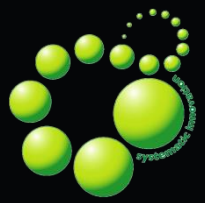
11 September 2014

Systematic Innovation

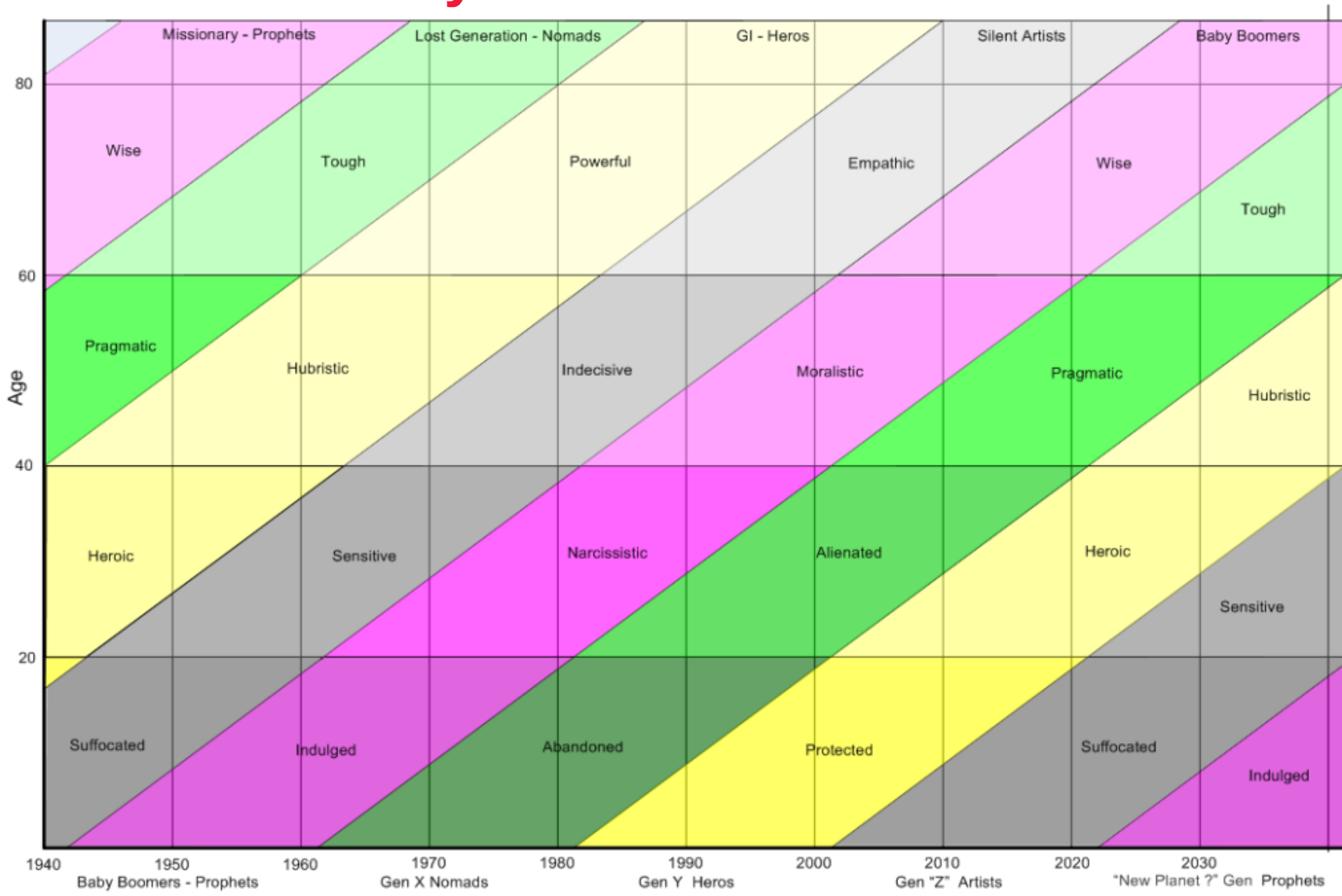
Building A Sustainable Sense Of Progress



