



Innovation

**Nothing
to it?**



<http://www.youtube.com/watch?v=Pk7yqlTMvp8>



Former Global Director of Innovation Excellence





NUI MAYNOOTH

Ollscoil na hÉireann Má Nuad

gomaynooth.ie/onlineopenday

MAKING INNOVATION SYSTEMIC

→ Converting Innovation from a priority to a competency



Structure

Time, space, people,
budgets, priorities,
MBO's



Process

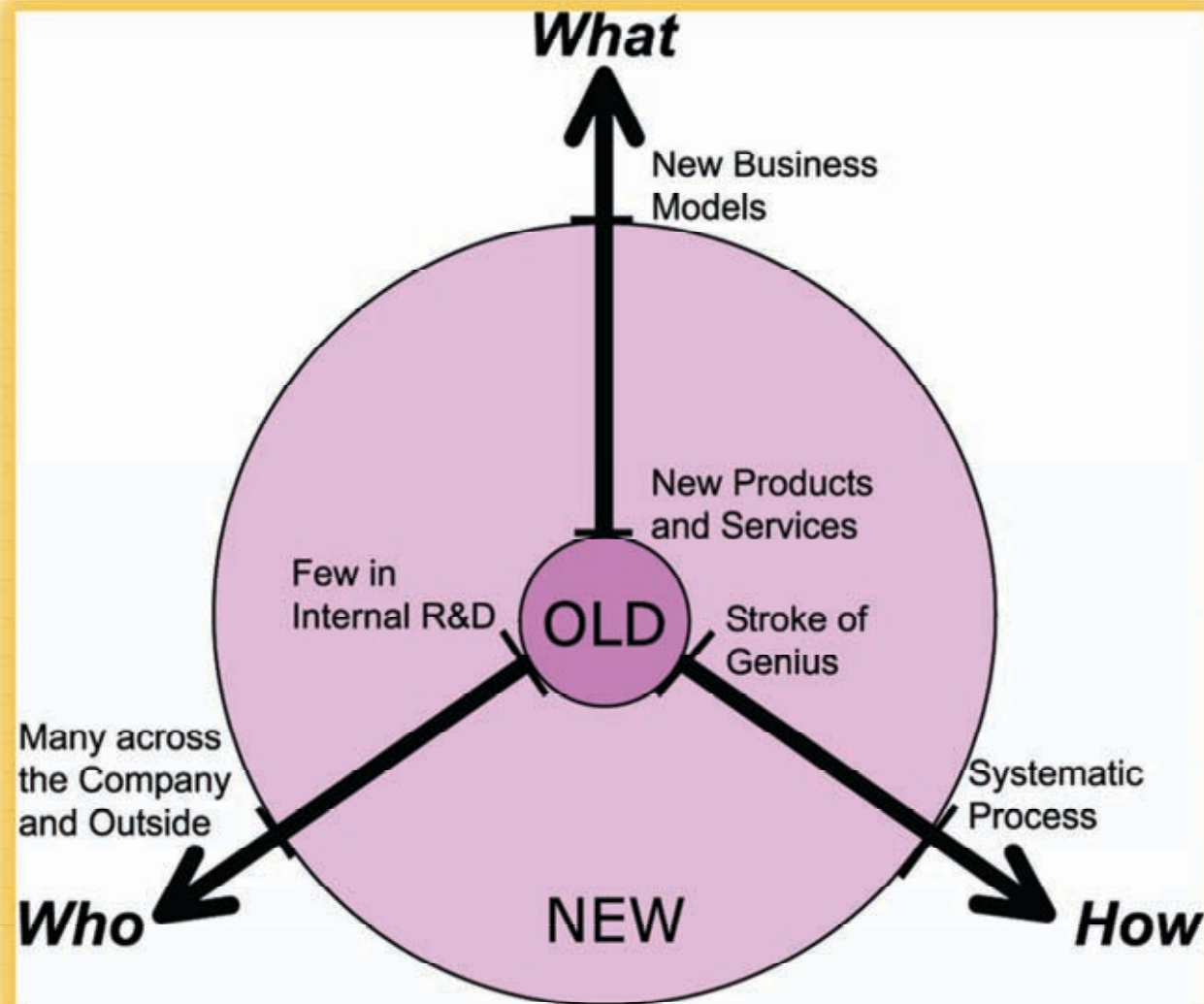
Tools, templates,
innovation
management process



