

Innovasjon

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Styrelederen

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Why must we innovate?

“

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

(Amara's law)

Fox & Hedgehog



Try to be a bit of both!

Bifocality



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).

The Road To Success

Success



what people think
it looks like

Success



what it really
looks like

Fail fast, fail often



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)

Love Asperger



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

Love Diversity

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

And do NOT try to neutralize it.

Love constructive friction.

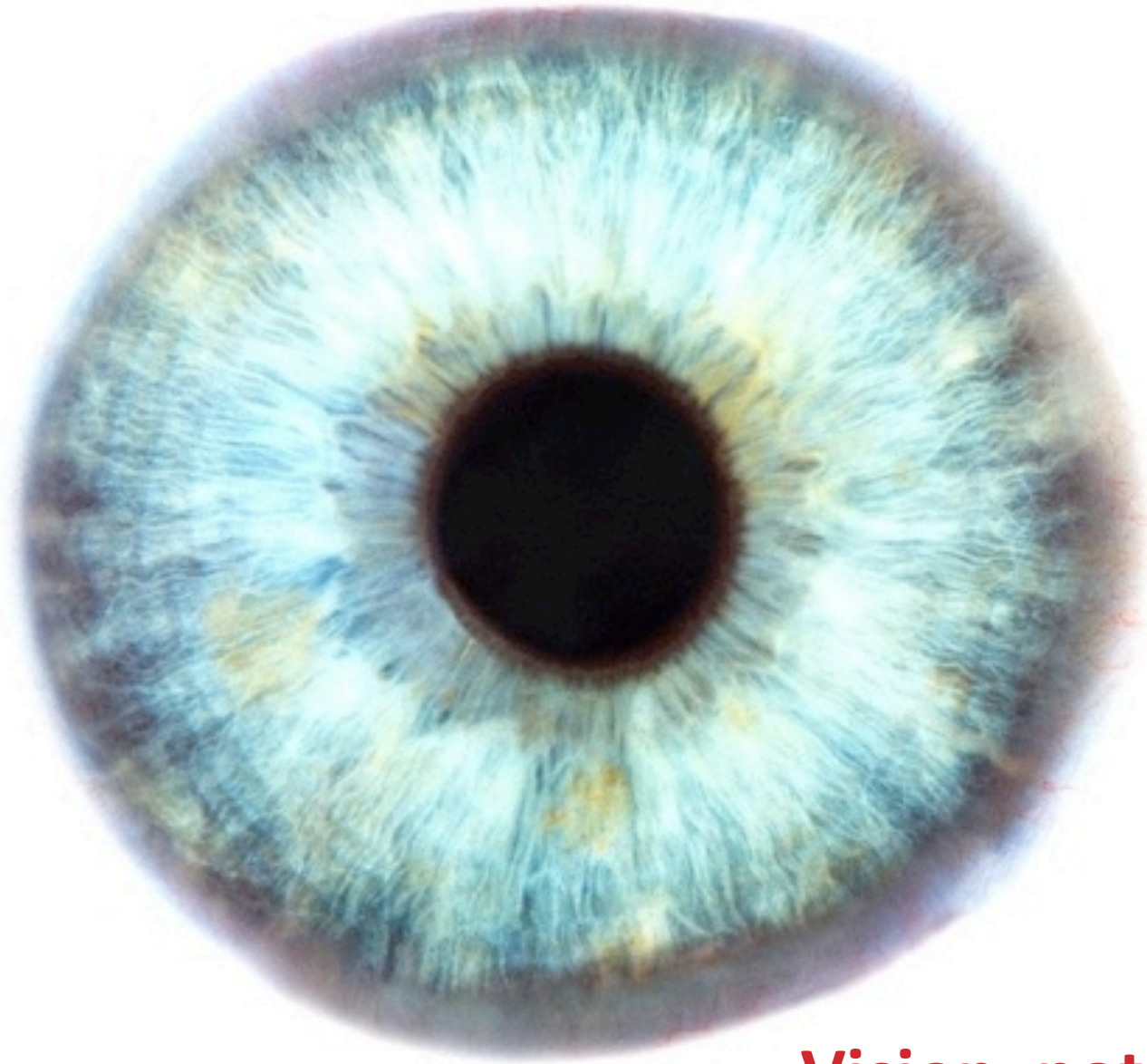


Sense of Urgency



