

Innovation Management

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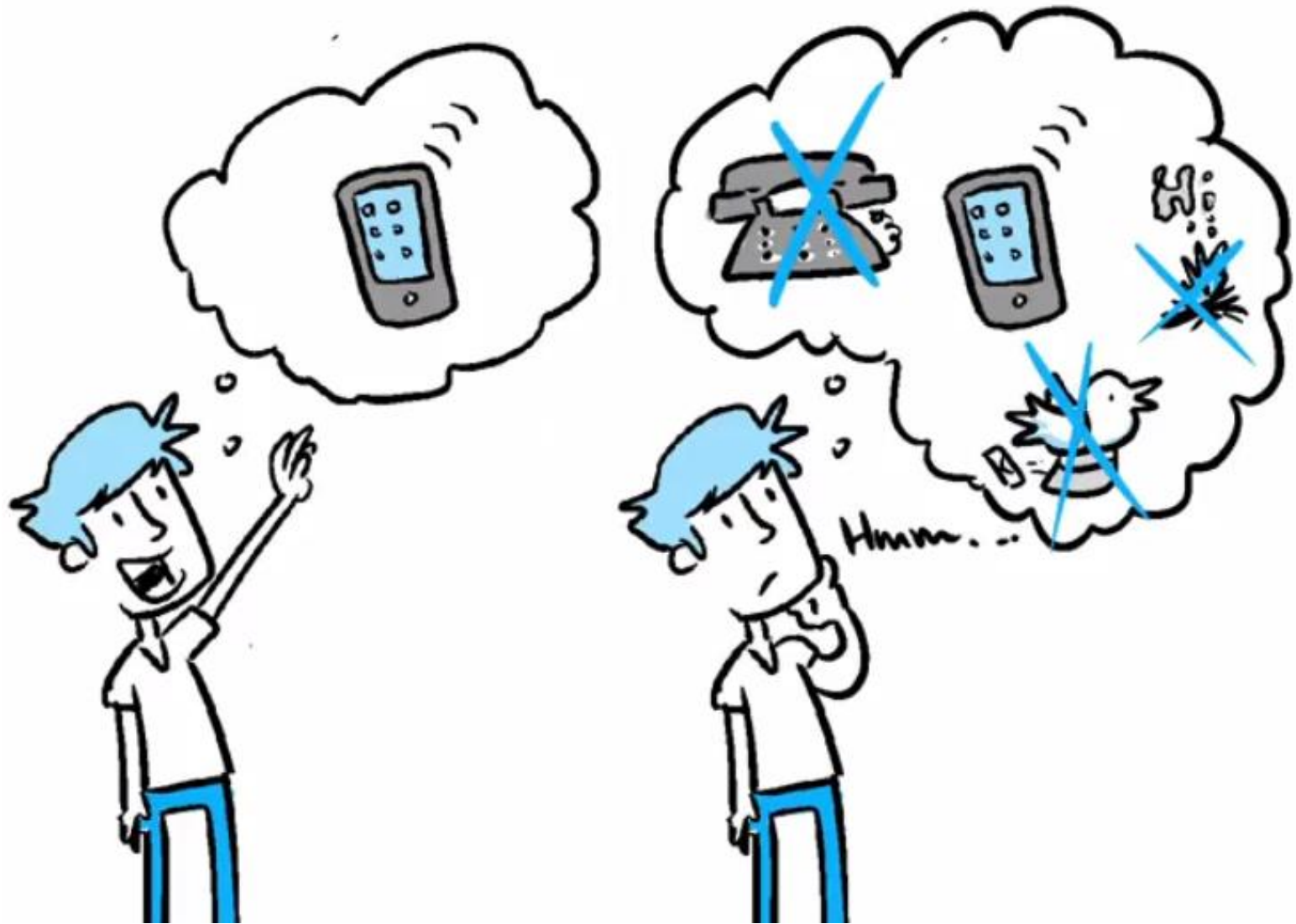
Lecture #1

Agenda :

