



effect

THE INNOVATION EXPERIENCE

／ INNOVATION TO PRACTICE
HOW DO WE CONVERT AN IDEA INTO REALITY?



Innovation Collaboration

Radically Disruptive

- Creates a market through a completely new sales argument and it has room to grow, due to the public interest in the product and a lack of clear competitors – **Market Making**

Radically Sustaining

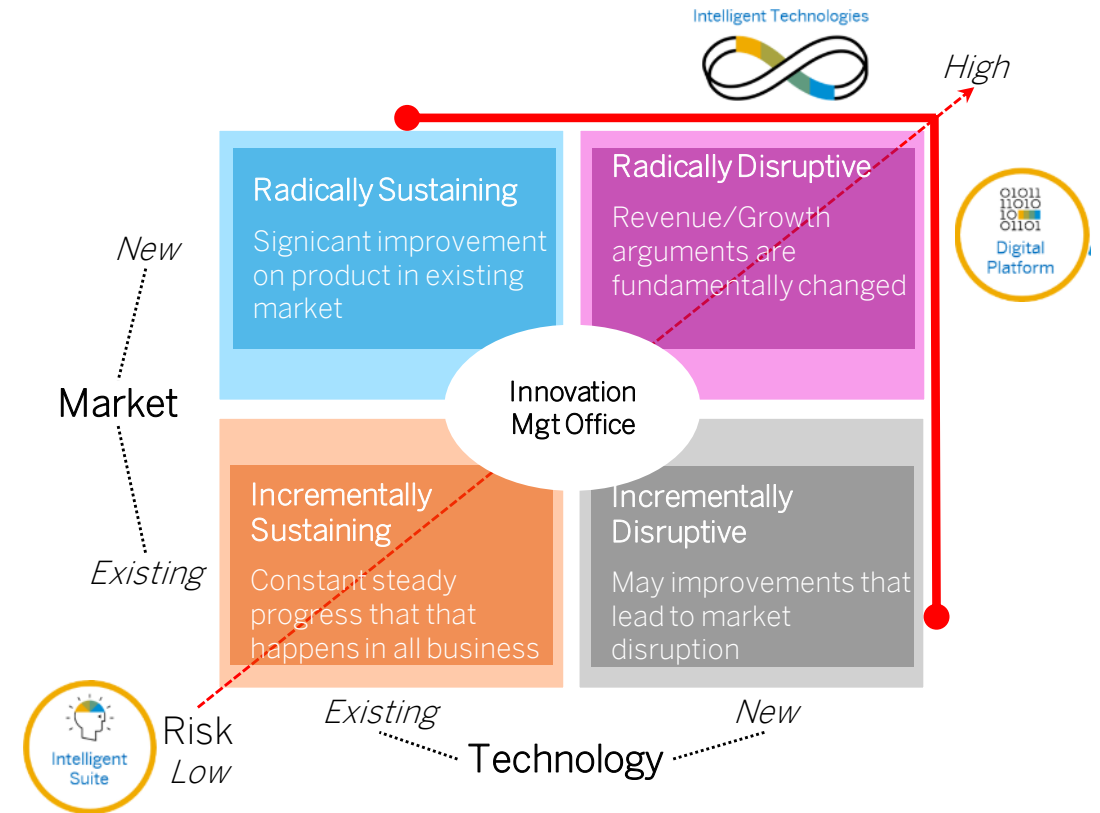
- Typically an improvement on a product, service or a process in an old market and thus doesn't change the sales argument of the product.
- Doesn't really affect whom consumers buy the product from or for what reasons - consumers get a better experience for the same amount of money.

Incrementally Sustaining

- Probably the most common form of innovation.
- It is the constant progress that's constantly happening in every business and is thus a vital factor for being able to compete

Incrementally Disruptive

- Staged innovation, slow building process towards potentially unknown final goal
- Can eventually lead to a dramatic disruption, even creating an entirely new market



What does it mean to have an innovation culture?

