

Innovation – the key to success

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"My passion is to help horticultural enterprises
develop business and improve profitability."



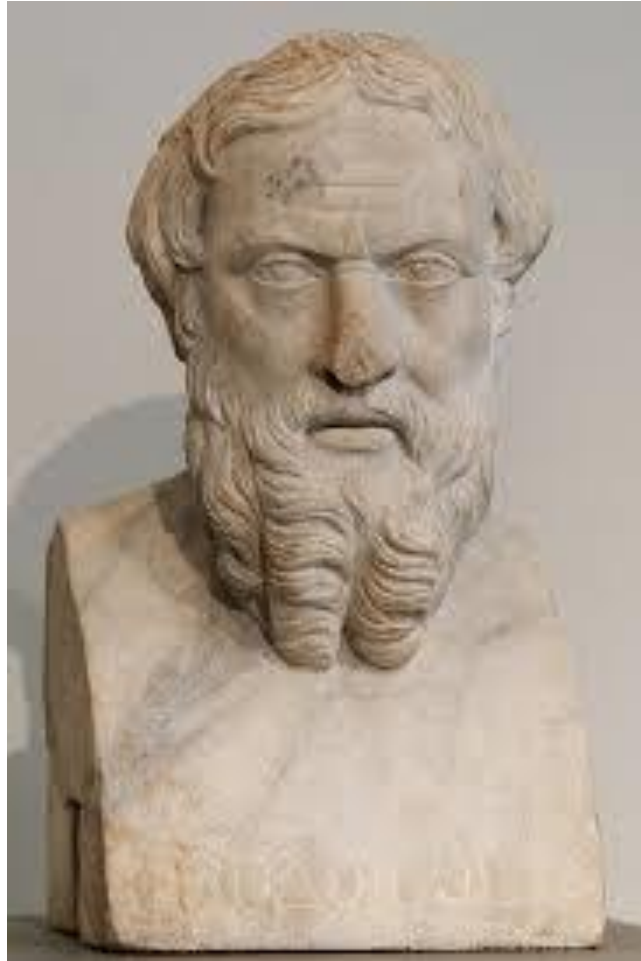
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We live in a VUCA world



But that's nothing new



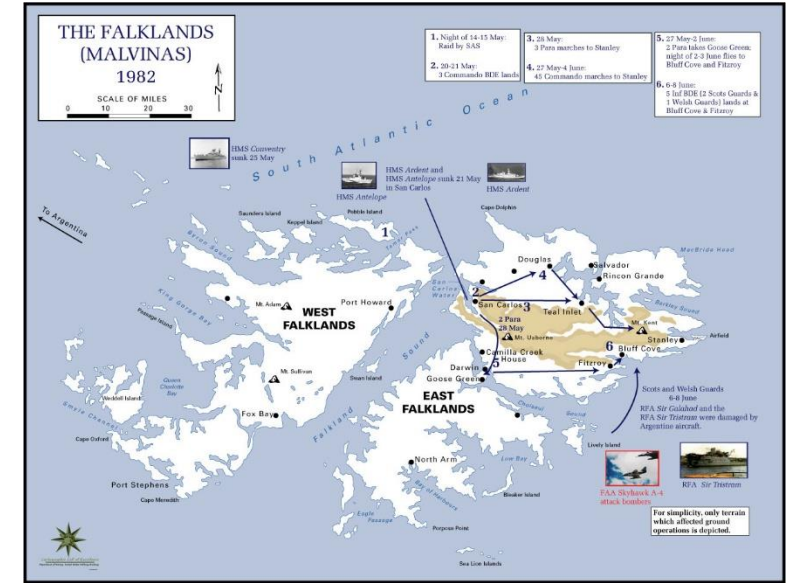
In my lifetime so far....



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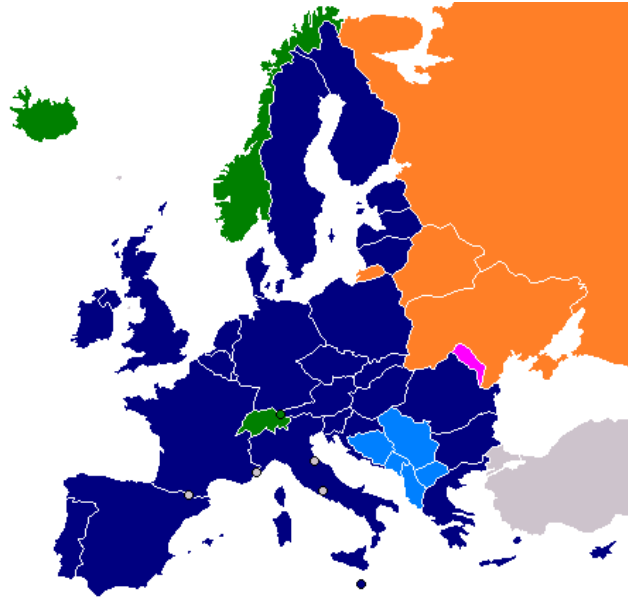
In my lifetime so far....