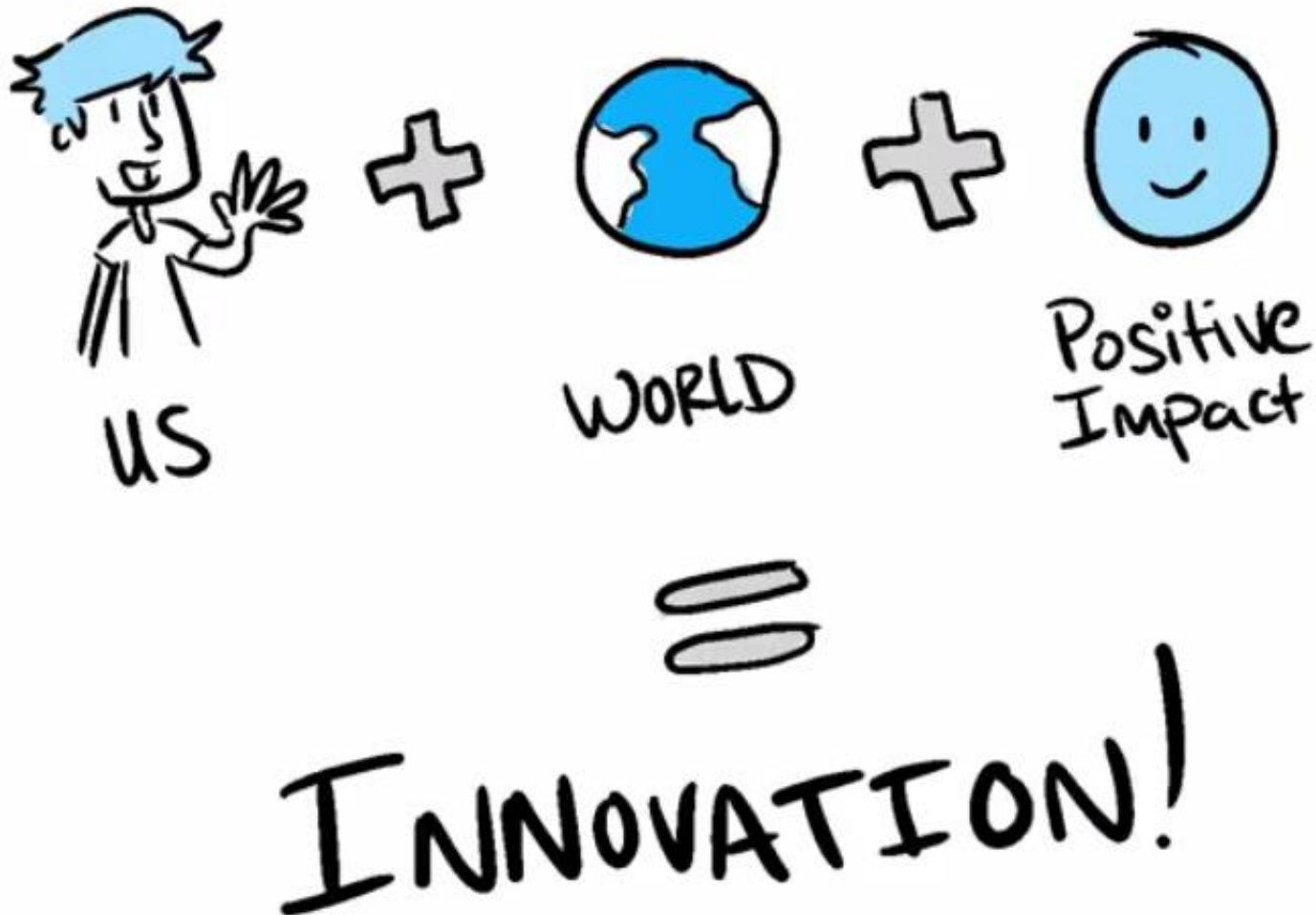
- What is innovation
- Why Innovation
- Drivers and Impact of Innovation
- Process of innovation
- Thinking Outside the Box !



