



# Innovation



## Why It Matters More In The 21<sup>st</sup> Century Than Ever Before

9<sup>th</sup> March 2017

### Some background



### Books



### Educational Background:

PhD & MBA from London Business School  
Degree in Architecture & Town Planning

In pursuit of understanding and enabling  
innovation since 1992

### Websites:

[www.innovationleadershipforum.org](http://www.innovationleadershipforum.org)  
[www.BettinavonStamm.com](http://www.BettinavonStamm.com)  
[www.thefutureofinnovation.org](http://www.thefutureofinnovation.org)  
[www.innovationwave.com](http://www.innovationwave.com)

# What I would like to share ...



© Dr Bettina von Stamm

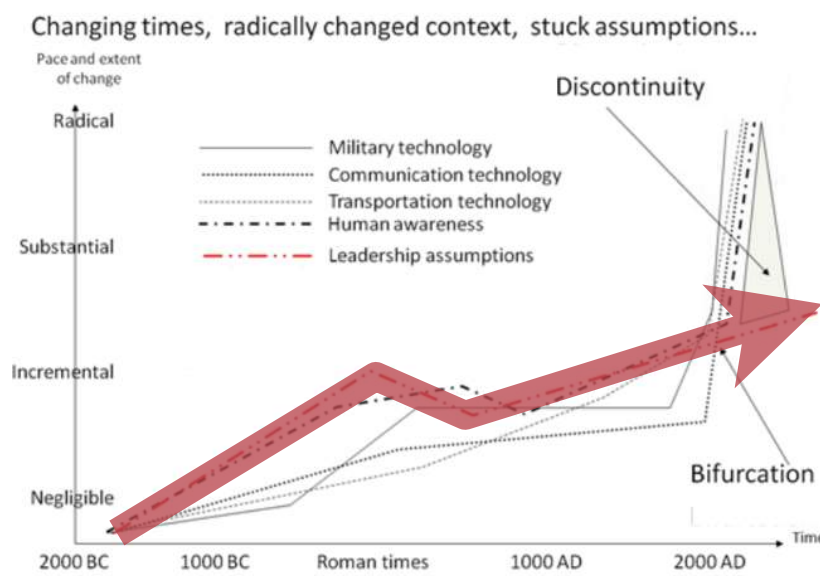
InterTradelreland

9<sup>th</sup> March 2017



# The 21st Century

# 1. Change: The pace is accelerating



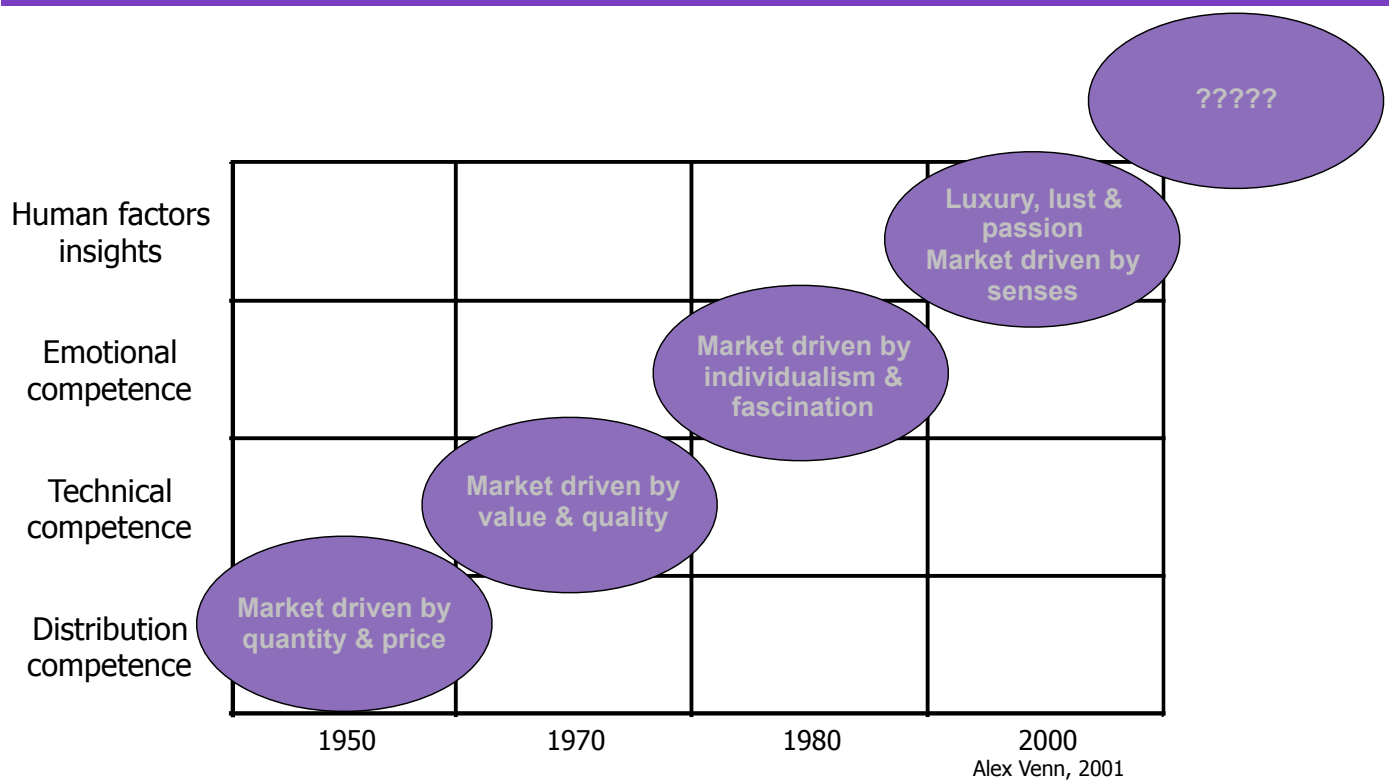
Adapted from: "Complex Adaptive Leadership", Nick Obolenski, 2010

