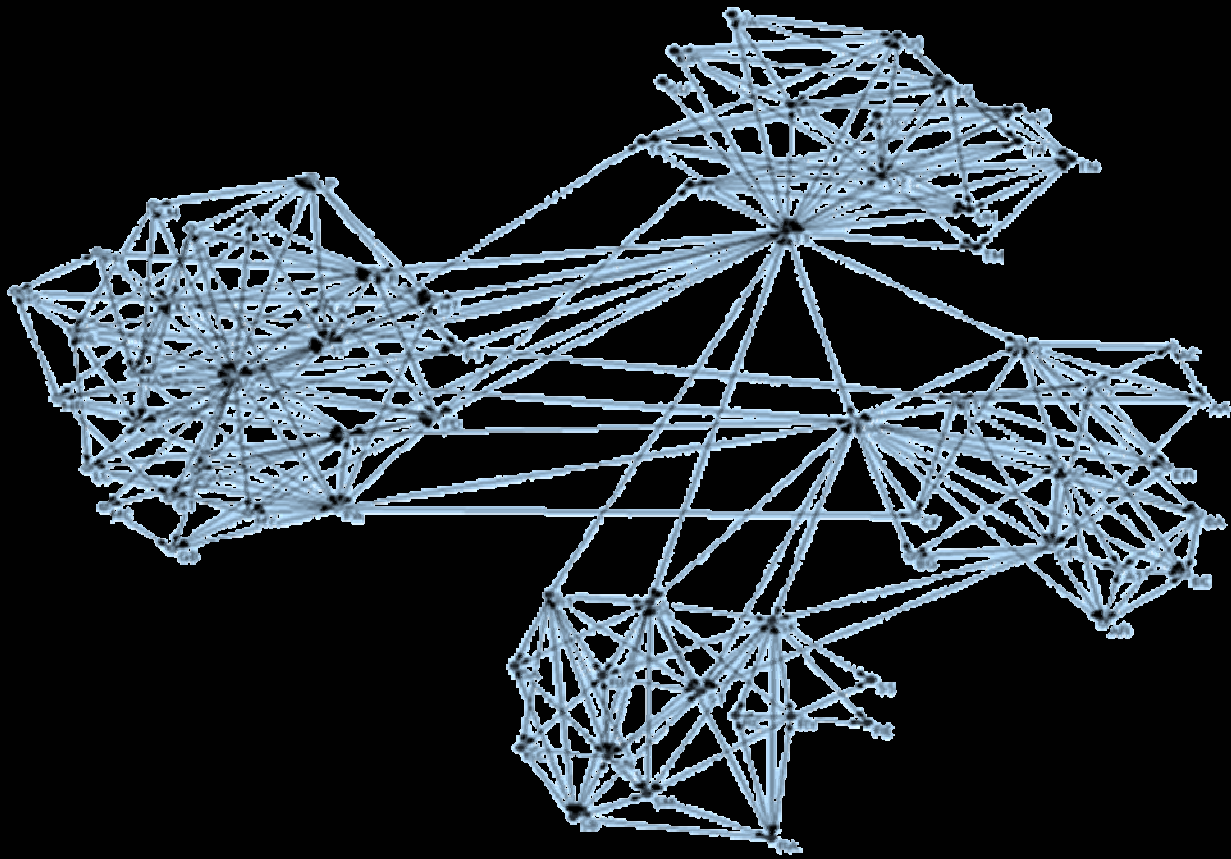


A shift in value creation...

Finance		Process		Offering			Delivery		
Business model	Networking	Enabling process	Core process	Product performance	Product system	Service	Channel	Brand	Customer experience



ONLY NETWORK
IF YOU HAVE A REASON



HIGH PERFORMER NETWORKS

- Position yourself at key points in a network and leverage the network when implementing plans
- Seek relationships that extend your expertise and help you avoid learning biases and career traps
- Value your network and behave in ways that lead to high-quality networks – not just big networks
- Know how to increase/decrease relationships in ways that enhance productivity and performance
- Bridge disconnected clusters of people

THE INNOVATION MODEL IS BROKEN

- Top executives AND innovation leaders have failed

WHAT NEEDS TO BE FIXED?

- Innovation needs to be highly aligned with the overall corporate strategy to secure the attention and commitment of the executives.
- Innovation needs to focus more on the people making it happen rather than on concepts and processes.
- Innovation needs to be an open process to fully reach the potential of the global resources and talent available.

THANK YOU

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