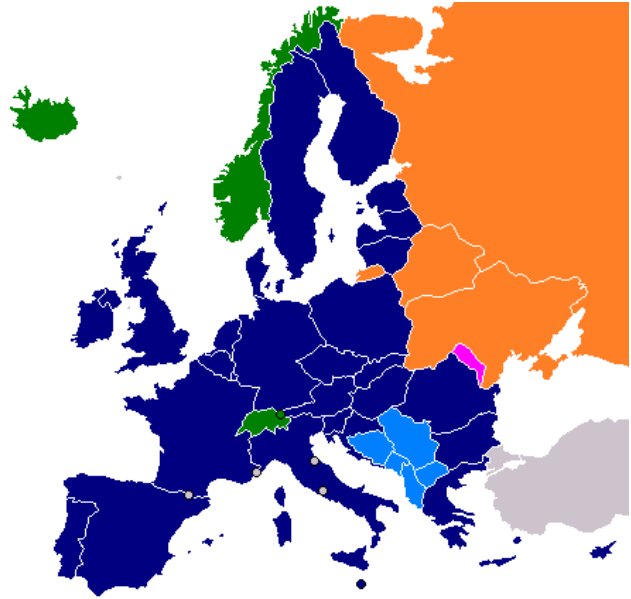
There have also been disappointments....



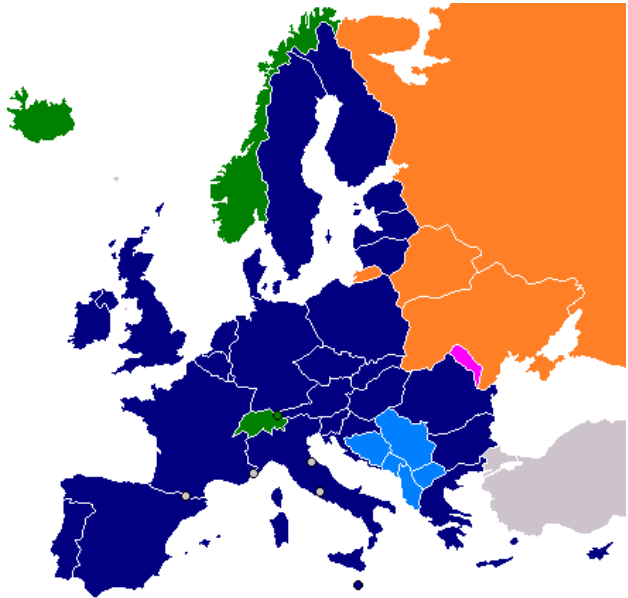
There has been disruption....



There has been disruption....



There has been disruption....



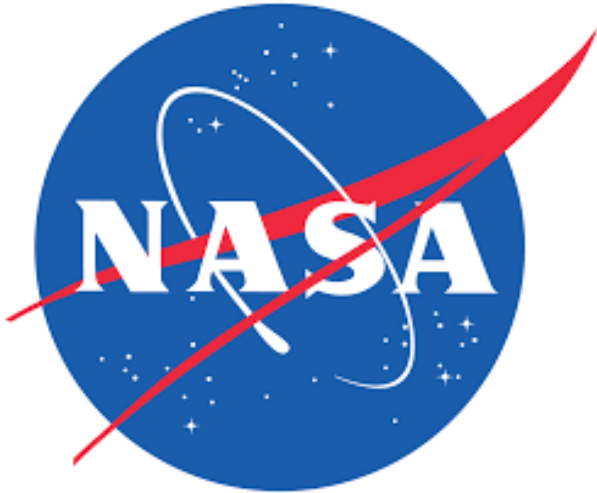
And more is coming....