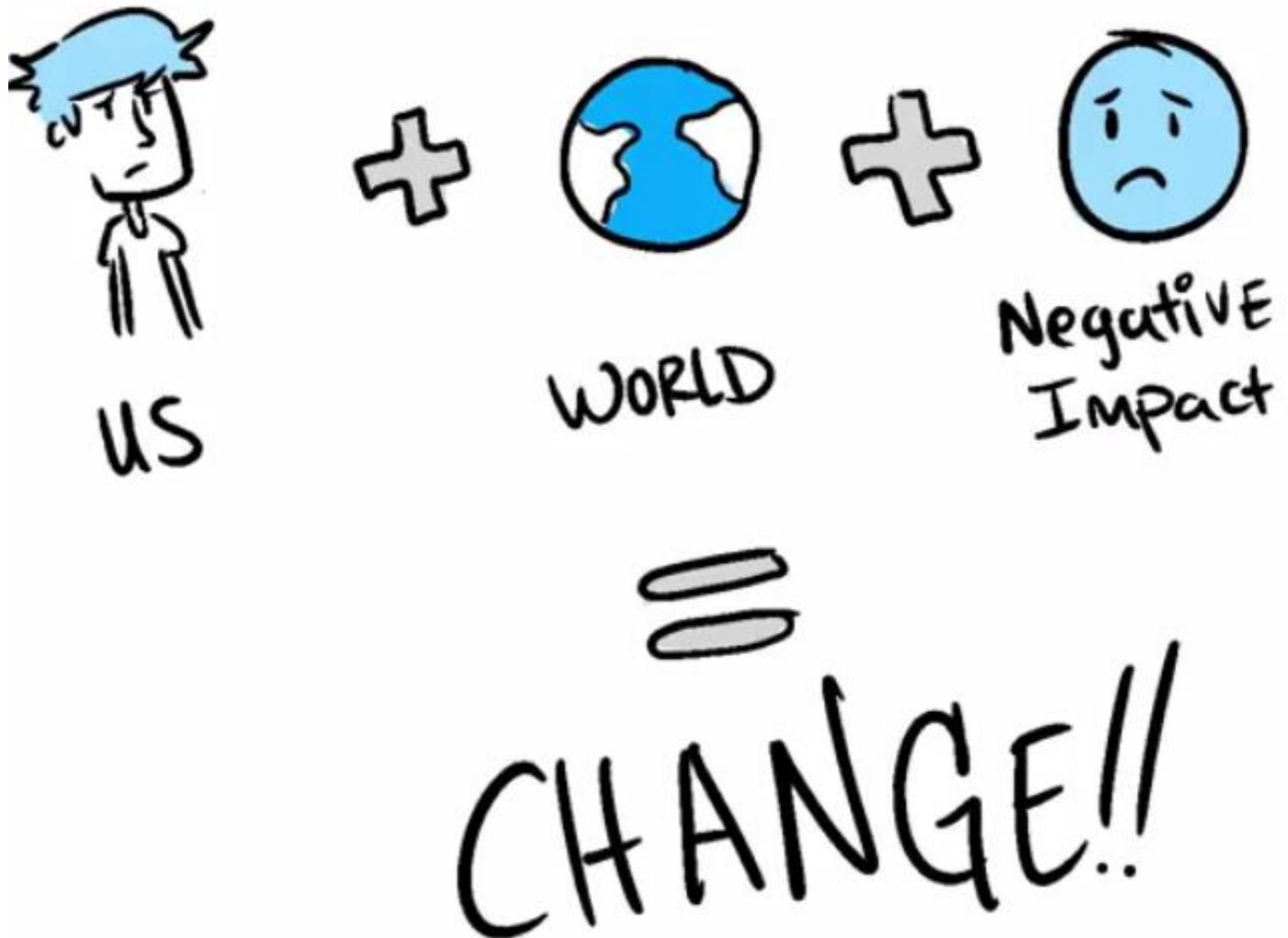
With Innovation...comes Change!



What is Innovation ?



What is Change ?