Fail Fast

Staff Autonomy

Support Staff

Try New Things

Collaborate





Tolerance for failure

Does not mean a tolerance
for incompetence.

Focus on what we learnt.

Be willing to experiment

Ensure a high discipline
is applied.

Focus on Desirability and
Feasibility.

Encourage sharing

But also accept candid
feedback

By leaving ego at the door





Collaboration

But with individual accountability

With clear metrics

**Product
Influencing
Lounge**

Share Your Feedback

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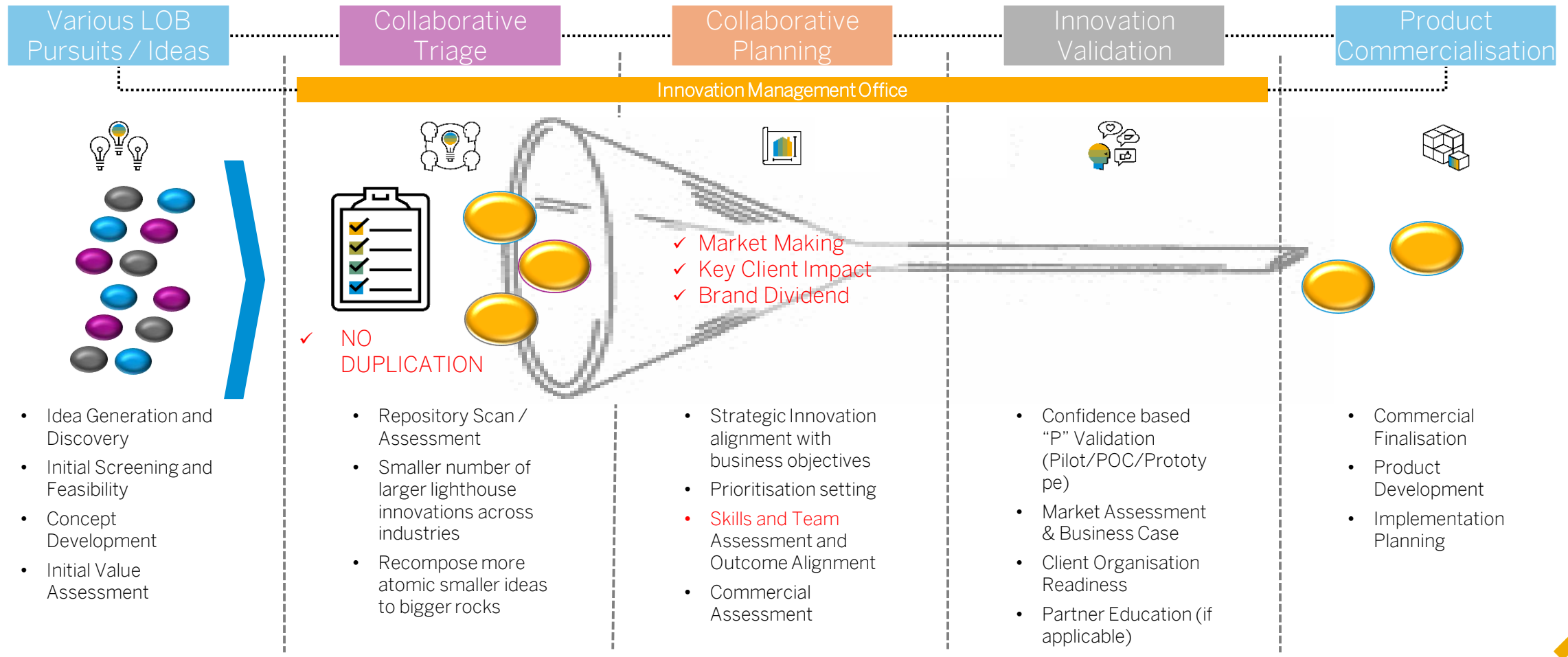
Flat leadership

Does not mean
weak leadership

Focus on Vision



Ideas through to Market



CONTACT US

Please get in touch if you have any inquiries

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THANK YOU!



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