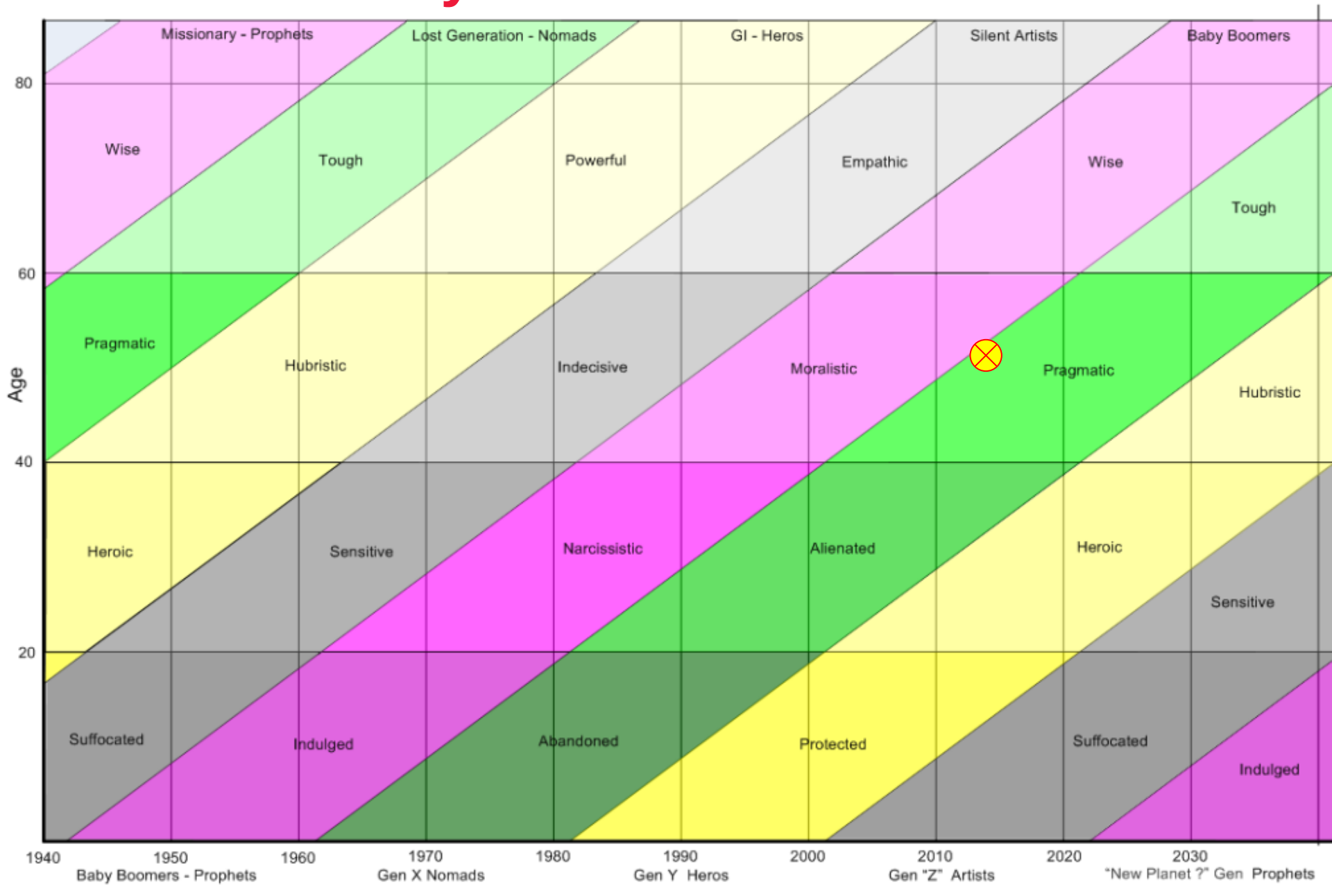
Ambient Assisted Living Forum
Bucharest


Some of our clients:
spirax sarco
BEKAERT
IHG
InterContinental Hotels Group
Lilly
HEIDELBERG
LIFTEN / ASCENSEURS
coopman
gsk
GlaxoSmithKline
FLSmidth
intel
DELPHI
Driving Tomorrow's Technology
Infosys
Electrolux
BAE SYSTEMS
ILFORD
YOUR PARTNERS IN IMAGING
ICICI Bank
MGI COUTIER
ATOFINA
Dulux
GlaxoWellcome
ResMed
NEW HOLLAND
MOSTI
hp
invent
AVON
BMW
DECATHLON
A FOND LA FORME
corus
GM
Nestlé
Good Food, Good Life
SAMSUNG
NASA
TELEKOM MALAYSIA
BOEING
JOHNSON ELECTRIC
TURKISH AIRLINES
State Government Victoria
BOON EDAM
Network Rail
MOTOROLA
intelligence everywhere
Raychem
TEXAS INSTRUMENTS
Cochlear™
DIAGEO
GOODYEAR
Pedigree
RENAULT
HILTI
Rolls-Royce
PILKINGTON
Honeywell
mira
SHOWERS
AIRBUS
SHARP
Mahindra
RioTinto
THE DOCUMENT COMPANY
XEROX
P&G
SIEMENS
Johnson&Johnson
Unilever
NHS
Hong Kong Productivity Council
香港生產力促進局
United Utilities
Sara Lee
MATTEL
DOW
Living. Improved daily.