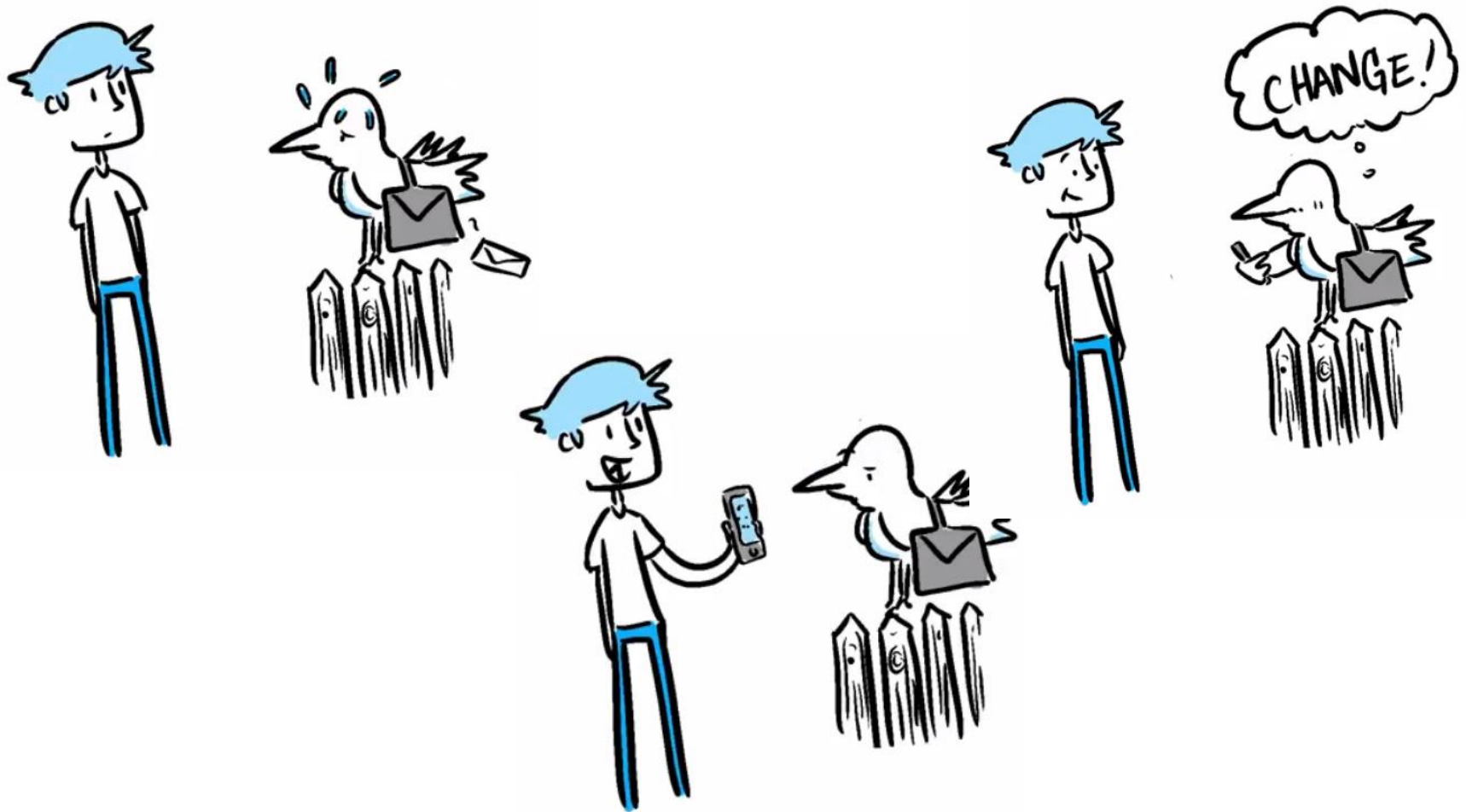




Innovation = What we do to them

Change = What they do to us

Your “Great” Idea Creates No Obligation For Others to Change



Most Important Point : Innovation is *Selling* Your Ideas !



Why Innovation ?

Differentiate



Out - Compete



New Market



Drivers and Impact of Innovation

What is the impact of innovation?

95%
Competition
feel innovation can drive a more competitive economy



91%
Go Green
feel innovation can create a greener economy

88%
Jobs
feel innovation is the best way to create jobs



86%
Partnership
feel partnership is more important than stand-alone success



87%
Society
feel we should bring value to society as a whole not only to individuals



Improve Lives
can successfully change citizens' lives in the next 10 years in:

90%
Communications

87%
Health Quality

84%
Job Market

84%
Environmental Quality



imagination at work

What drives Innovation?

66%
Value of Innovation
believe that innovation will happen when the general public is convinced of the value that innovation will bring to their lives



65%
Universities & Schools
feel that innovation happens when local universities and schools provide a strong model for tomorrow's leaders

62%
Patent Protection
agree that when the protection of the copyright and patent are effective then innovation can occur



58%
Private Investors
believe that innovation will occur when private investors are supportive of companies that need funds to innovate



Budget Allocation 48%
believe that when government and public officials set aside an adequate share of their budget to support innovative companies, innovation can brew

