

Styrets ansvar for innovasjon

Silvija Seres
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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!

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.

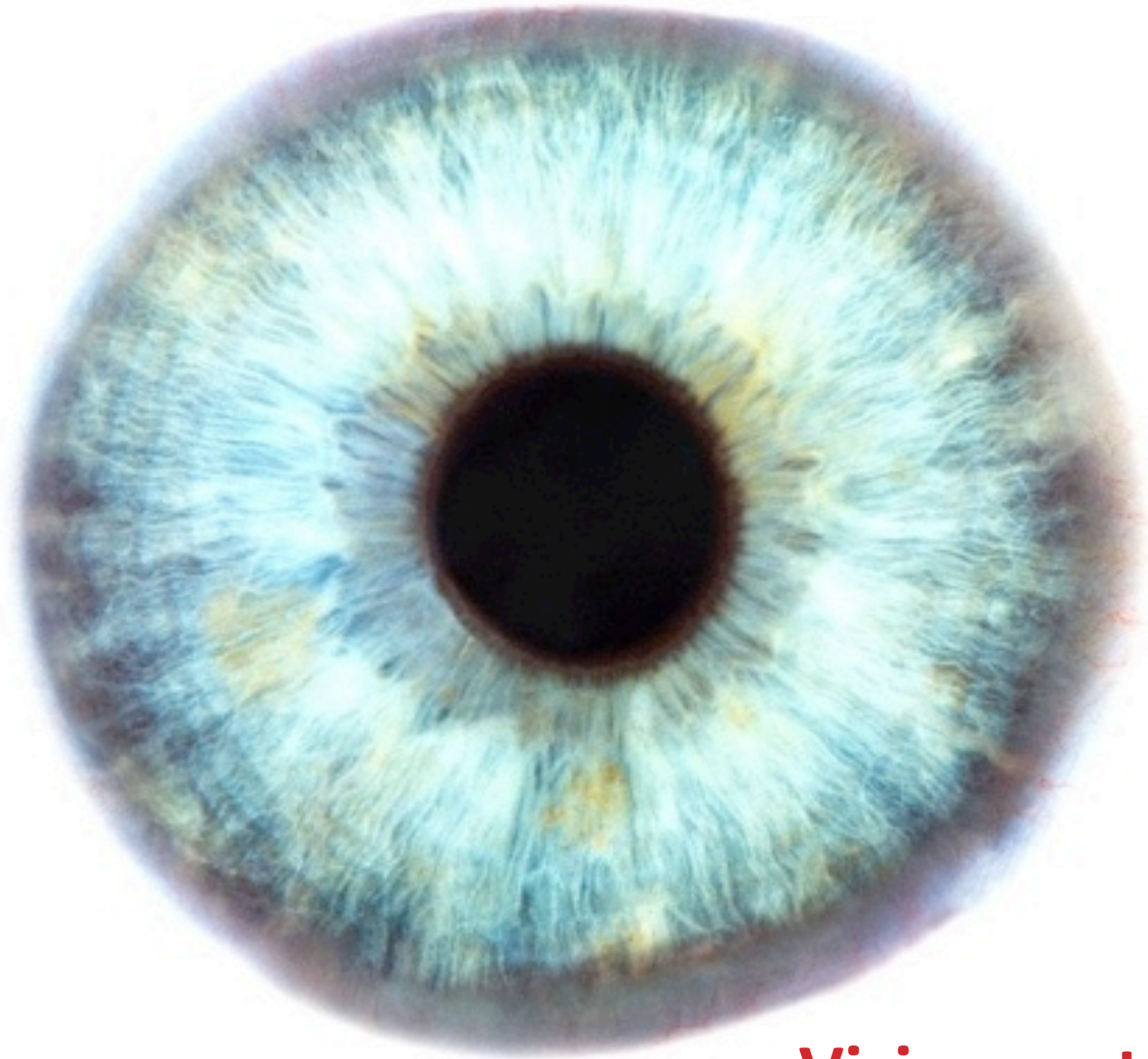


