

# Innovasjon

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The biggest risk is  
not taking any risk...

In a world that changing really quickly,  
the only strategy  
that is guaranteed to fail  
is not taking risks.

(Mark Zuckerberg)

# Fox & Hedgehog



**Try to be a bit of both!**



You've got to eat while you dream.  
You've got to deliver  
on short-range commitments,  
while you develop a long-range strategy  
and vision and implement it.  
The success of doing both.  
Walking and chewing gum if you will.  
Getting it done in the short-range,  
and delivering a long-range plan,  
and executing on that.

(Jack Welch)

# Innovation: Product or Process?



PHOTOGRAPH BY SWEEP.

STEVEN S. TRIVIA

ENGRAVED BY S. JOYCE.

“Organizations, by their very nature are designed to promote order and routine. They are inhospitable environments for innovation.” (T. Levitt).

“

Success consists of  
going from failure to failure  
without loss of enthusiasm.

(Winston Churchill)

# The Road To Success

Success



what people think  
it looks like

Success



what it really  
looks like



The reasonable man  
adapts himself to the world;  
the unreasonable one persists  
in trying to adapt the world to himself.

Therefore all progress depends on the  
unreasonable man.

(George Bernard Shaw).



# Love Asperger



It's OK to be  
a **prima donna**;  
It is not OK to be  
**negative.**



Leadership is a potent combination  
of strategy and character.  
But if you must be without one,  
be without the strategy.

(Norman Schwarzkopf)

# Love Diversity

**Be proud of it;  
Manage it;  
Use it;**

**And do NOT try to neutralize it.**

**Love constructive friction.**



“

We tend to overestimate  
the effect of a technology  
in the short run and  
underestimate the effect  
in the long run.”

(Amara's law)

# Sense of Urgency



**Fast  
*creative  
destruction***

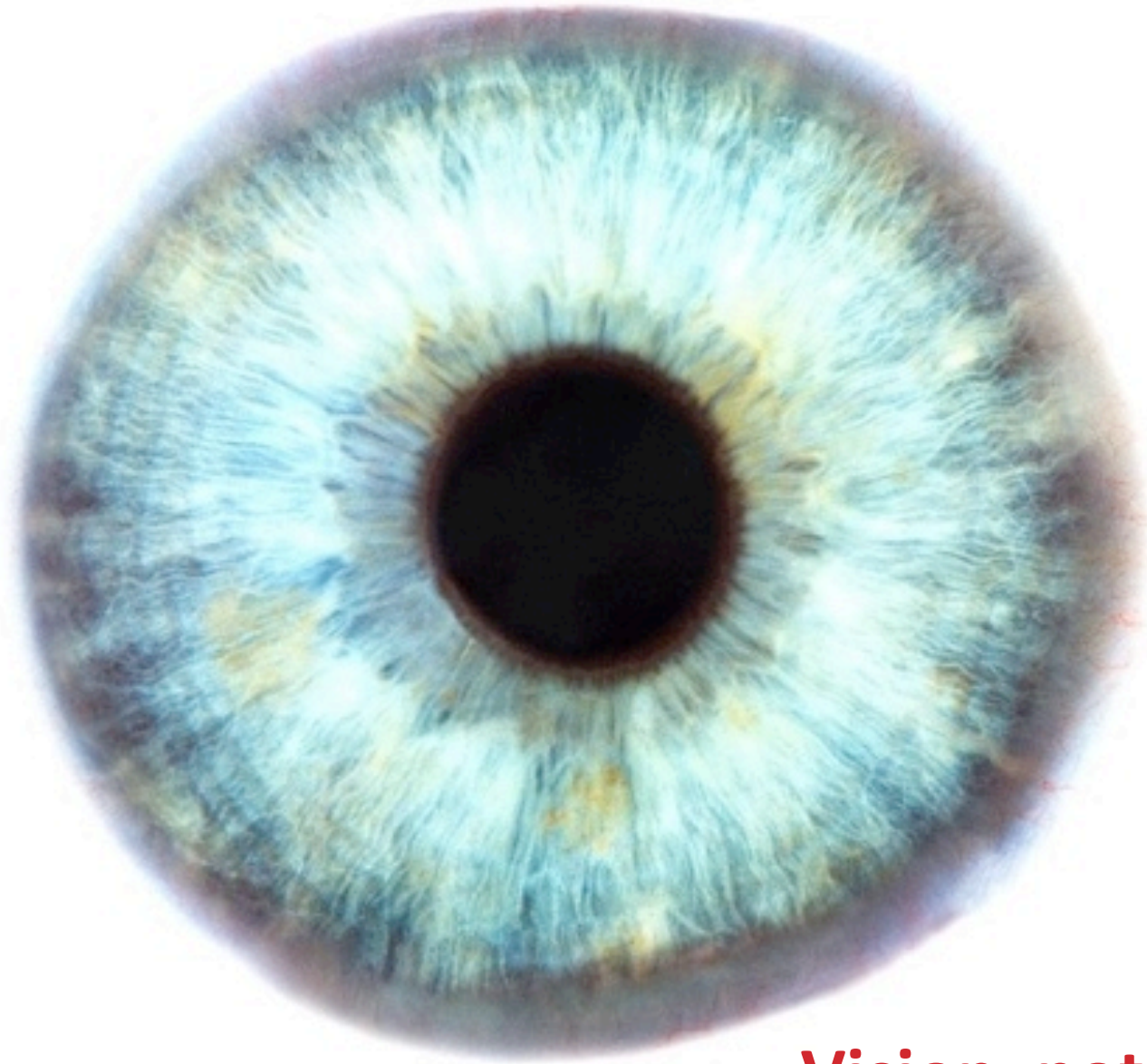


That's been one of my mantras:  
focus and simplicity.  
Simple can be harder than complex.