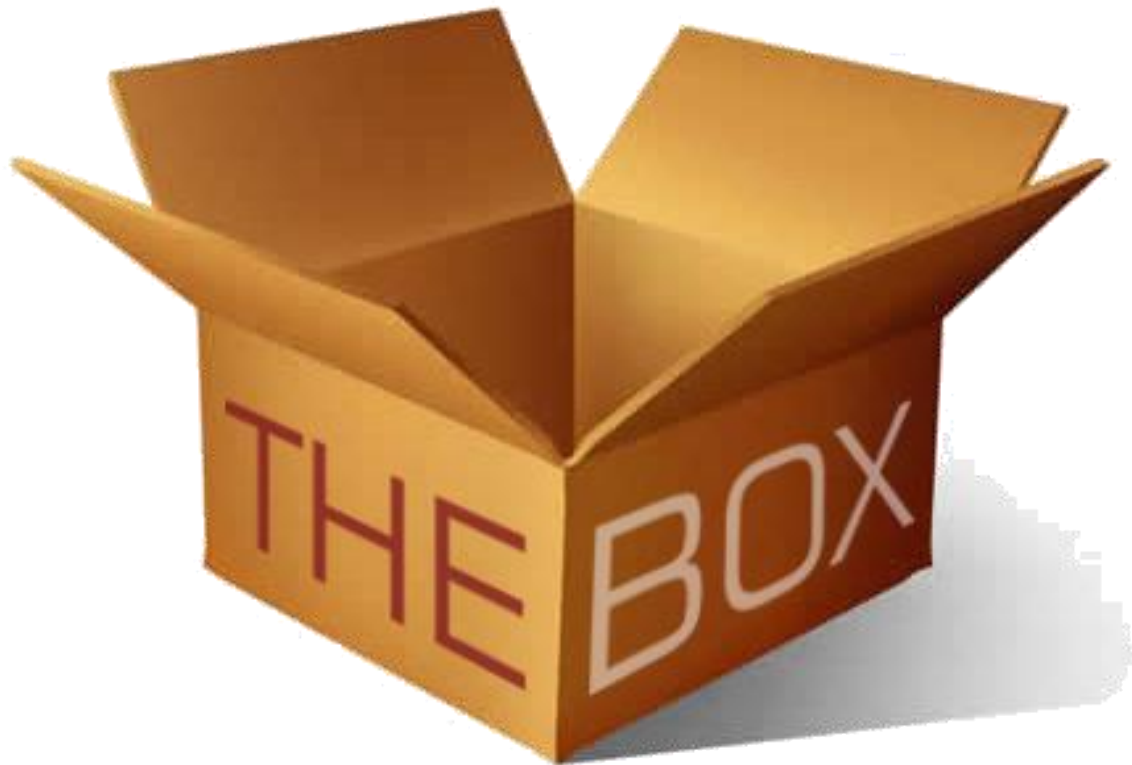


Government Support 43%
think innovation can occur when governmental support for innovation is efficiently organized and coordinated



Data collected from an independent survey of 1,000 senior business executives across 12 countries on the state and perception of innovation

t h i n k i n g

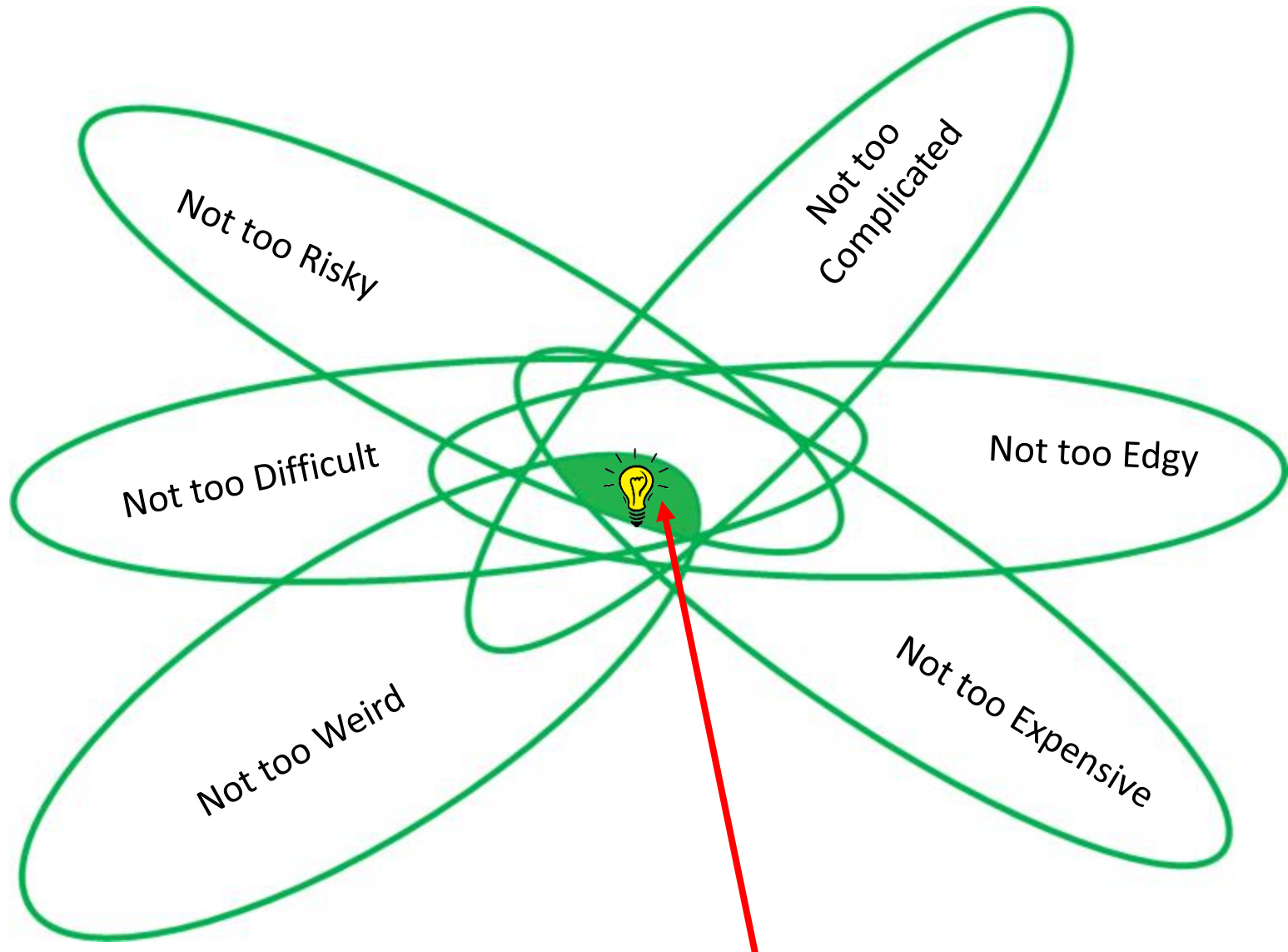




Lessons Learned !