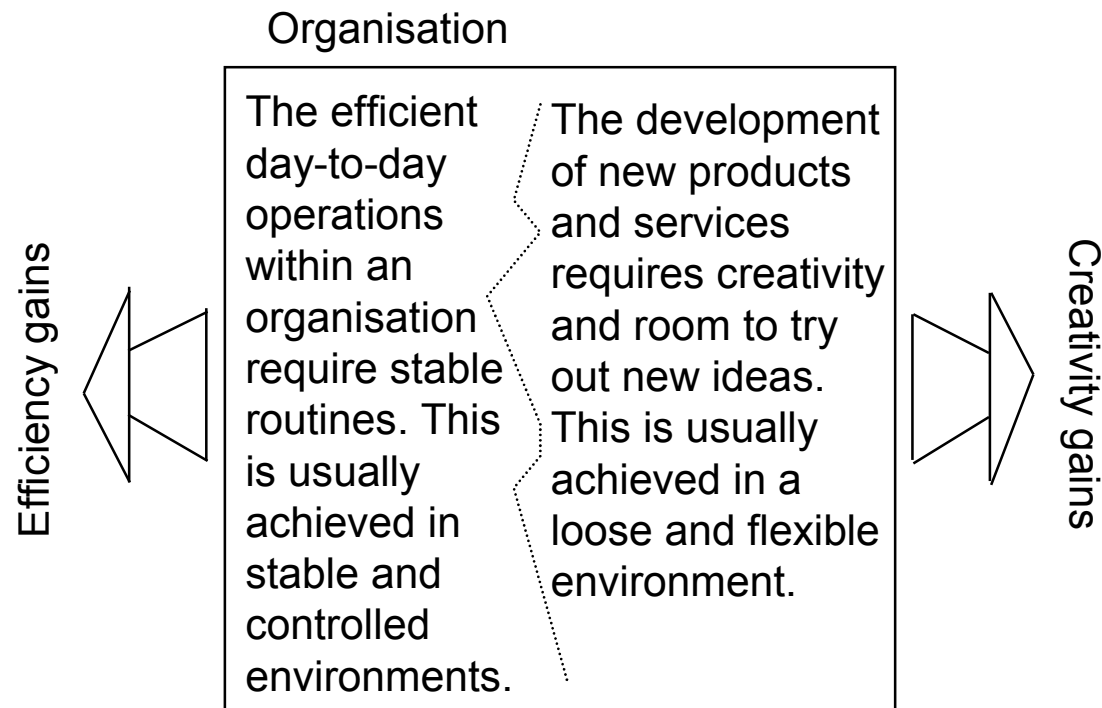
Culture

Climate for creativity;
how new ideas are
developed and
received

THE NEW INNOVATION ARCHITECTURE

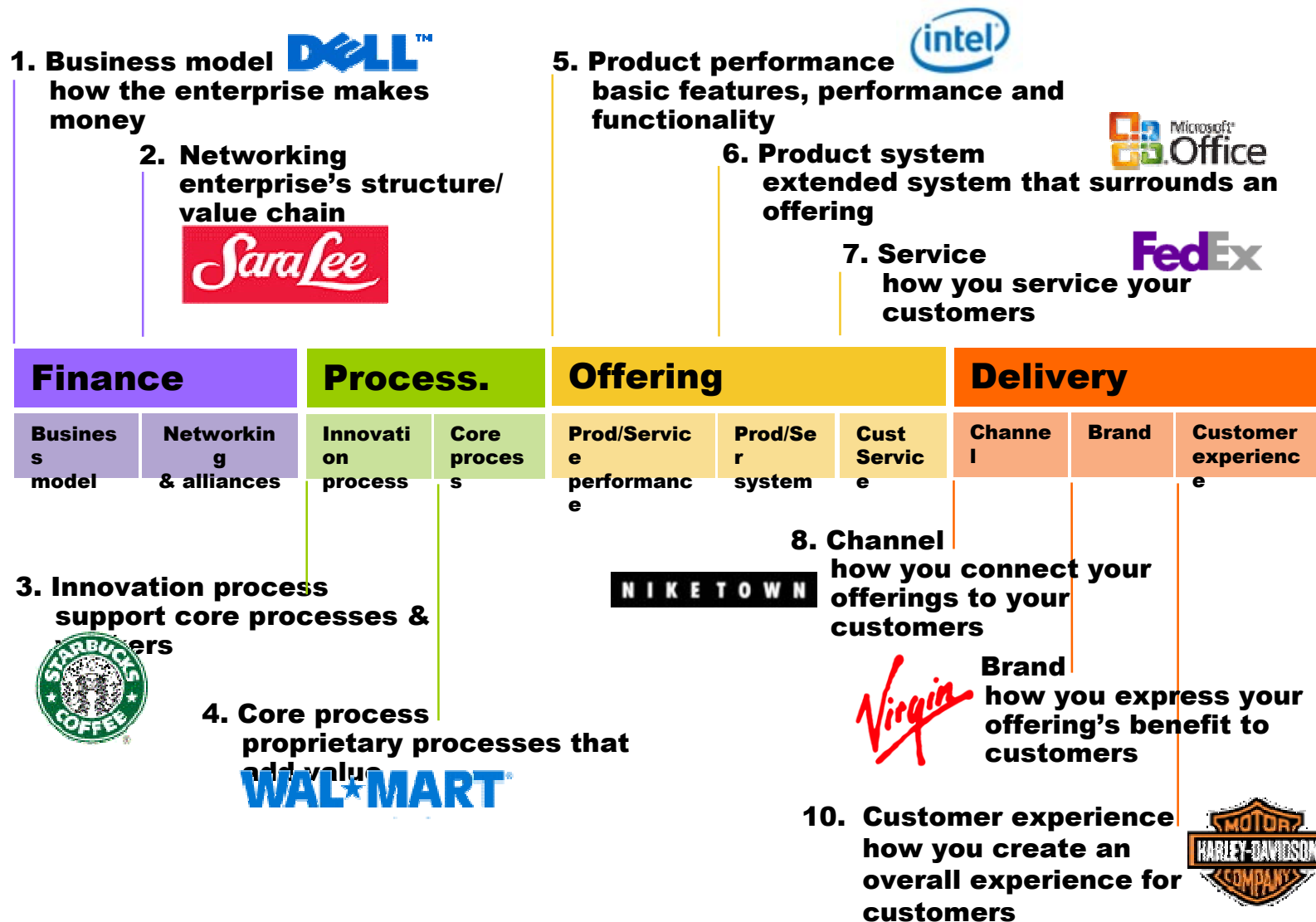


The innovation dilemma: Managing the tension between the need for creativity and efficiency