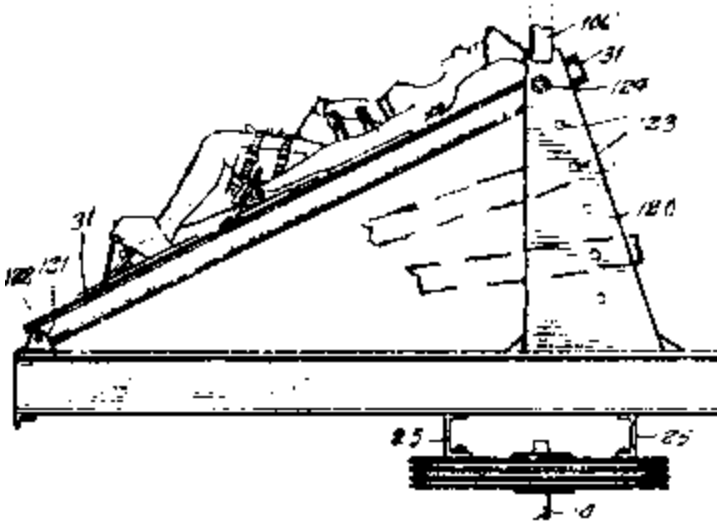
Generational Cycles



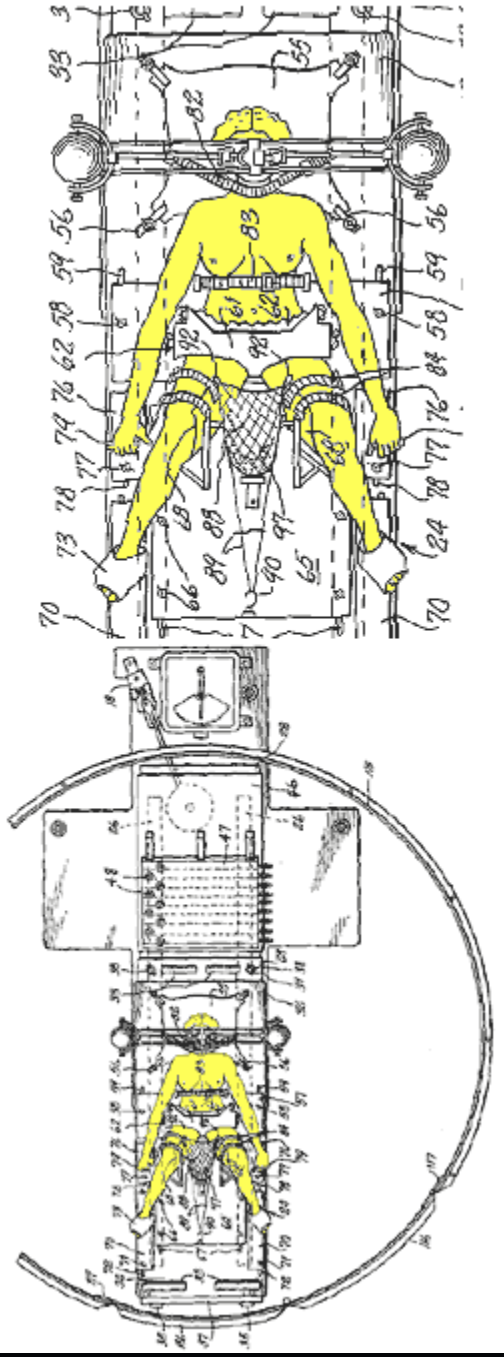
Generational Cycles



Innovation?