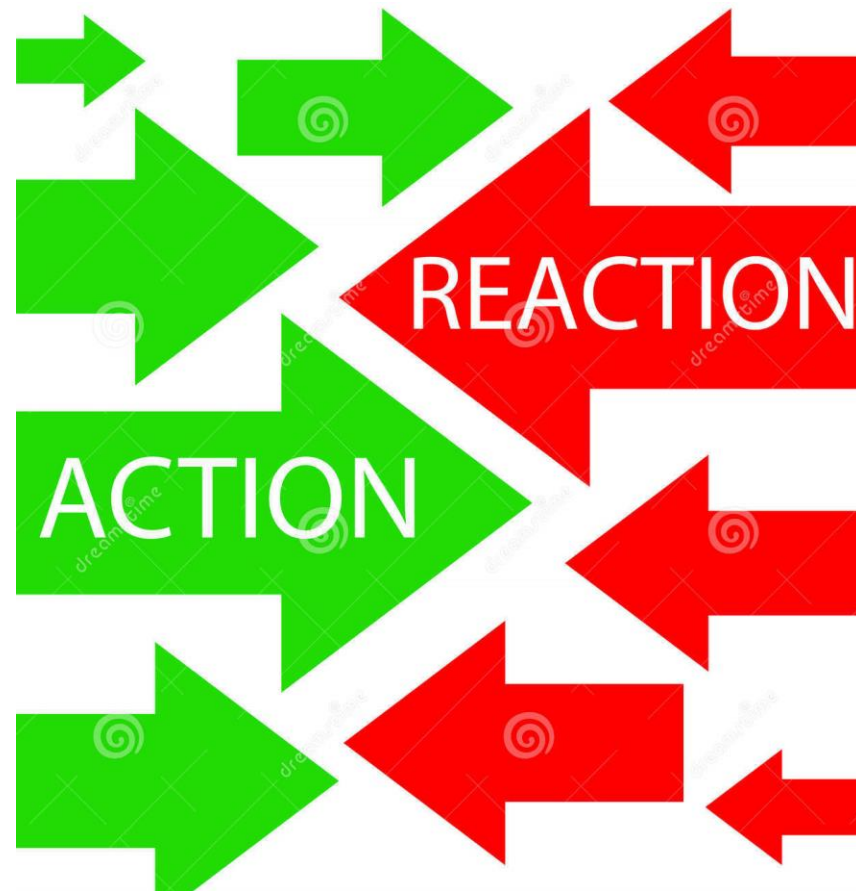
- Your Great Ideas Get *Killed* because,
 - It is not a great IDEA
 - Your work group CRITICIZE it
 - Get DRWAN by the organization
 - Get AMBUSHED by the competitors / customers
 - Get AFFECTED by the society / regulations
 - TECHNOLOGICAL issues

If an IDEA is ,



"What a **PUNY** Idea !"

How world reacted for Thinking Outside the Box?



General Motors EV-1

Code Name : *"The Impact"*





Why IMPACT became COMPACT ?

- Liability Problems ?
- No Market ?
- Secret Technology ?
- No Infrastructure ?
- Conspiracy ?
- Too Ugly ?

GM pulling the plug on old electric vehicles

DETROIT — Sometime next year, General Motors Corp. expects to retire the last one-third or so of the more-than-1,000 EV1 electric cars it built in the 1990s and leased out to users in California and Arizona.

The aluminum-intensive cars—with limited range, frequent battery charging requirements and high service costs—were a commercial failure, costing GM a considerable amount of money.

The big automaker is sending some of the out-of-service two-seat electric cars to laboratories, universities and museums, and stripping the rest for reusable parts or for scrap.

Natural Soil Conditioner

Works with all plants!

Sow-N-Gro™ is 100% recycled human hair, requires no mixing and has no smelly odors making it ideal for all types of plants and gardens. Retains moisture, which encourages healthier root development by allowing the roots to take in



Natural Soil Conditioner

Works with all plants!