You have to work hard  
to get your thinking clean  
to make it simple.

(Steve Jobs)

**Focus!**



**Vision, not statistics!**

“

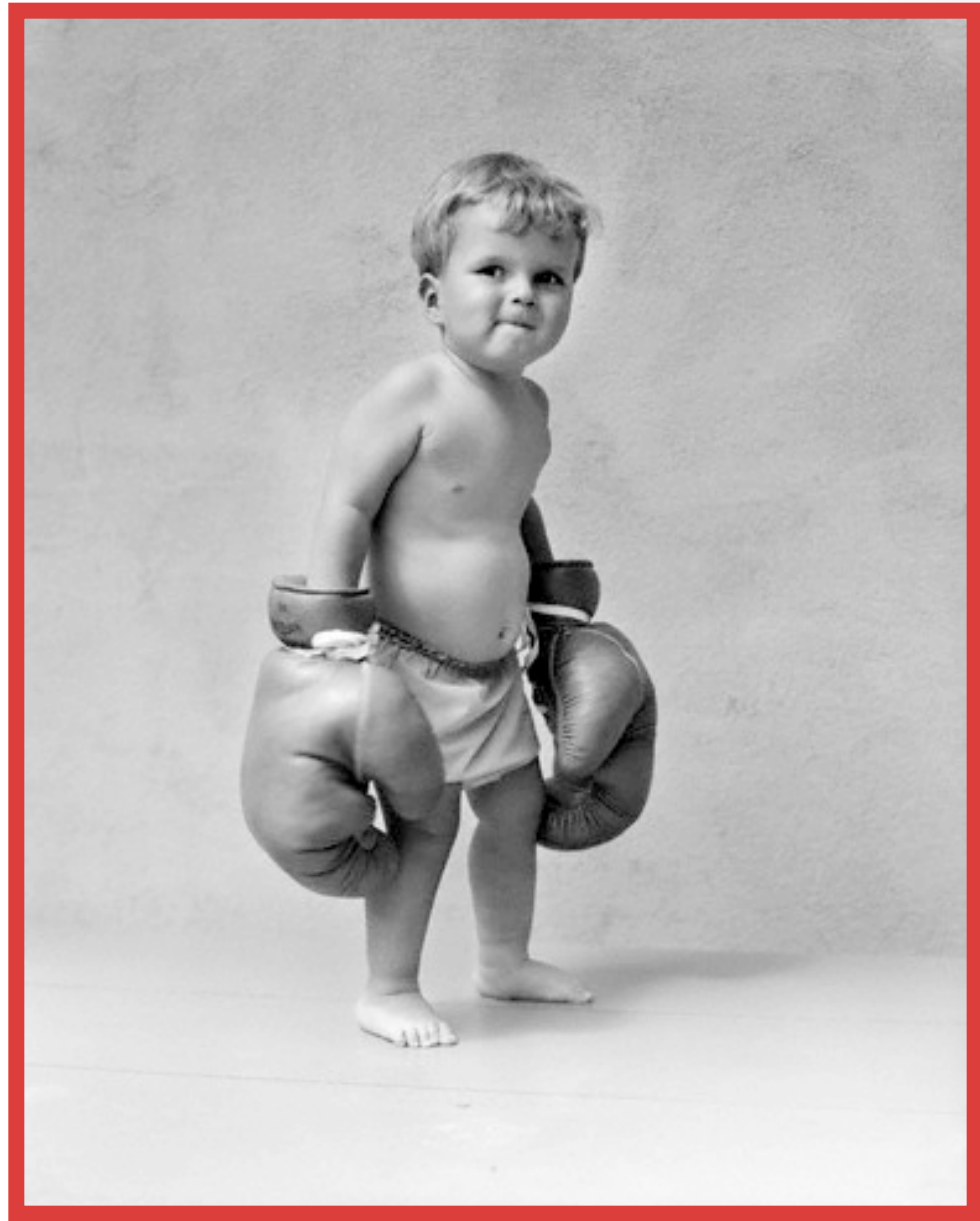
I like thinking big.  
If you're going to be  
thinking anything,  
you might as well think big.

(Donald Trump)



**Think big!**

**You are  
what you  
settle for**





Tactical thinking is  
“doing things right”

Strategic thinking is  
“doing the right things”

Strategic thinking is typically leadership:  
creating the vision.

Tactical thinking is management:  
implementing the vision.

# Beware Flinkisme

Doing things right  
Vs.  
Doing the right things





Strategy 101 is about choices:  
You can't be all things to all people.

(Michael Porter)

# Beware Bottom-Up Strategizing



“

To succeed in life,  
you need two things:  
ignorance and confidence.

(Mark Twain)