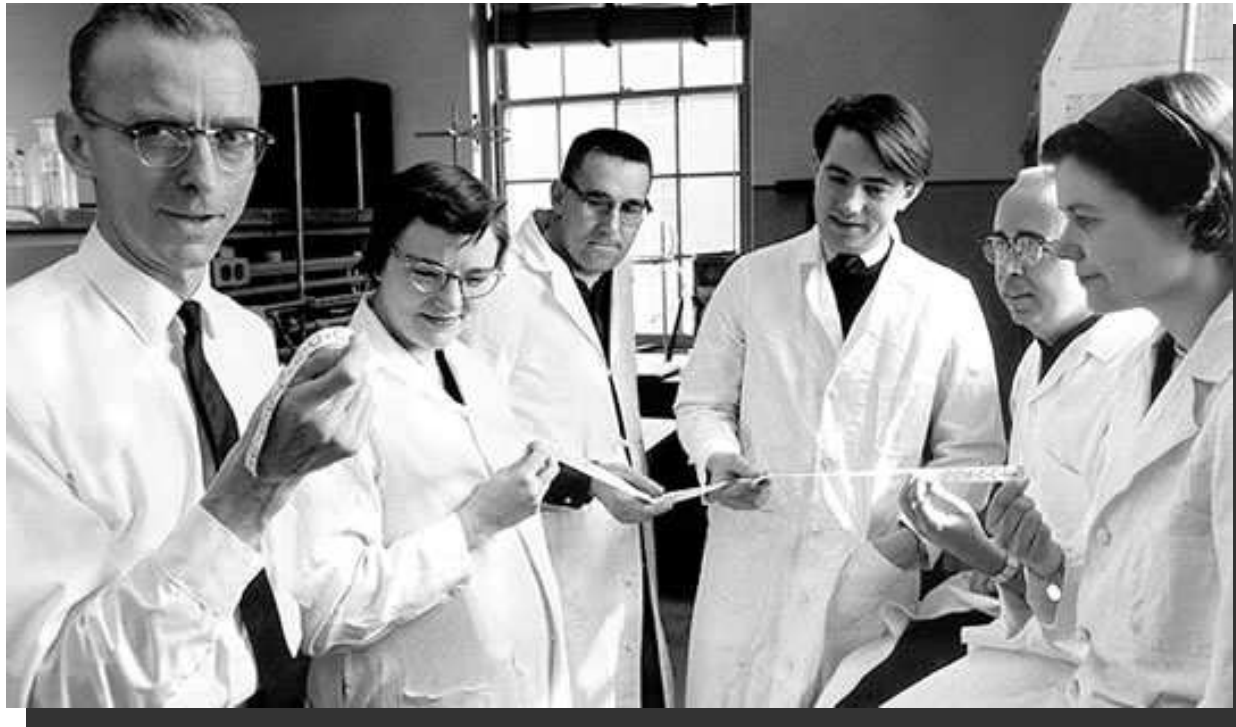


A WIDE LENS FRAMEWORK: DOBLIN

10 TYPES

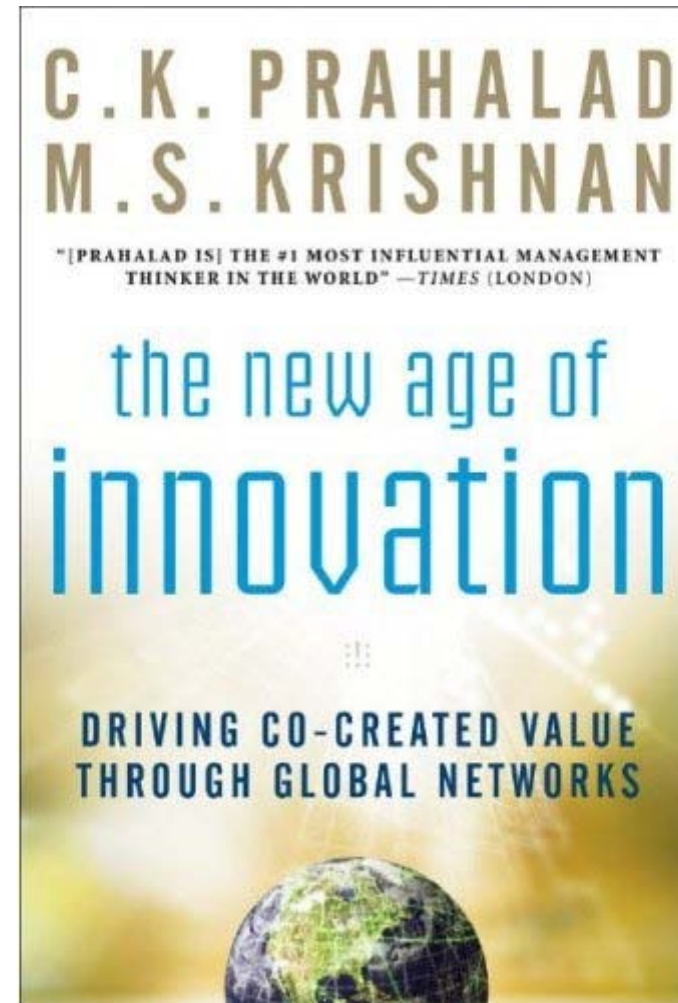


INNOVATION IS MORE THAN SCIENCE



THE TECH-PUSH ERA IS OVER

This is a new age of innovation



**NO WHITE COATS IN THESE
ORGANISATIONS**

RYANAIR.COM
THE LOW FARES AIRLINE

JUST CUSTOMER INSIGHT

amazon.com[®]