Sense of Urgency



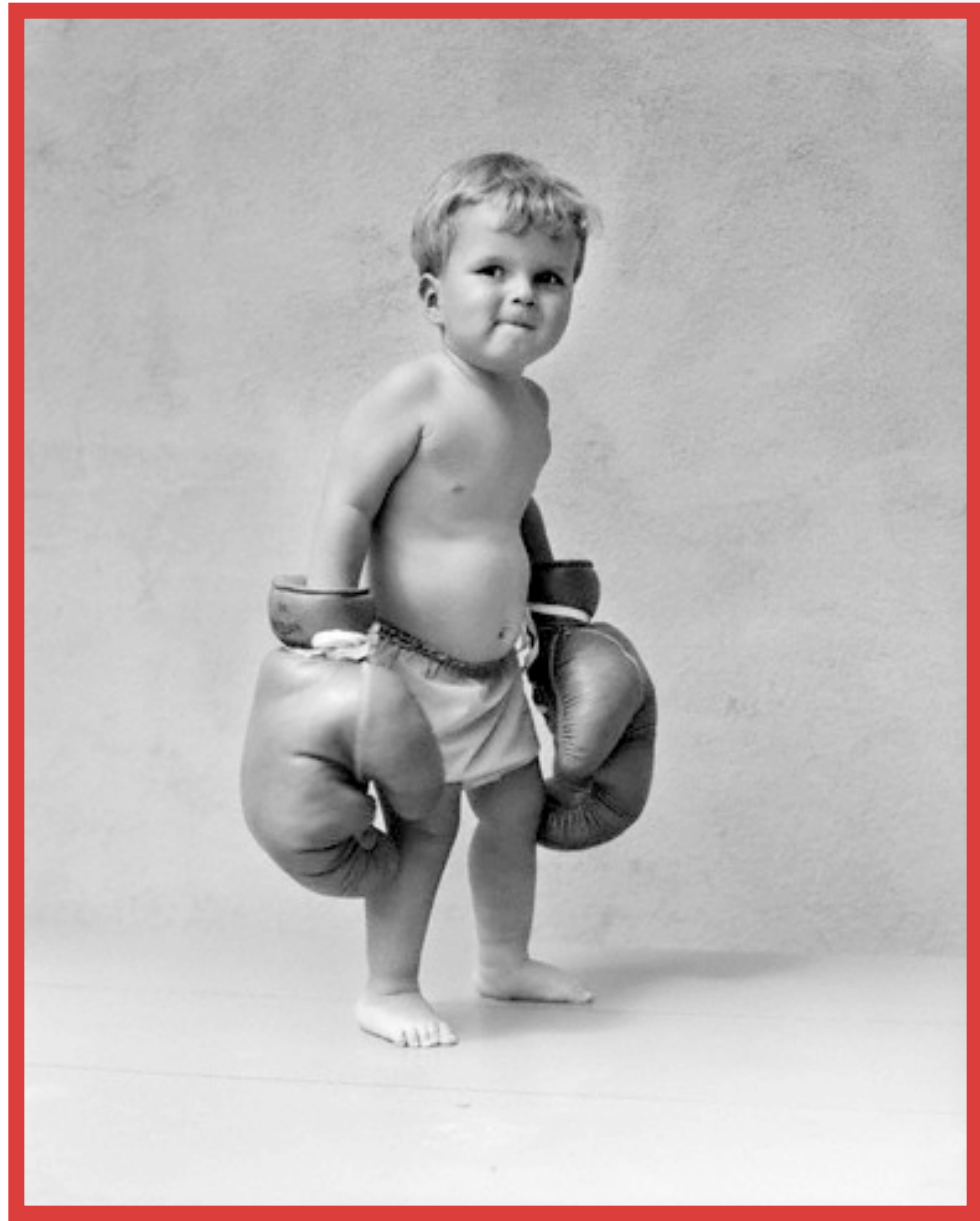
**Fast
*creative
destruction***

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



Thank you!

www.technorocks.com

silvija.seres@technorocks.com