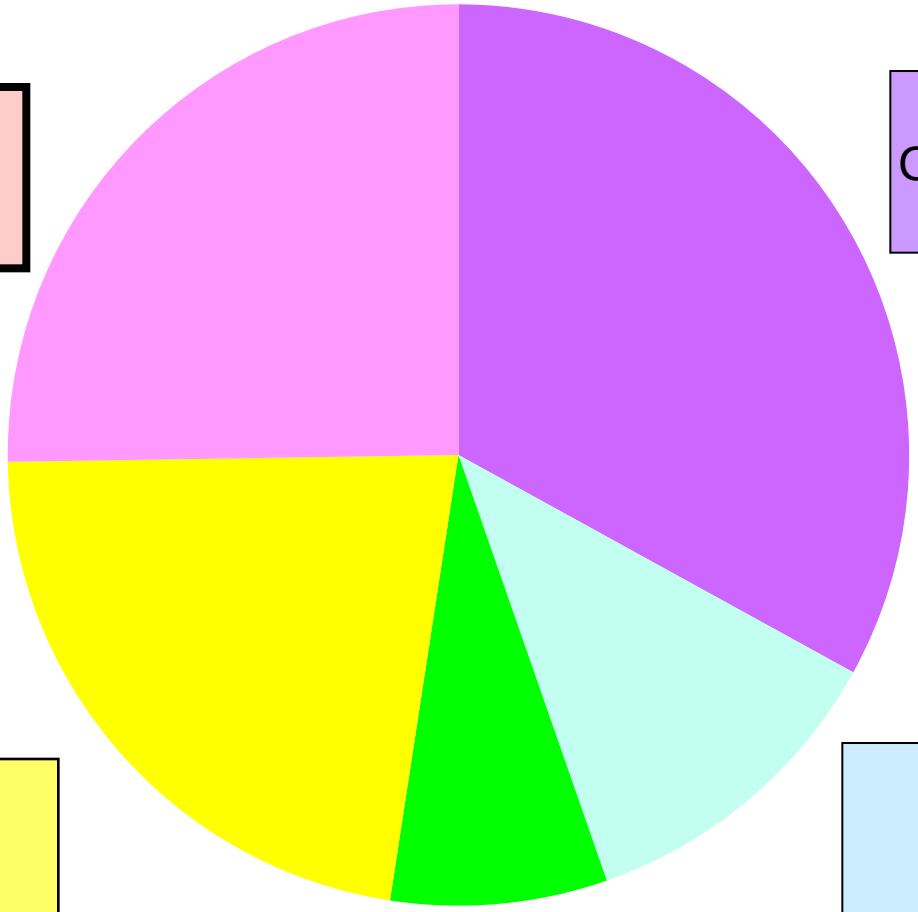


US Patent 3,216,423

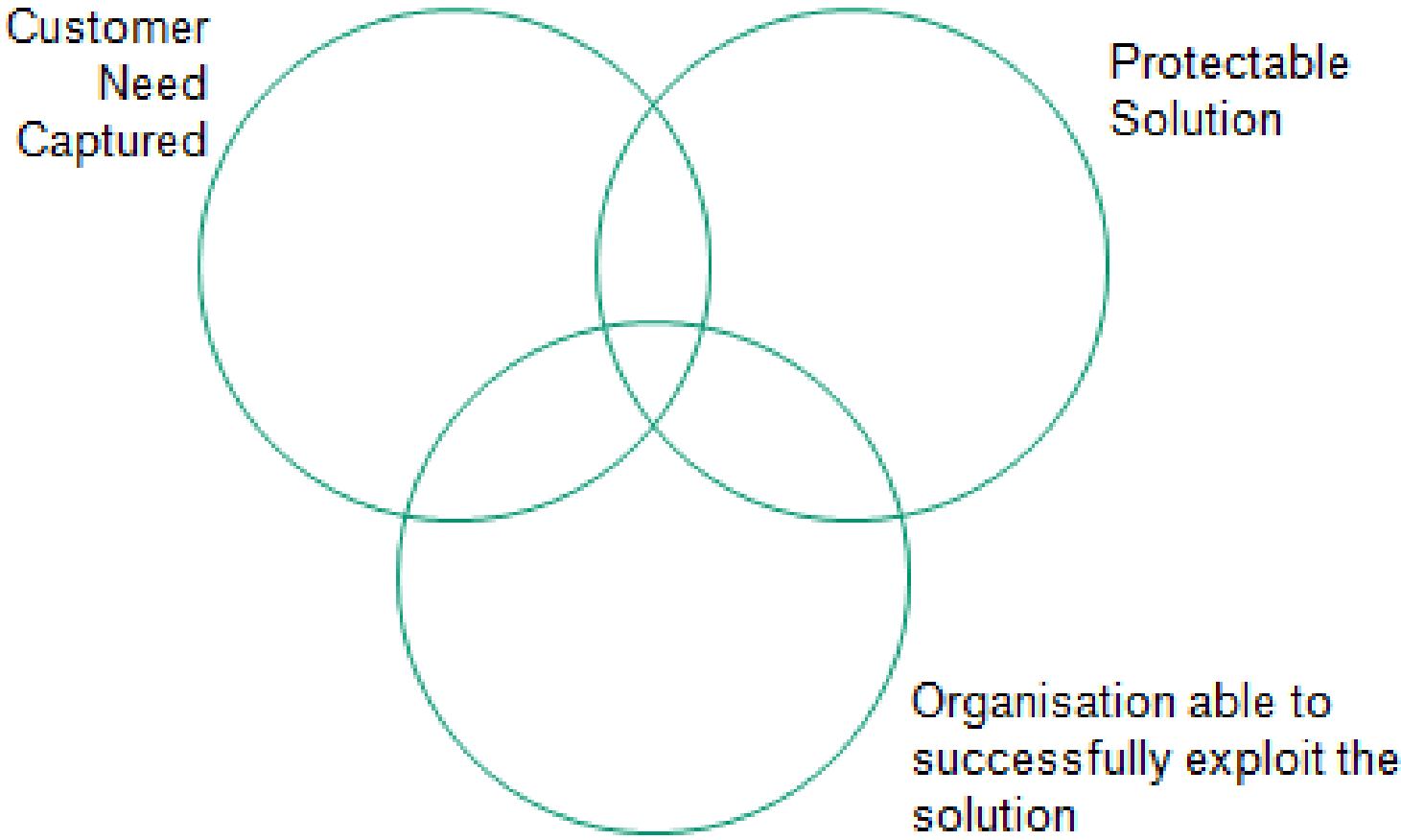


98% of attempted ‘innovations’ fail

Where Failures Happen



Innovation… Most Difficult Game In The World?



Why Has The EU Wasted So Much Money On Care For The Elderly Research?


ÜTOPYA
∞ KM


YOU CANT GET
THERE FROM HERE

Which Is The Most Important Work Motivator?

Manager's Opinion

Team member's Opinion

Recognition

Incentives

Interpersonal Support

Support for Making Progress

Clear Goals

Which Is The Most Important Work Motivator?

Manager's Opinion

Team member's Opinion

FIRST 

Recognition

Incentives

Interpersonal Support

Support for Making Progress

Clear Goals

Which Is The Most Important Work Motivator?

Manager's Opinion

Team member's Opinion

FIRST 

Recognition

Incentives

Interpersonal Support

LAST 

Support for Making Progress

Clear Goals

Which Is The Most Important Work Motivator?