The Amazon logo, which is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

UNDERSTANDING THE DESIRE FOR CUSTOMISATION



MOVING FROM PRODUCT OR SERVICE TO EXPERIENCE



DEVELOPING IN STORE THEATRE



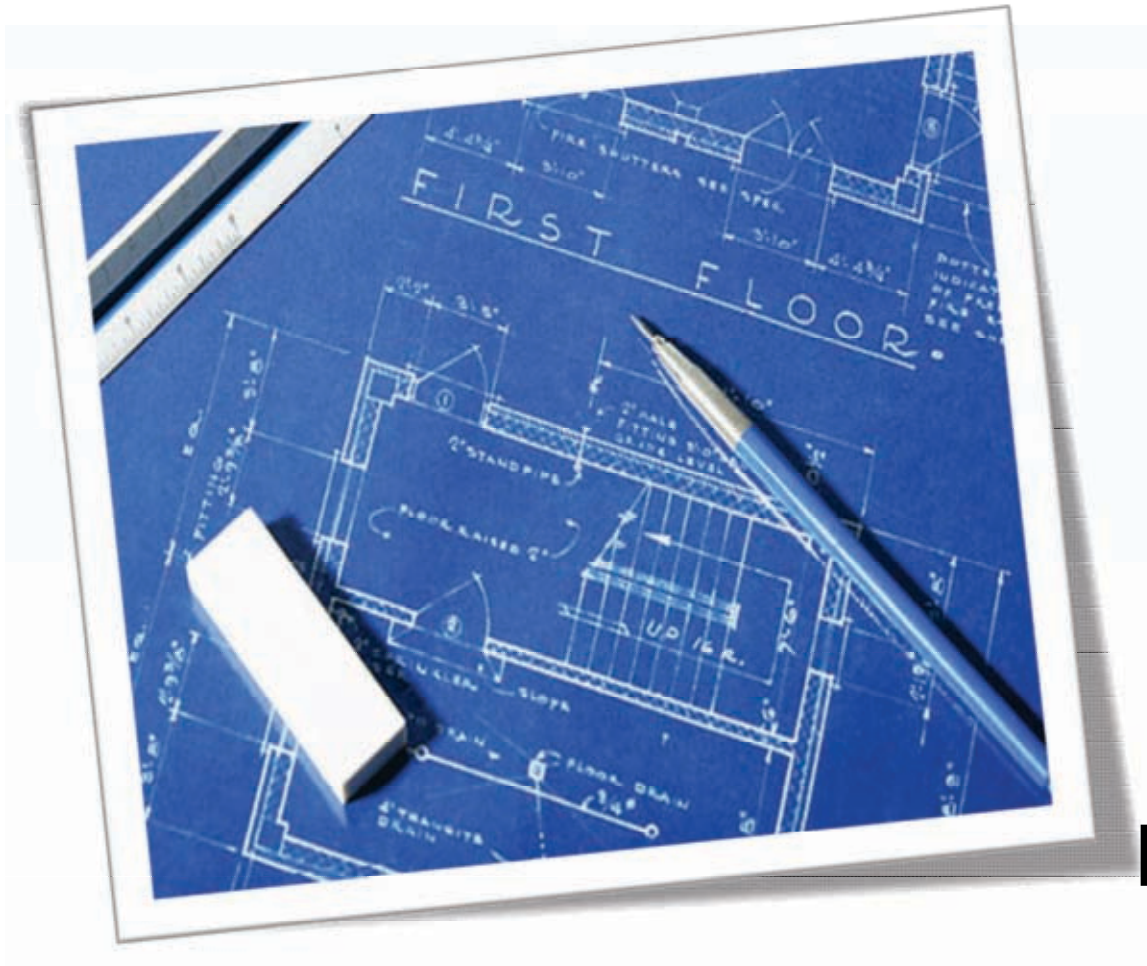
HELPING PEOPLE CONNECT



Enabled by technology but not limited to it

The Bad News!

UNIFYING BLUEPRINT



There will never be just one true theory or best practice of innovation (**Tidd, 2001; Thamain, 2003; Harmancioglu et al., 2007**).

HOW IT REALLY HAPPENS ...