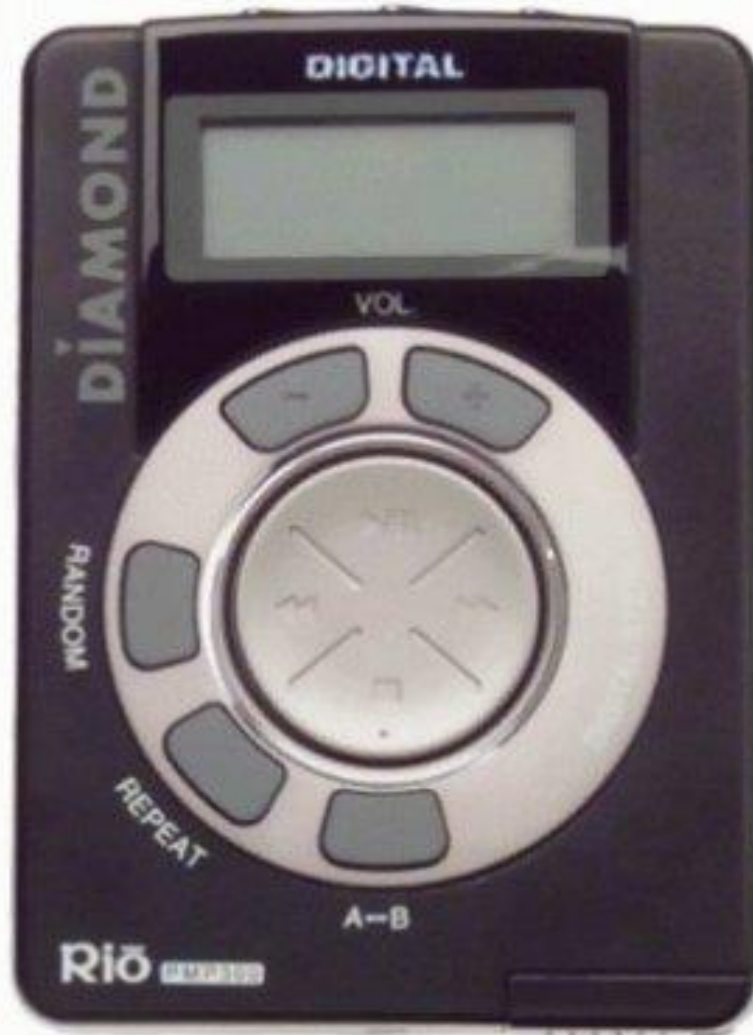
Sow-N-Gro™ is 100% recycled human hair, requires no mixing and has no smelly odors making it ideal for all types of plants and gardens. Retains moisture, which encourages healthier root development by allowing the roots to take in



Why it was YUCK ?

- People HATED plants grown on Recycled Human Hair
- People HATED to eat those plants

World 1st MP3 Player



World 1st MP3 Player



Why it got SUED ?

- Copy Right Issues

Instant Hand Free



Instant Hand Free



RIDICULED!

Why it was Ridiculed ?

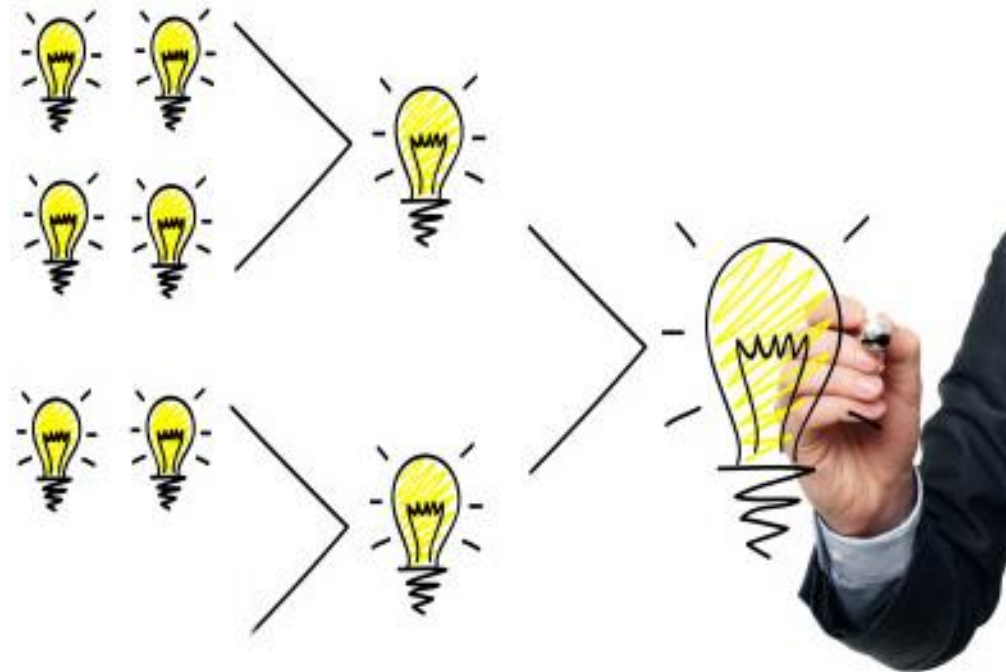
- For other people , it was an ODD or a CHANGE