Manager's Opinion

Team member's Opinion

FIRST →

Recognition

Incentives

Interpersonal Support

LAST →

Support for Making Progress

← FIRST

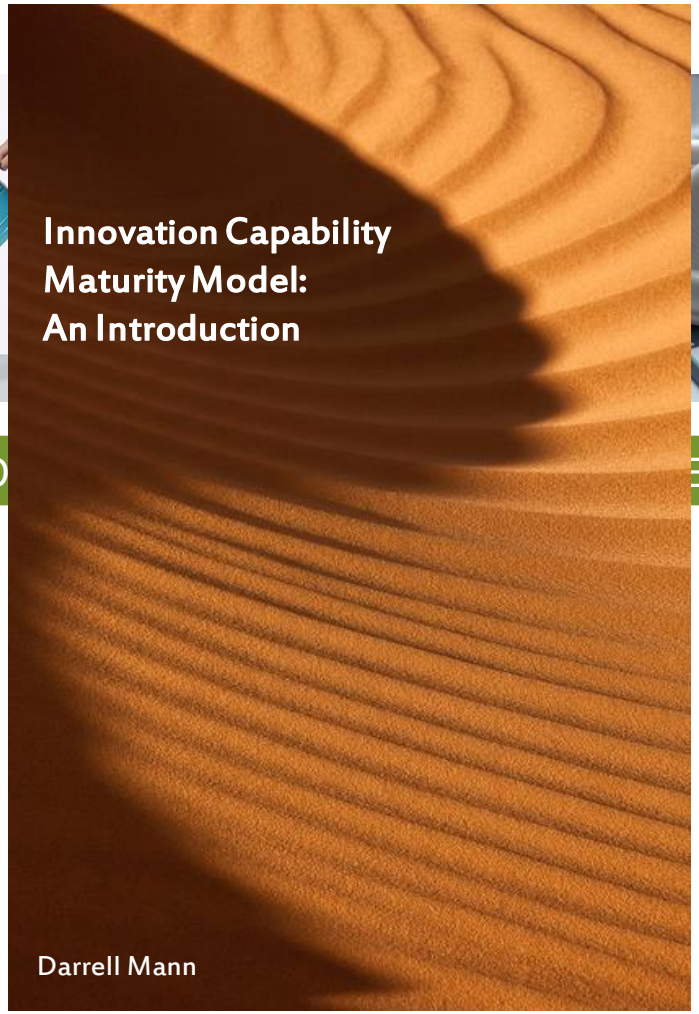
Clear Goals

Innovation Capability Maturity Model

Innovation strategy depends on the capabilities of the organisation

SEEDING

CHAMPIO



EGISING

VENTURING

Duke UNIVERSITY

UTS
University of Technology, Sydney

LSE

TSINGHUA UNIVERSITY 1911

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

Some Organisations Do Get It Right…

The Steve Jobs Effect/'insanely great'

'Beat Sony'/Institutionalised Innovation Tools

40% product turn every 3 years

Skunkworks

'50% of innovations from the consumer'

Average 40 suggestions/employee/yr
90+% implementation rate

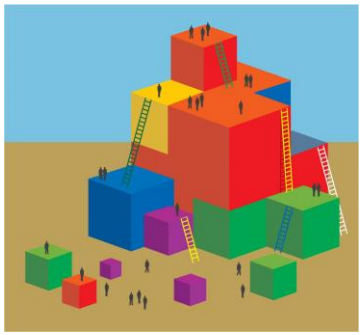
Employees spend 30% of time on 'non'Google'

'Self-organising' teams

Look Beneath The Noise….

