

# Innovation Drivers

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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!**

# Innovation: Product or Process?



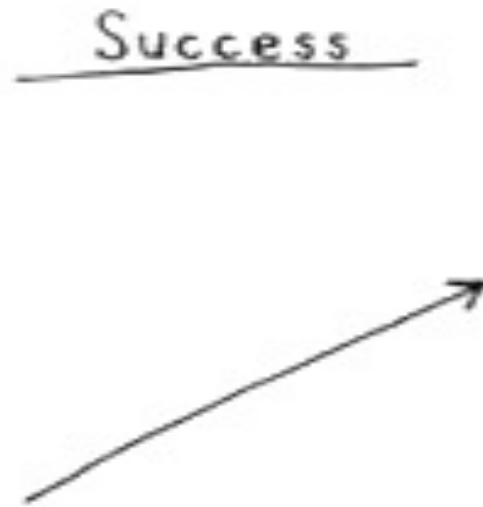
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STEVEN S. TRICK

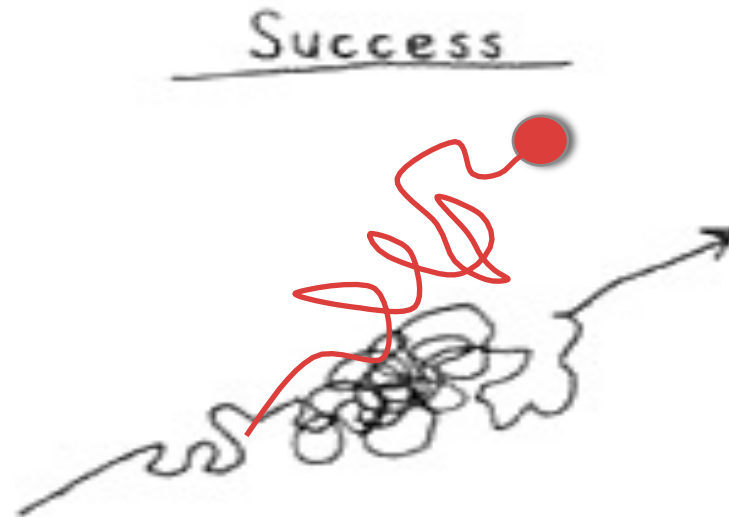
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“Organizations, by their very nature are designed to promote order and routine. They are inhospitable environments for innovation.” (T. Levitt).