**Fast
*creative
destruction***

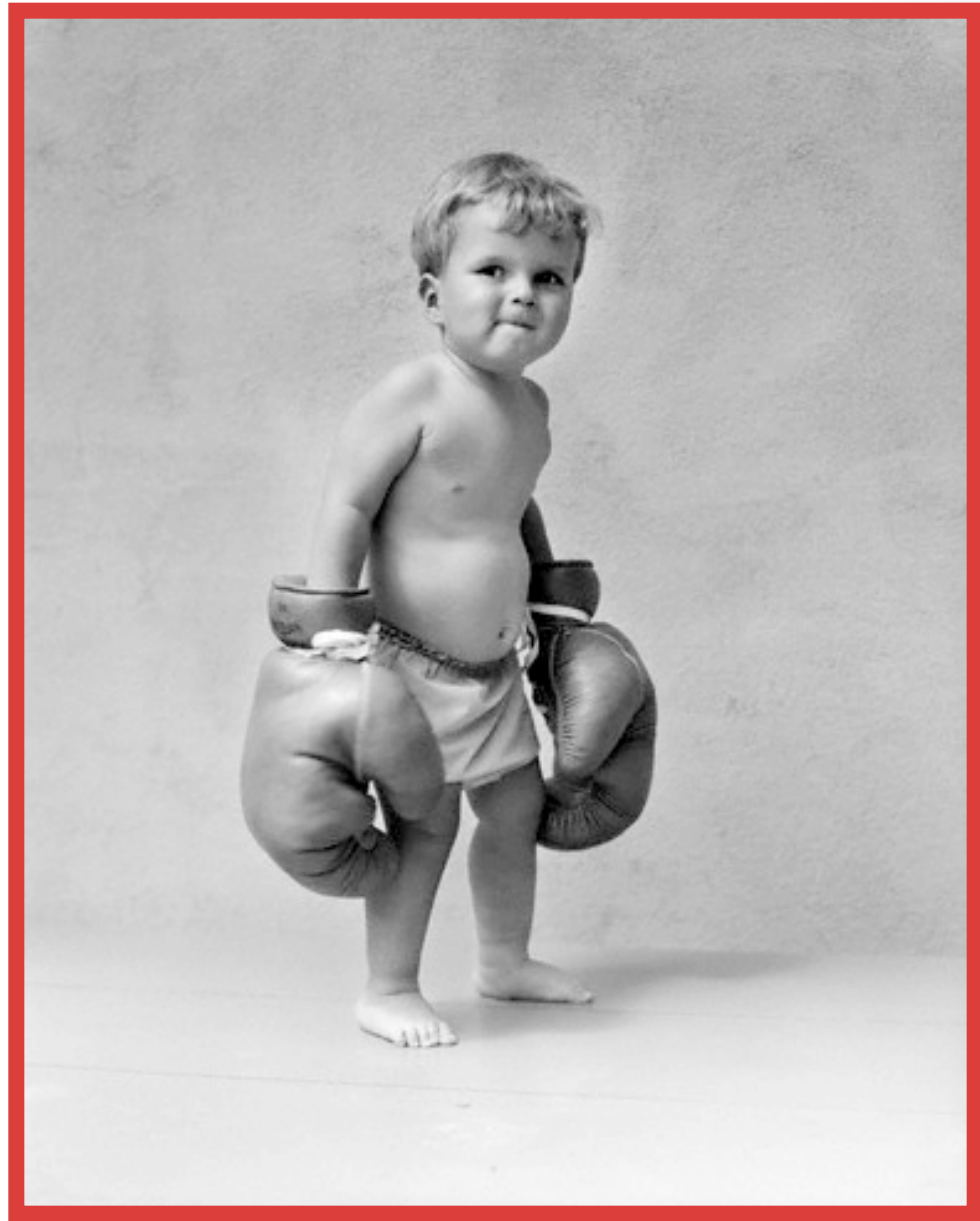
Focus!



Vision, not statistics!

Think big!

**You are
what you
settle for**



Beware Flinkisme

Doing things right
Vs.
Doing the right things



Beware Bottom-Up Strategizing



Go where the money is

Bank robber Willie Sutton reputedly replied to a reporter's inquiry as to why he robbed banks by saying "because that's where the money is."



A few random reminders

- 1. Doing things right vs doing the right things*
- 2. Speed no replacement for direction*
- 3. All creativity is combinatorial*
- 4. Balance humility with confidence, curiosity with skill*
- 5. Prepare for war, act for peace*
- 6. If you want to go fast, go alone; to go far, take your friends*



Thank you!

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