SEEDING

CHAMPIONING



MANAGING

STRATEGISING

VENTURING

SAMSUNG

3M

GORE
Creative Technologies Worldwide

TOYOTA

Google

P&G

Level Of Capability Determines Level Of Focus

SEEDING	CHAMPIONING	MANAGING	STRATEGISING	VENTURING
ICMM1	ICMM2	ICMM3	ICMM4	ICMM5

Societal
- **Live Different**

C-Suite
- **Work Different**

SBU/Division
- **Sell Different**

Product/Service
- **Do Different**

Processes
– **Do better**

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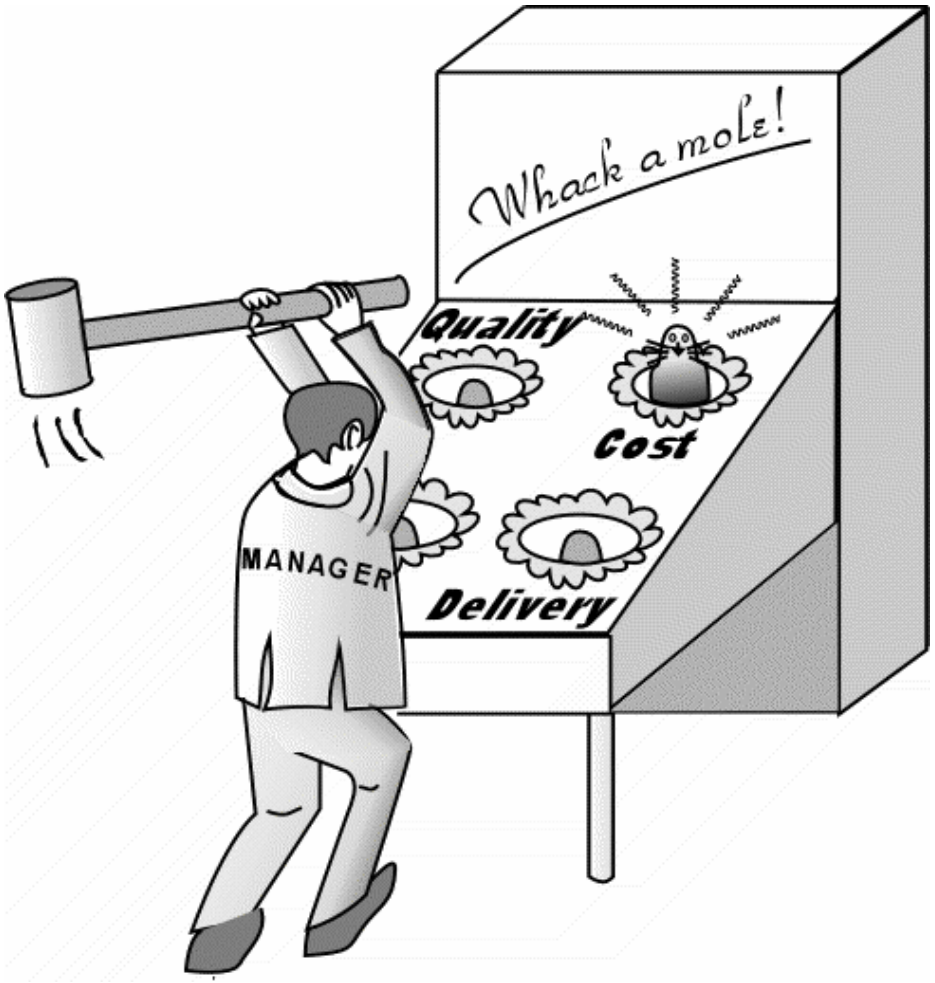
C-Suite - **Work Different**	C-Suite - **Work Different**	C-Suite - **Work Different**	C-Suite - **Work Different**	C-Suite - **Work Different**
SBU/Division - **Sell Different**	SBU/Division - **Sell Different**	SBU/Division - **Sell Different**	SBU/Division - **Sell Different**	SBU/Division - **Sell Different**
Product/Service - **Do Different**	Product/Service - **Do Different**	Product/Service - **Do Different**	Product/Service - **Do Different**	Product/Service - **Do Different**
Processes – **Do better**	Processes – **Do better**	Processes – **Do better**	Processes – **Do better**	Processes – **Do better**

Defining The Right Problem

1) What People Say And Think Are Quite Different

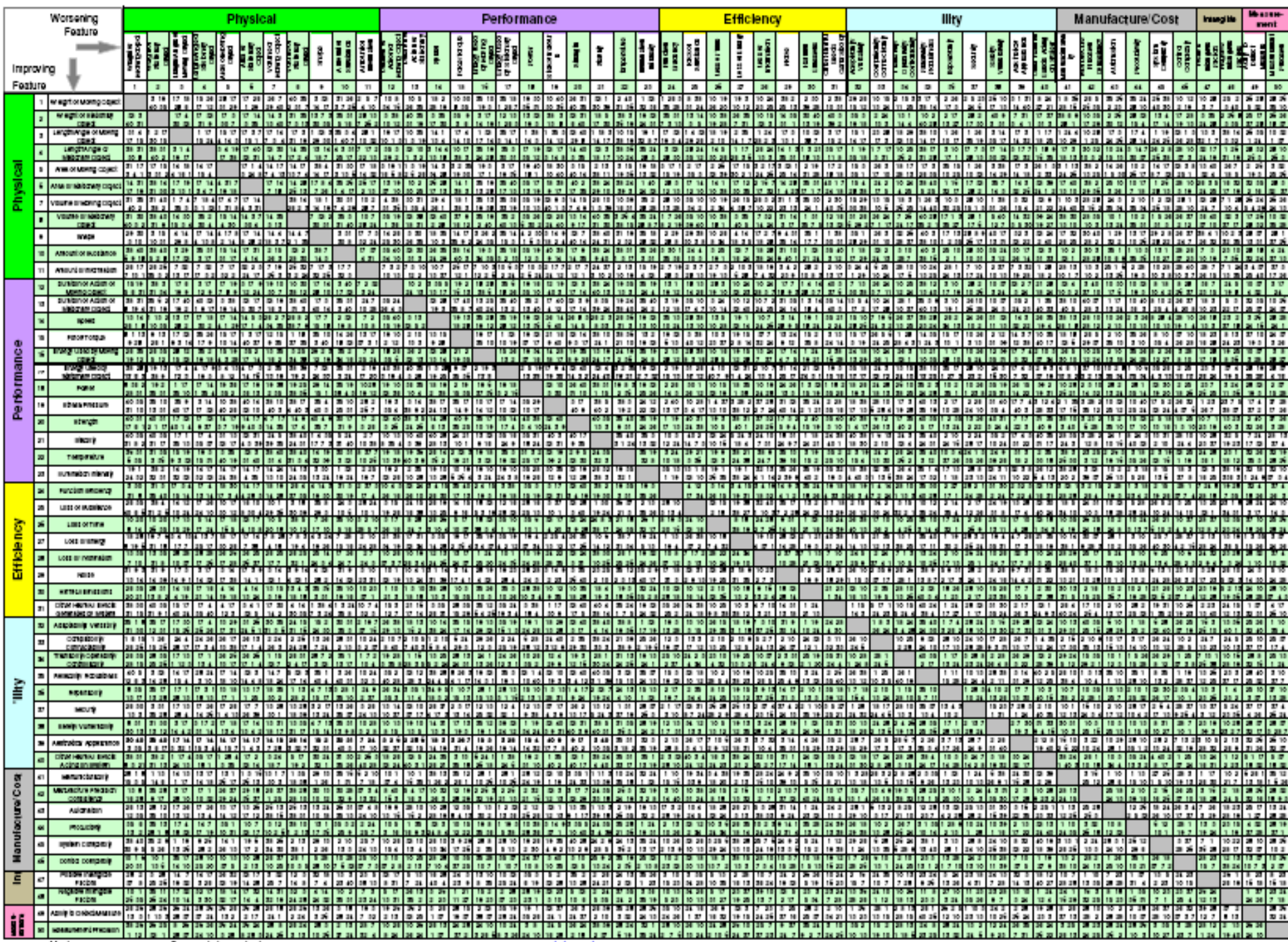
Defining The Right Problem

2) Optimising Trade-Offs Is Dumb!