# The Road To Success



what people think  
it looks like



what it really  
looks like

# 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.**



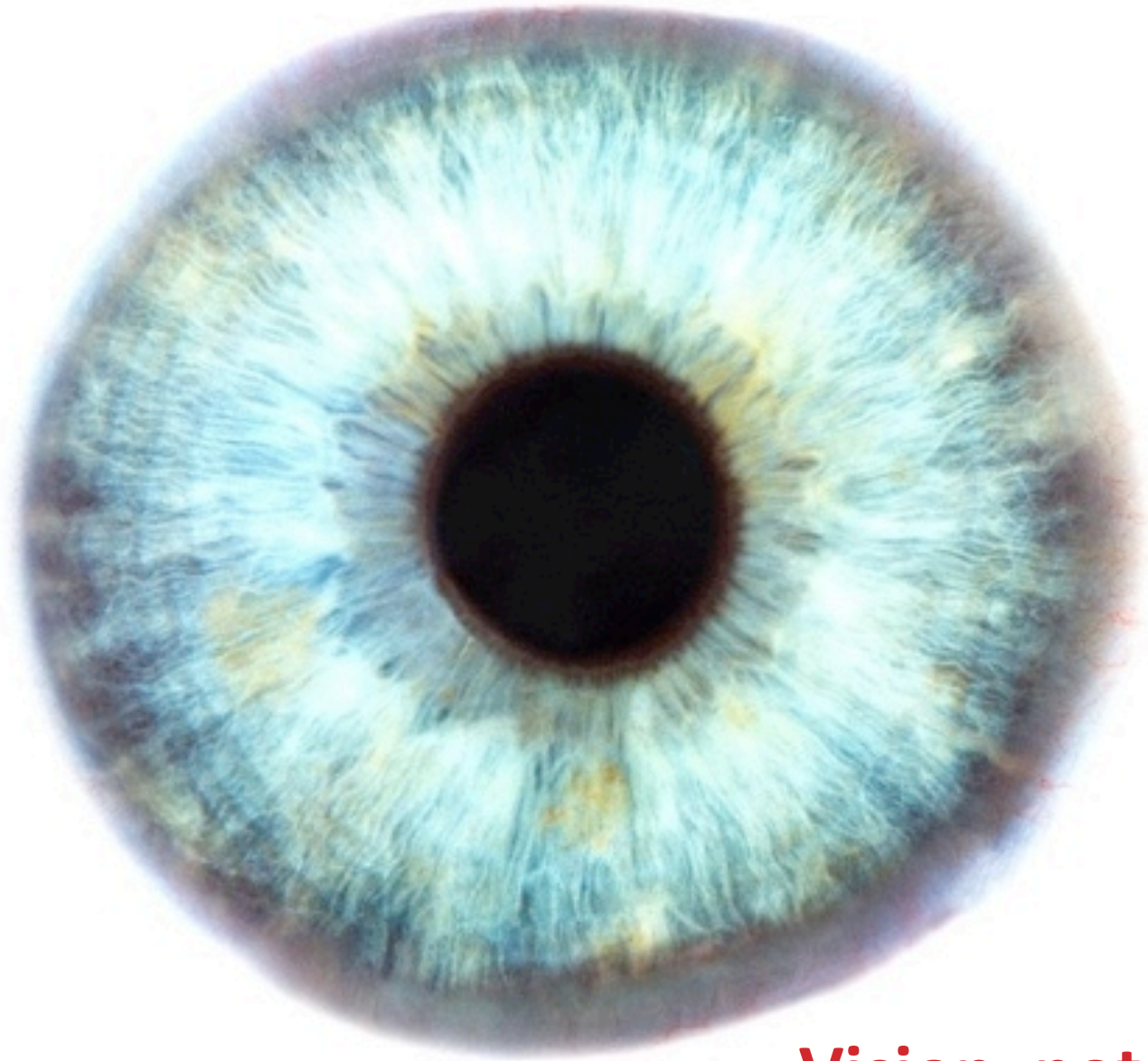
# Sense of Urgency



**Fast  
*creative  
destruction***

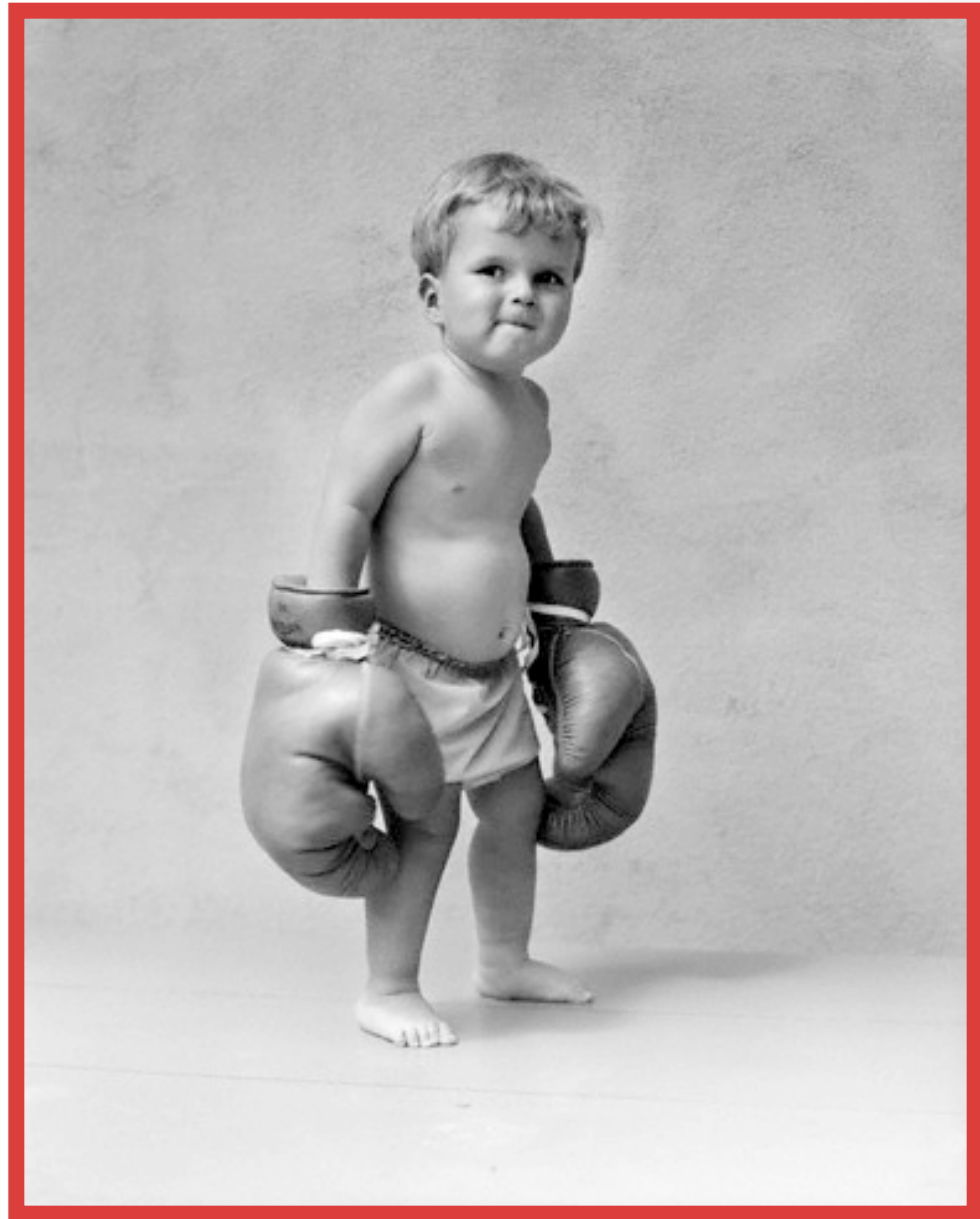


**Focus!**



**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."



# Thank you!

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