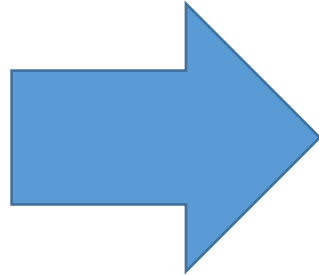
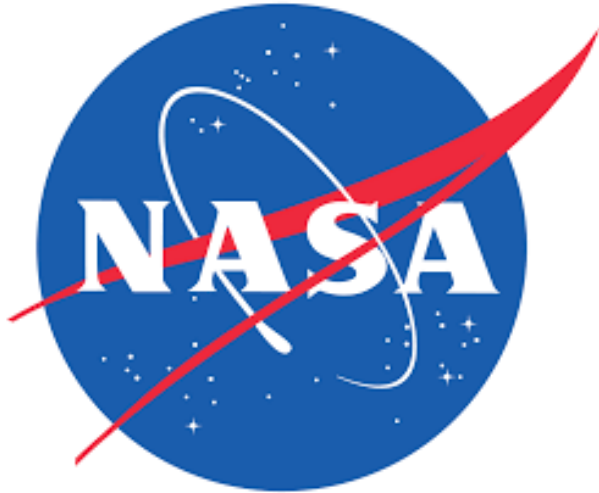
Disruption can be good as it breeds....



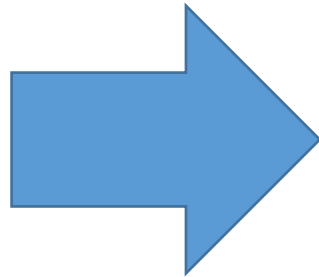
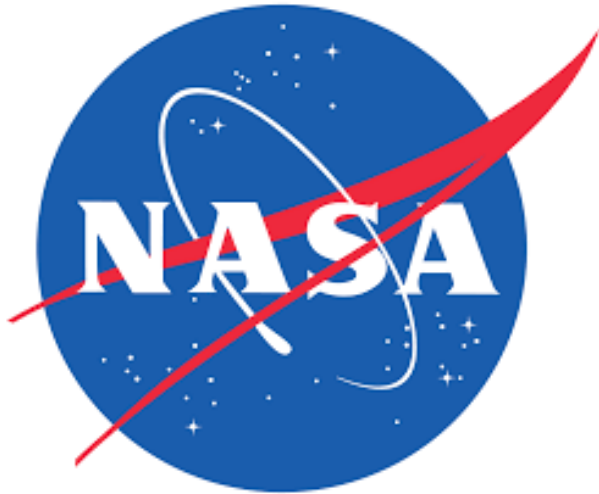
Challenges breed innovation....



Challenges breed innovation....



Challenges breed innovation....



Challenges are good for your business....

Gain market share



Factors of production can be cheaper



Challenges are good for your business....

Return on investment can be higher



Can be agile and quick



You are in a good position to
innovate....



Innovate....

1. Explore innovation in non obvious areas

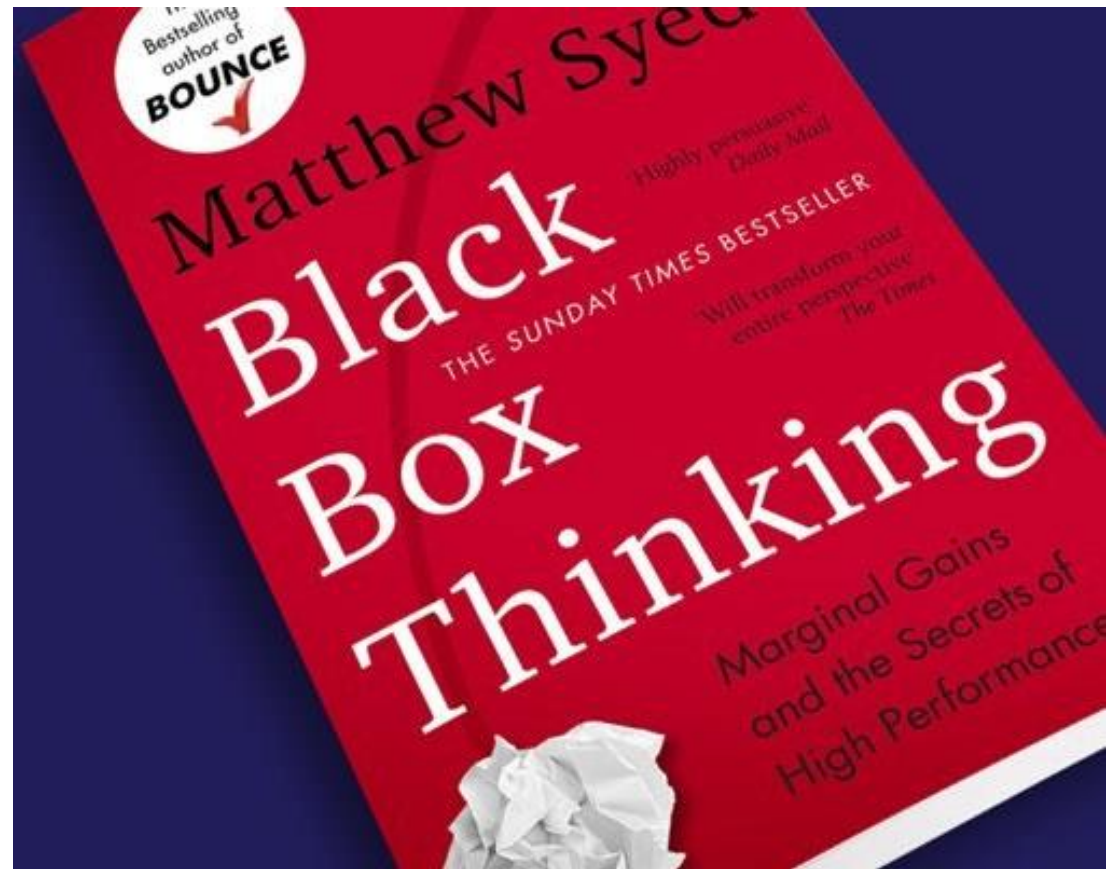
- Don't limit to market facing
- Explore innovation in product, processes or your strategy