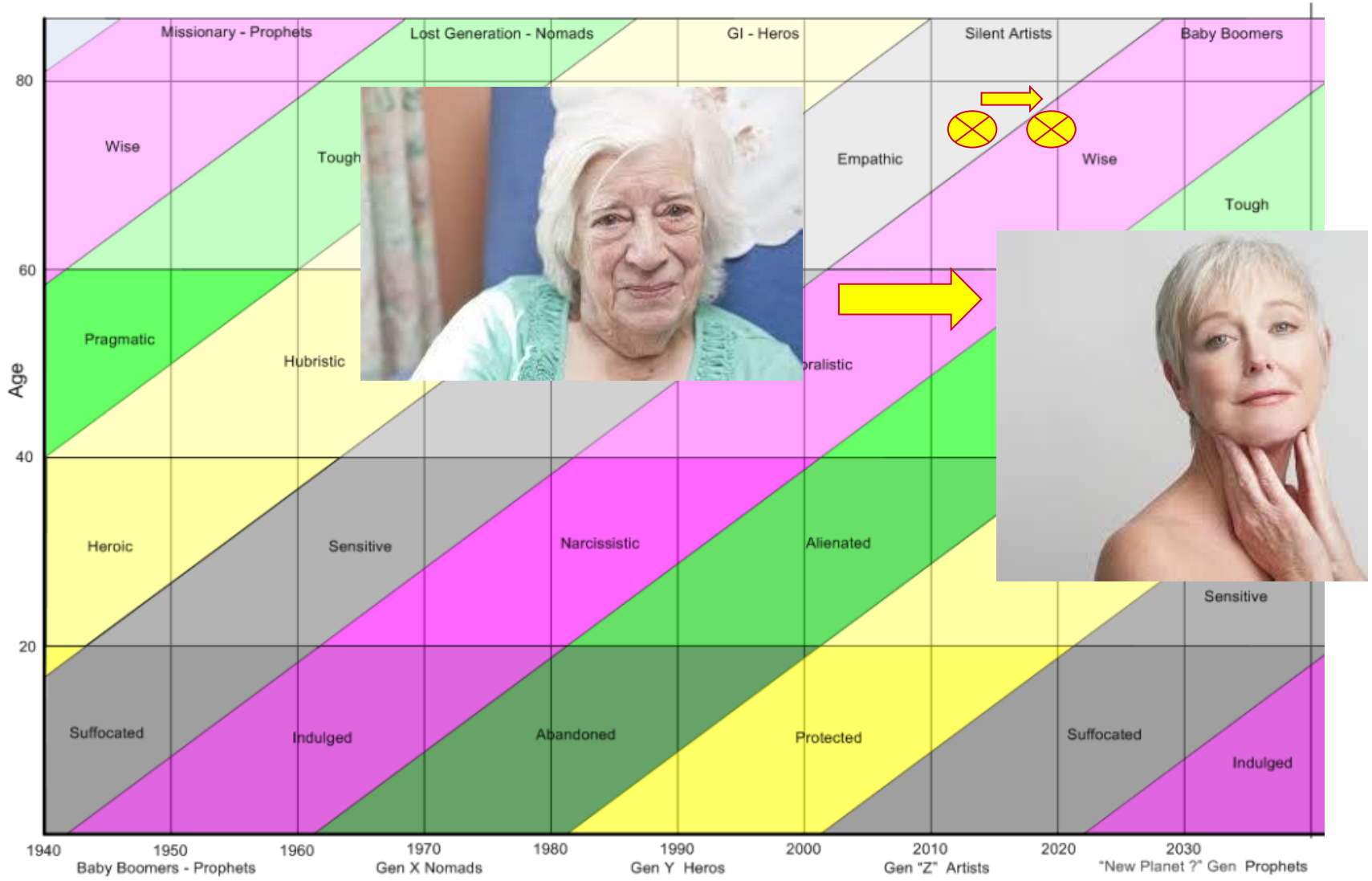
Trade-Off versus **Breakthrough Thinking**

High Quality or Low Cost	High Quality and Low Cost
Affordable or Customized	Affordable and Customized
First Cost or Life Cycle Cost	First Cost and Life Cycle Cost
Flexible or Rigid	Flexible and Rigid
Big or Small	Big and Small
Home or Hospital	Home and Hospital
A or B	**A and B**