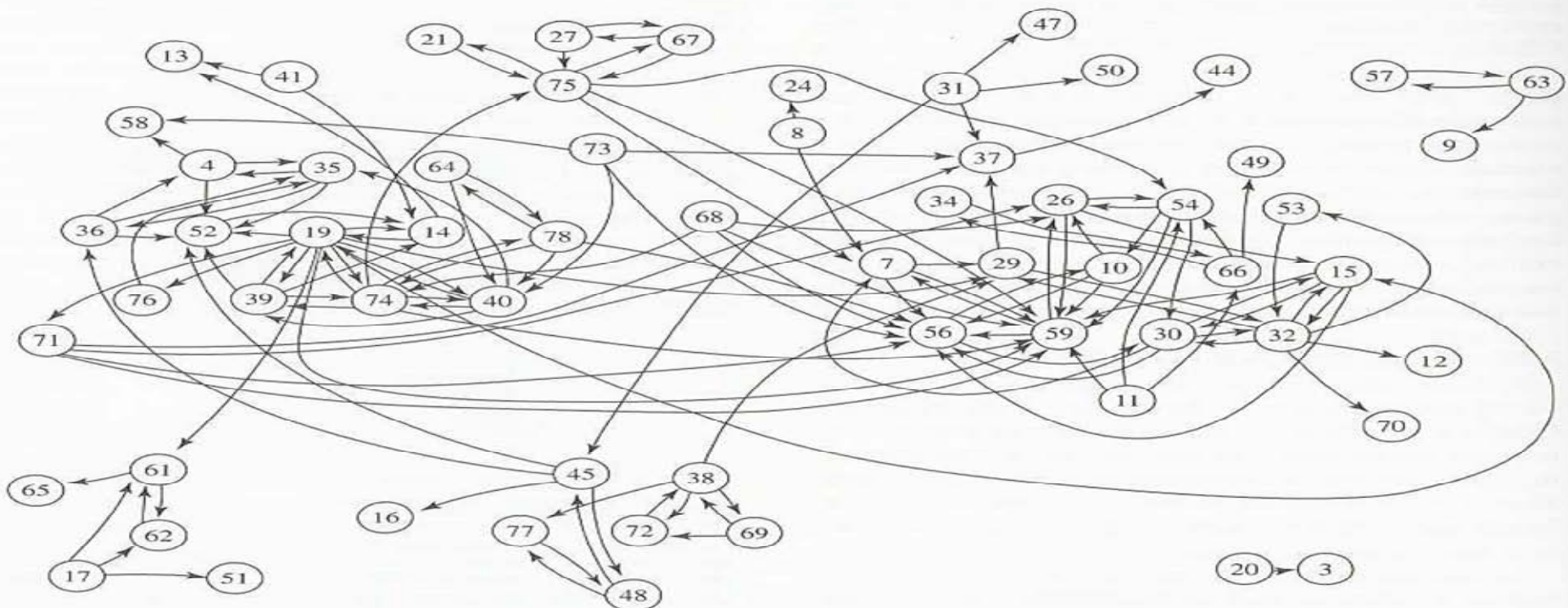
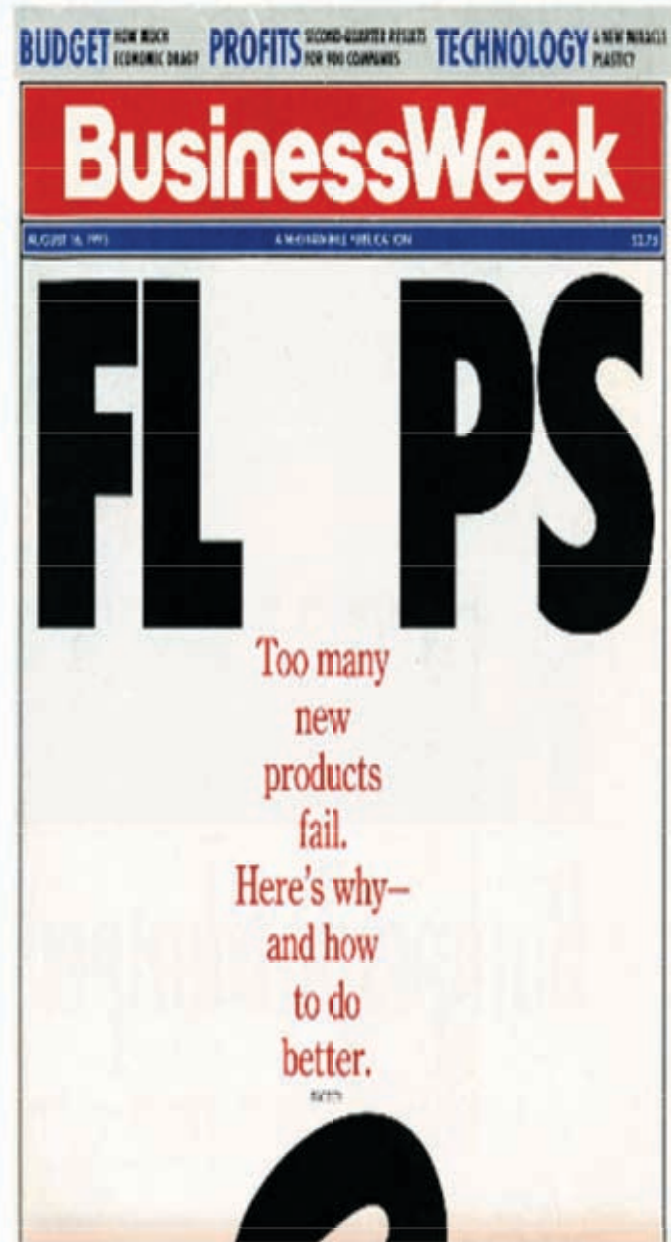
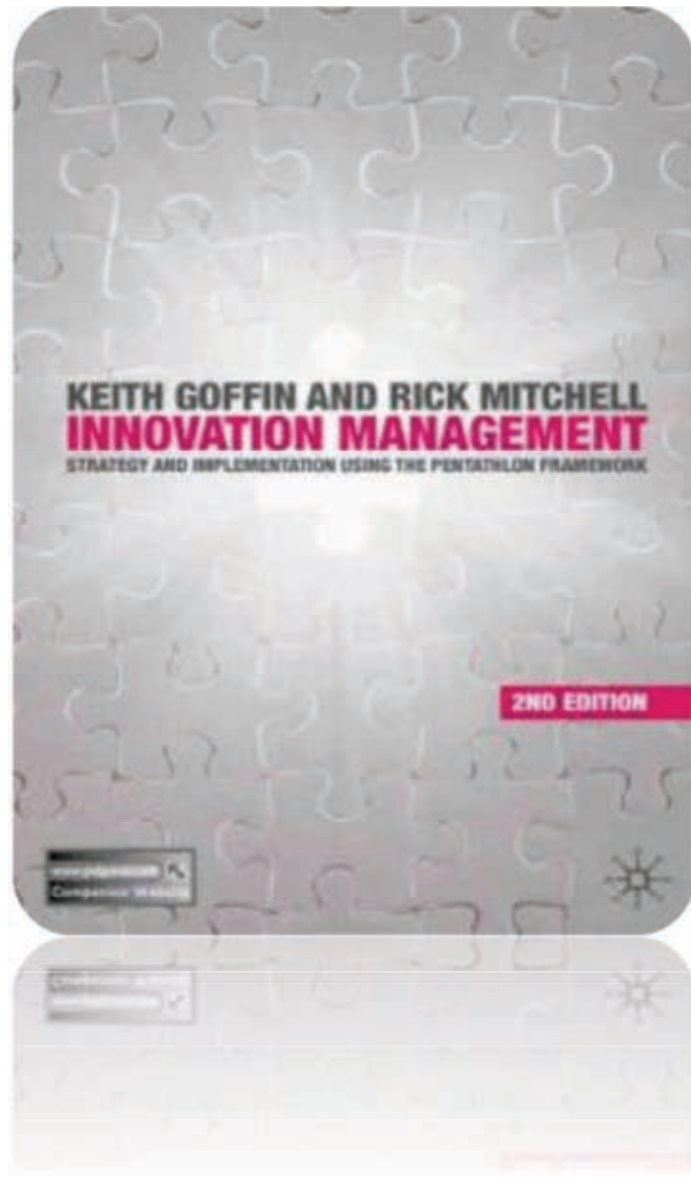


Figure 26.6. Typical communication network of a functional department in a large R&D laboratory.

Innovation is risky and has an alarming failure rate which is variously quoted as at between 40-90% of new product launches fail.





Innovation, yes, but how?