Innovate....

2. Explore accidental mistakes

- Not everything is intentional
- Look for innovation in mistakes



Innovate....

3. Be dissatisfied

- Challenge
- Look for what's missing in your company
- Question
- Nothing off limits – even sacred cows



Innovate....

4. Develop a blame free culture

- Experiment
- Be creative
- Be imaginative



Innovate....

5. Use tools

- Kaizen
- Lean

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Innovate....

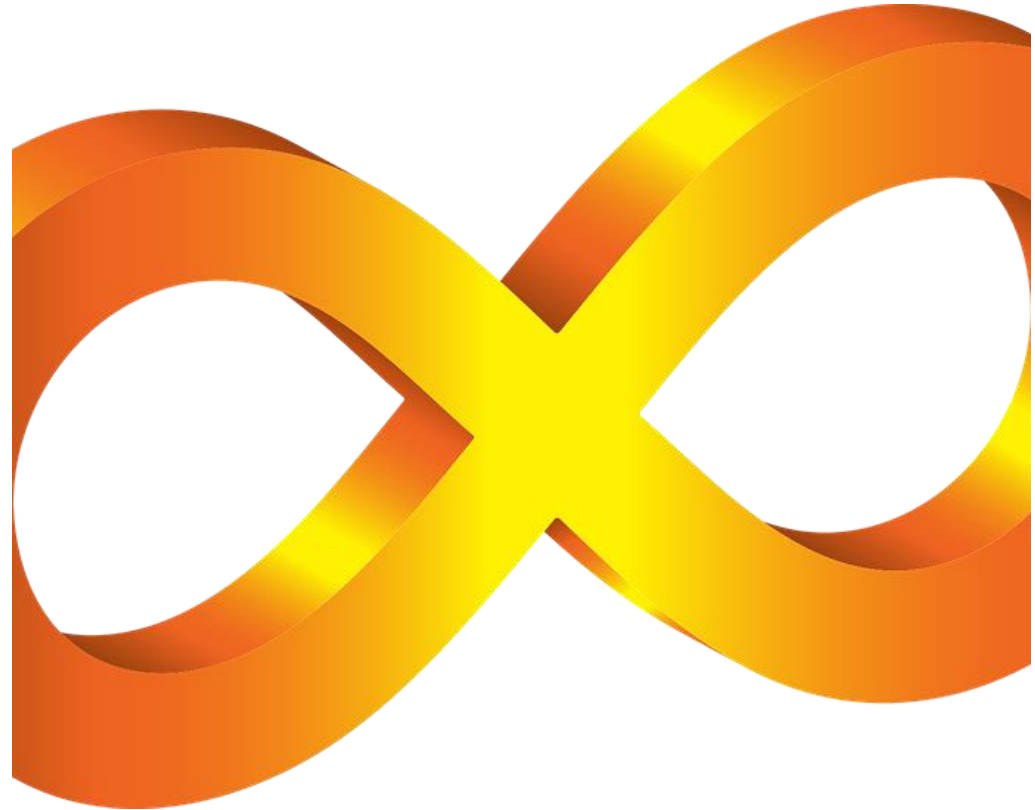
6. Reward



Innovate....

7. Make it a continuous loop

- Involve everyone
- But select champions



Examples of innovation

Weed killing robots



Plant moving robots



Examples of innovation

Plants



Plant packaging



Examples of innovation

Production IT



Software



Examples of innovation

Marketing



New markets



Examples of innovation

Pots



New strategy



Go an innovate....

Thanks for Listening

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