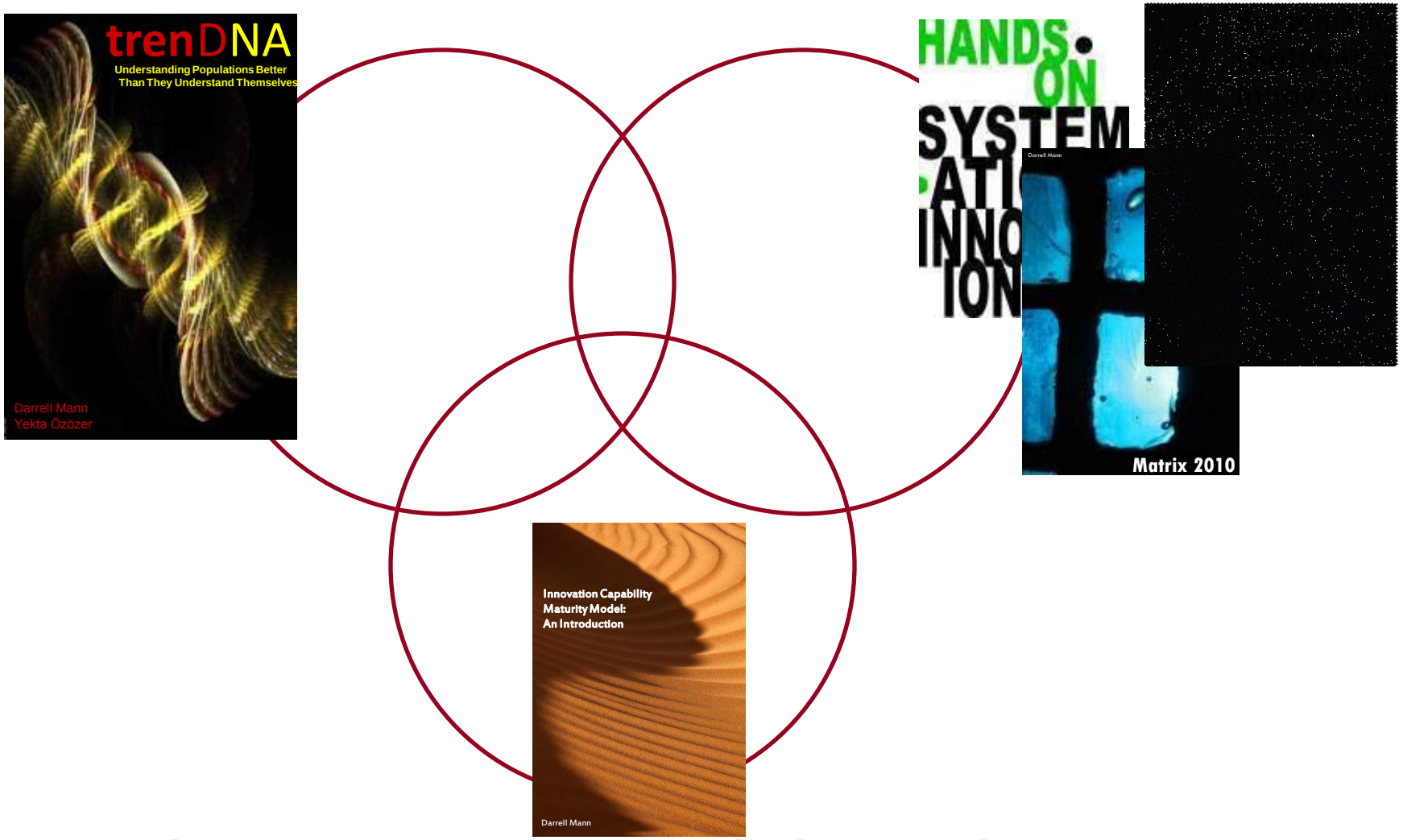

Worsening Feature
Improving Feature
Physical
Performance
Efficiency
Utility
Manufacture/Cost
Insight
Measurement
Physical
Performance
Efficiency
Utility
Manufacture/Cost
Ins
Meas
1 Weight of moving object
2 Weight of stationary object
3 Length/angle of moving object
4 Length/angle of stationary object
5 Area of moving object
6 Area of stationary object
7 Volume of moving object
8 Volume of stationary object
9 Speed
10 Amount of substance
11 Amount of information
12 Duration of Action of moving object
13 Duration of Action of stationary object
14 Torque
15 Force (stress)
16 Energy (Loss) by moving object
17 Energy (Decay) by stationary object
18 Power
19 Stress/Pressure
20 Strength
21 Viscosity
22 Temperature
23 Illumination intensity
24 Function efficiency
25 Loss of substance
26 Loss of time
27 Loss of energy
28 Loss of information
29 Noise
30 Harmful emissions
31 Other Harmful effects (generated by/to object)
32 Adaptability (Versatility)
33 Complexity (Complexity)
34 Trainability (Complexity)
35 Reliability (Robustness)
36 Repairability
37 Security
38 Safety (Vulnerability)
39 Aesthetics (Appearance)
40 Other Harmful effects (Adaptability/utility)
41 Manufacturability
42 Manufacture Precision (Consistency)
43 Automation
44 Productivity
45 System complexity
46 Control complexity
47 Positive (Beneficial) Factors
48 Negative (Harmful) Factors
49 Ability to Detect/Measure
50 Measurement Precision
Matrix 2010
Systematic Innovation L
www.systematic-innovation.com

Defining The Right Problem

3) Tomorrow's Elderly Are Not The Same As Today's!



Creating A Sense Of Progress…



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