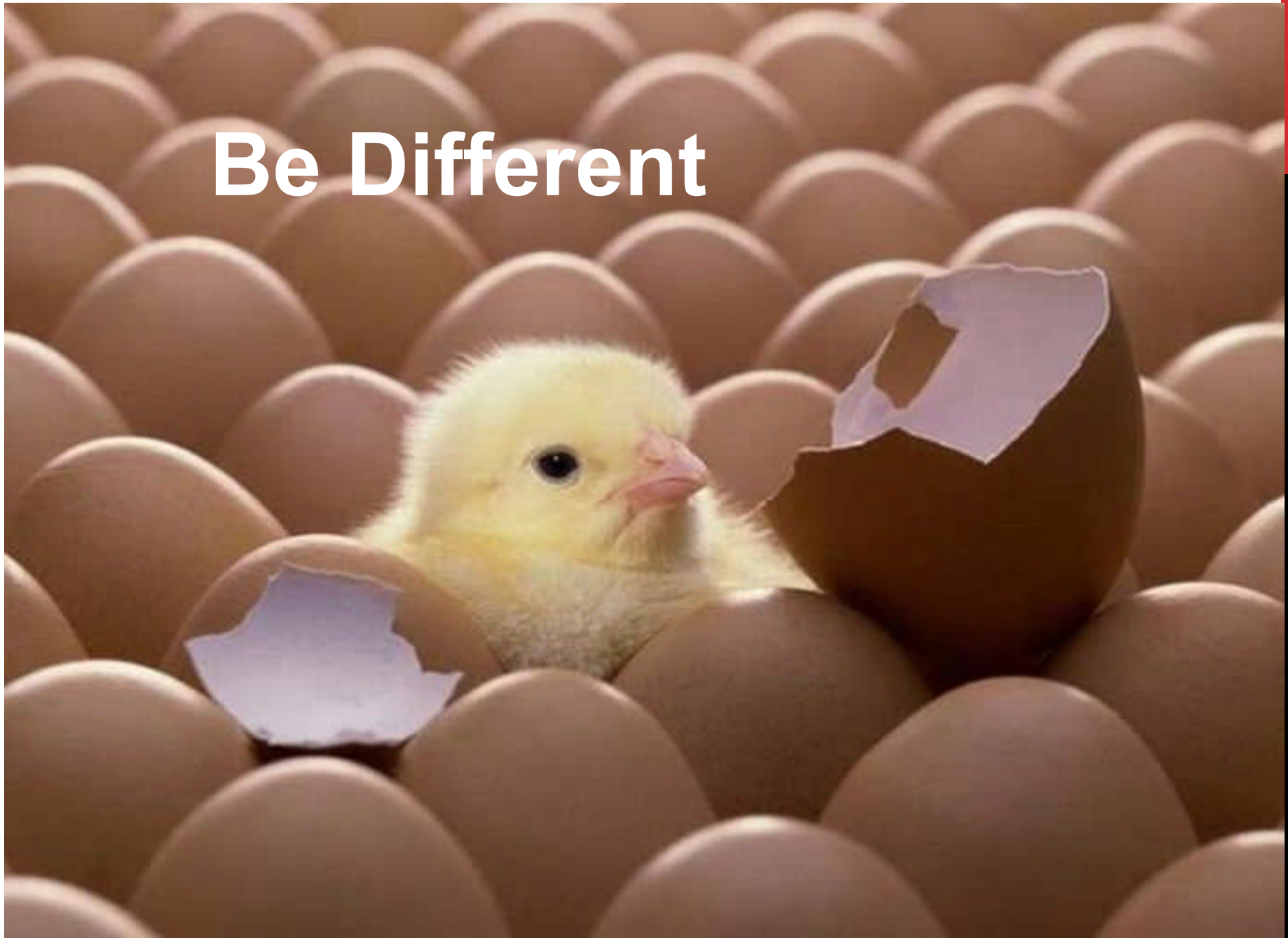
Goffin and Mitchell, 2010 (p1)