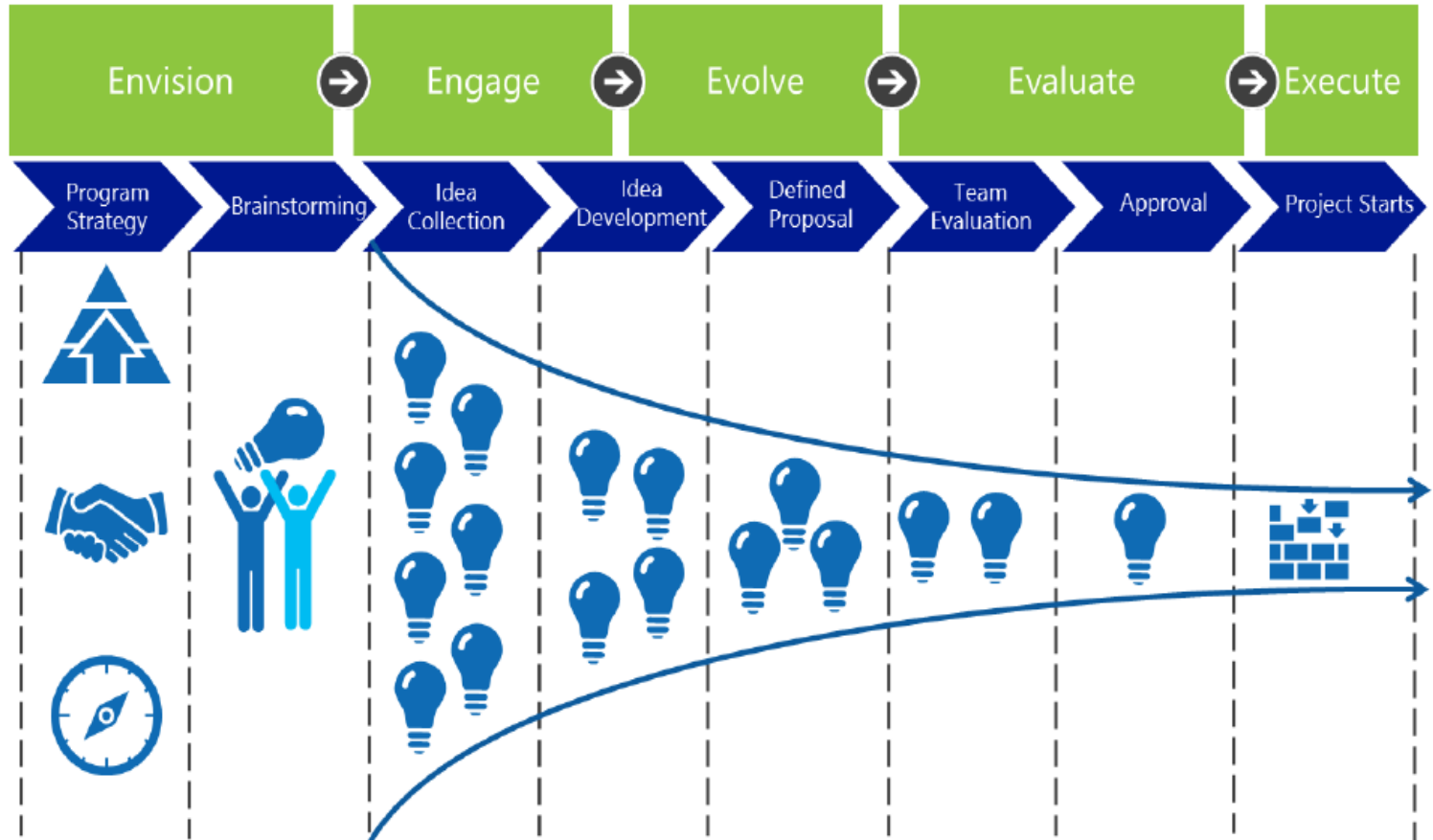
What Does Innovation Fail ?



Process of Innovation



Innovation Management Framework (IMF)



Primary Sub-Processes

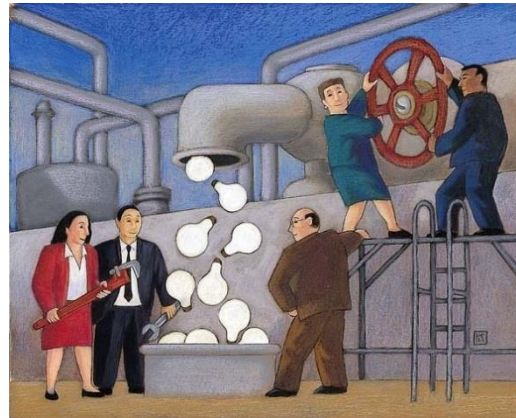
Envision



Engage



Evolve



Evaluate



Execute



Out Come of IMF

Product

Process

Organizational

Marketing

Main Drive of IMF

- **Innovation Governance Board (InGB)**



References

- <https://www.coursera.org/course/Innovation>
- <http://www.youtube.com/watch?v=M3hTB0S1Gts>
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THANK
You