CHALLENGE ASSUMPTIONS

TO SUCCEED AT INNOVATION



Be Different



King Kullen's – America's first Supermarket



Source: Paul Sloane – 2012



Dick Fosbury

5 WINNER
ACADEMY AWARDS®
BEST PICTURE
BEST DIRECTOR BEST ACTOR BEST COSTUME DESIGN BEST ORIGINAL SCORE



The ARTIST

IN THEATERS NOW

DIFFERENT JUST ISN'T ENOUGH



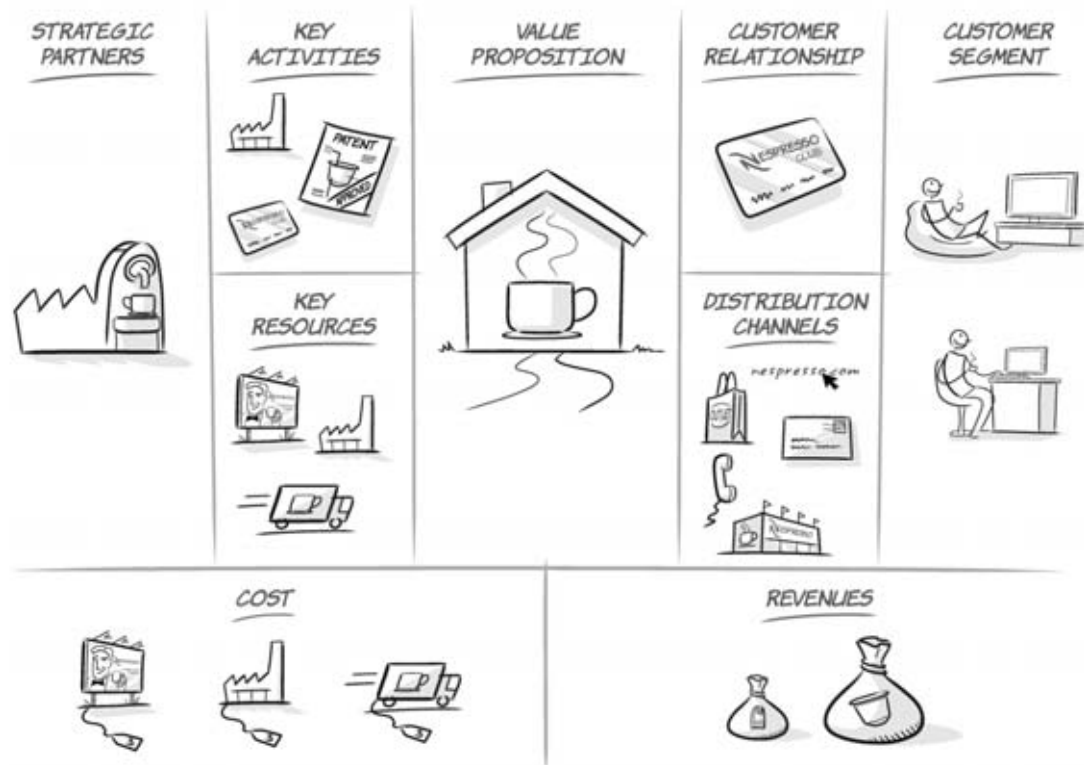
Chindogu



BUSINESS MODEL INNOVATION



ALEX OSTERWALDER



www.alexosterwalder.com



THE GILLETTE / HP BUSINESS MODEL



This is cheaper than you expected

This definitely isn't!
This is where they make the money



NESPRESSO IS THE SAME

This is cheaper than you
expected



This definitely isn't!
This is where they make the money





The Revolution in GP Care



0818 30 15 10

[Home](#)

[About Us](#)

[Membership](#)

[Medical Services](#)

[FAQ](#)

[Online Registration](#)

[Contact Us](#)

Family

At IPMC we understand the importance of protecting your families' health; we also understand that there is usually a high cost associated with sufficient care. Our GP NOW family plan provides GP care to you and your family for less than €1 per day. By joining our membership plan we can save you money on GP consultation fees while providing continuous and immediate support as you need it. GP NOW is designed to encourage proactive health by providing you with the facility to seek medical wellbeing, early diagnosis and treatment. With GP NOW, all of your GP visits are included. Our registration process is quick and easy.

GP NOW Membership includes:

- ▷ Unlimited GP visits
- ▷ No extra or hidden charges
- ▷ Modern private medical centre



This package is tailored for families and includes up to three children complimentary (additional child €5 per month)



OPEN INNOVATIO N





P&G

Open to ideas

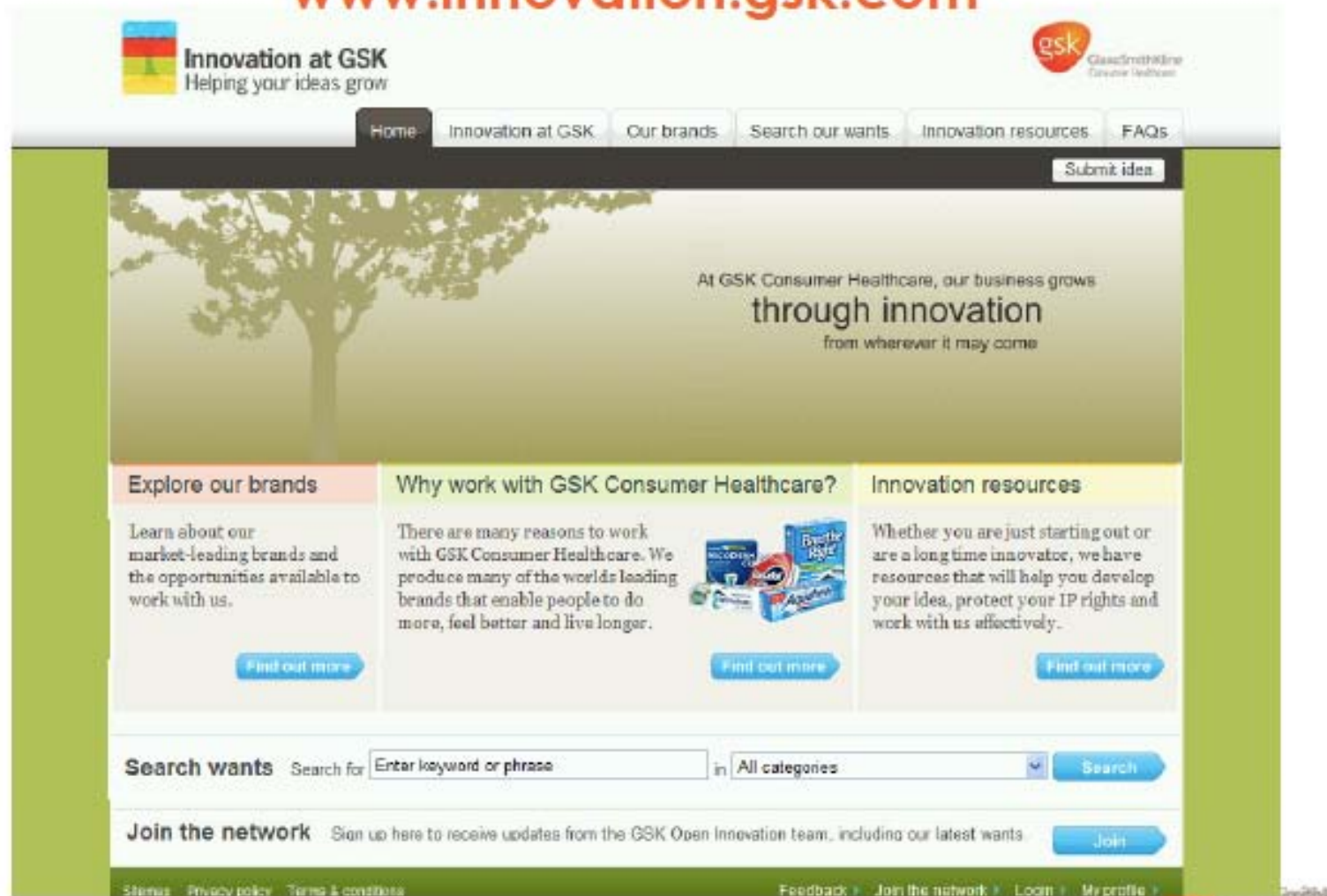
P&G's Connect + Develop open innovation strategy has established more than 1,000 active agreements with innovation partners. Connect + Develop enables us to share our R&D, commercialization and brand strength with partners worldwide, bringing great ideas to market—and into the lives of consumers—faster.

HOW SWIFFER DUSTERS GOT THEIR START

3.2. Keys - Open Innovation

Open Innovation External Website

www.innovation.gsk.com





IdeaStorm

Dream it. Share it. Make an impact.

Storm Sessions in progress.

Help us turn your ideas into action.

[Join In >](#)

IdeaStorm

Storm Sessions



View

All posted ideas by the community



Post

Your idea for Dell products or services



Vote

Promote or demote ideas



See

Your ideas in action

Sort Ideas By: **Popular Ideas** [Recent Ideas](#) [Top Ideas](#) [Comments](#)

All

NEW! Storm Sessions are here!

Come on in – a few active sessions have just started!

[Join In >](#)

Login to IdeaStorm

Don't have an IdeaStorm account?

[Register Now.](#)

Username:

Password:

Login

[Forgot Password?](#)

140

Promote



Demote

Enhancements to driver downloads to help the consumer.

By [sugarbear](#), Nov 27, 2011

There is an exact order that needs to be followed when installing driver's on Download and Support. For instance if the system utility and chipset driver isn't installed first nothing else will work right or at all.

This needs to be posted on each driver download page so the consumer knows how to do this correctly. This page is in support, but the public wouldn't know that. A link needs to be show for this on each pc driver download page.

<http://support.dell.com/support/topics/global.aspx/support/kcs/document?c=us&docid=268873&doclang=en&l=en&s=gen&cs=>

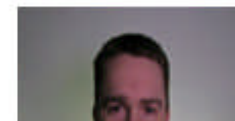
Your Ideas in Action



[Ideas in Action Update](#)

I wanted to give a quick update on what is happening on IdeaStorm. We have a new Storm Session and a few ...

Dell Idea Partners:



Innovation



..AND NOVELTY OR INVENTION

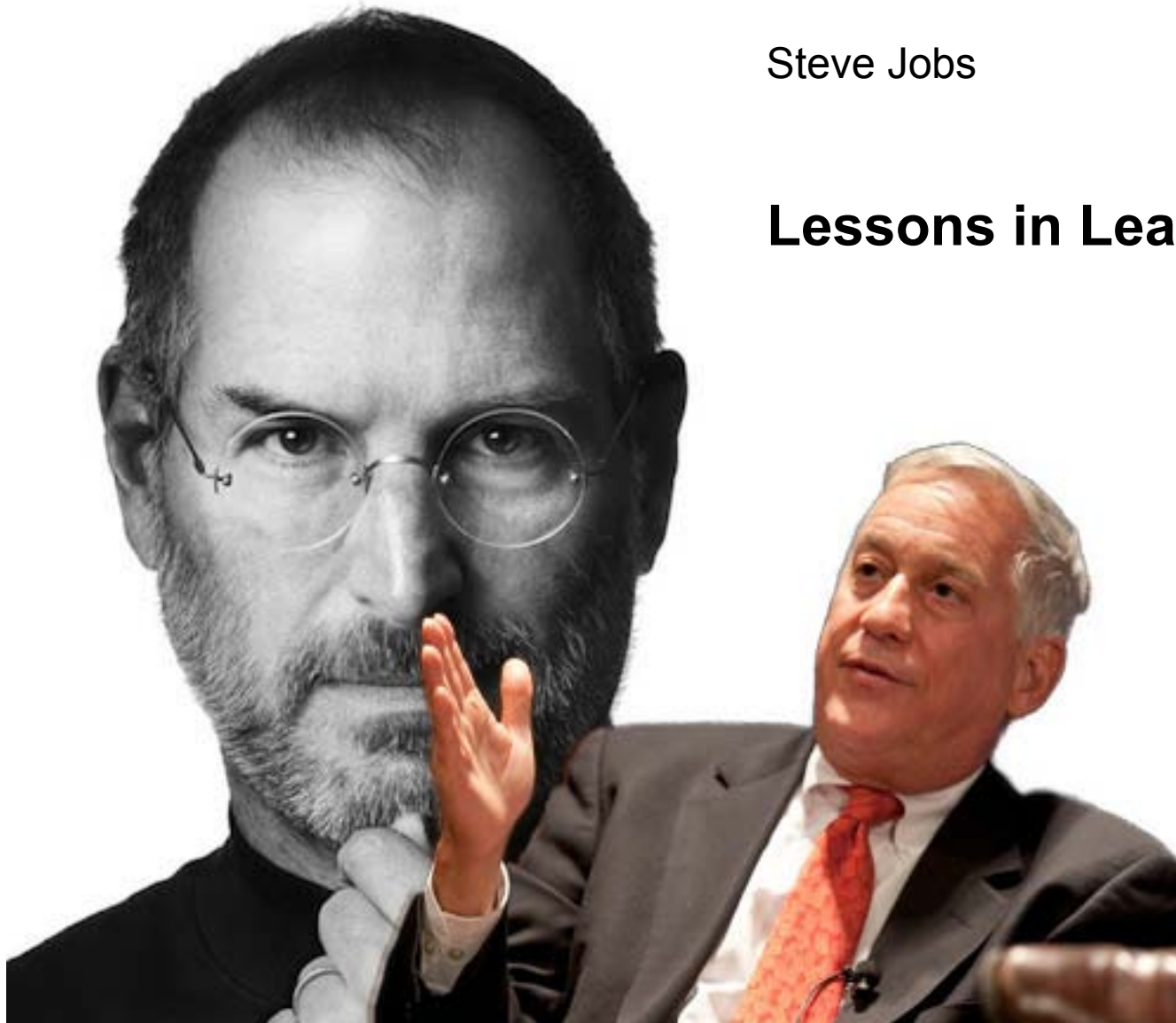
Sir Clive Sinclair
(an endearing eccentric who invented things that no-one wanted).



Steve Jobs by Walter Isaacson

Steve Jobs

Lessons in Leadership



PRODUCTS BEFORE PROFIT



PUSH FOR PERFECTION



IMPUTE



IMPUTE



SIMPLIFY



Apple Remote included.
Control Apple TV with the sleek, aluminum Apple Remote.



BEND REALITY





Stay Hungry. Stay Foolish.