## 2. Change - The Consumer

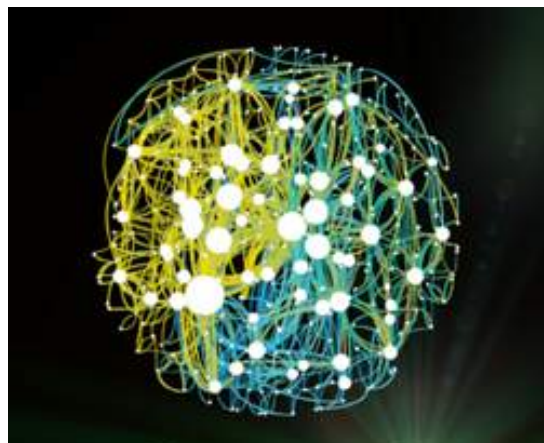


"The sales team did all they could, so I'd have to say the blame for that must fall on the consumer."

# What Matters to consumers ...



## 3. Change - Increased connectivity



... leads to: 1. Increased access to information



© Dr Bettina von Stamm

 InterTradelreland

9<sup>th</sup> March 2017

... which in turn leads to: Increased transparency



*"Let's never forget that the public's desire for transparency has to be balanced by our need for concealment."*

© Dr Bettina von Stamm

 InterTradelreland

9<sup>th</sup> March 2017



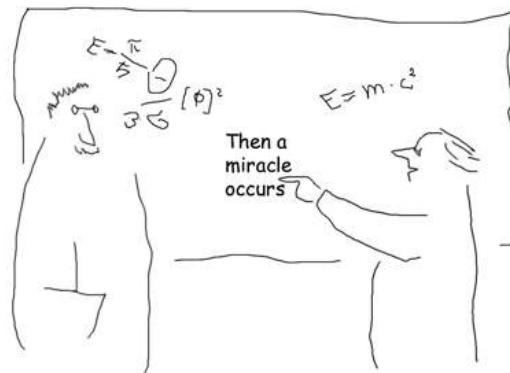
... and the potential for increased awareness



... leads to: 2. Increased speed



... which in turn leads to: Incomplete information

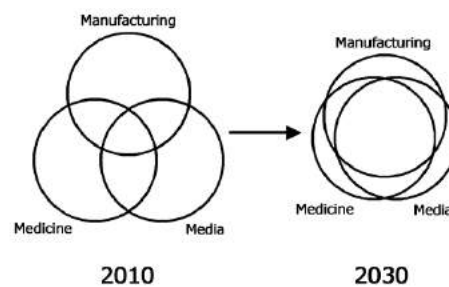
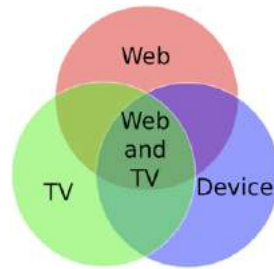


"I think you should be more explicit here in step two."

... which in turn leads to: Increased confusion



## 4. Change - Convergence



© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017

## 5. Change: (Innovation) Challenges



Scarcity of water



Traffic



Decreasing bio-diversity



Renewable energy



Obesity



Deforestation



Emerging economies



Poverty



Ageing population



Financial crises



Subsidies



Floods



Semi-arid land



Terrorism



Fast food

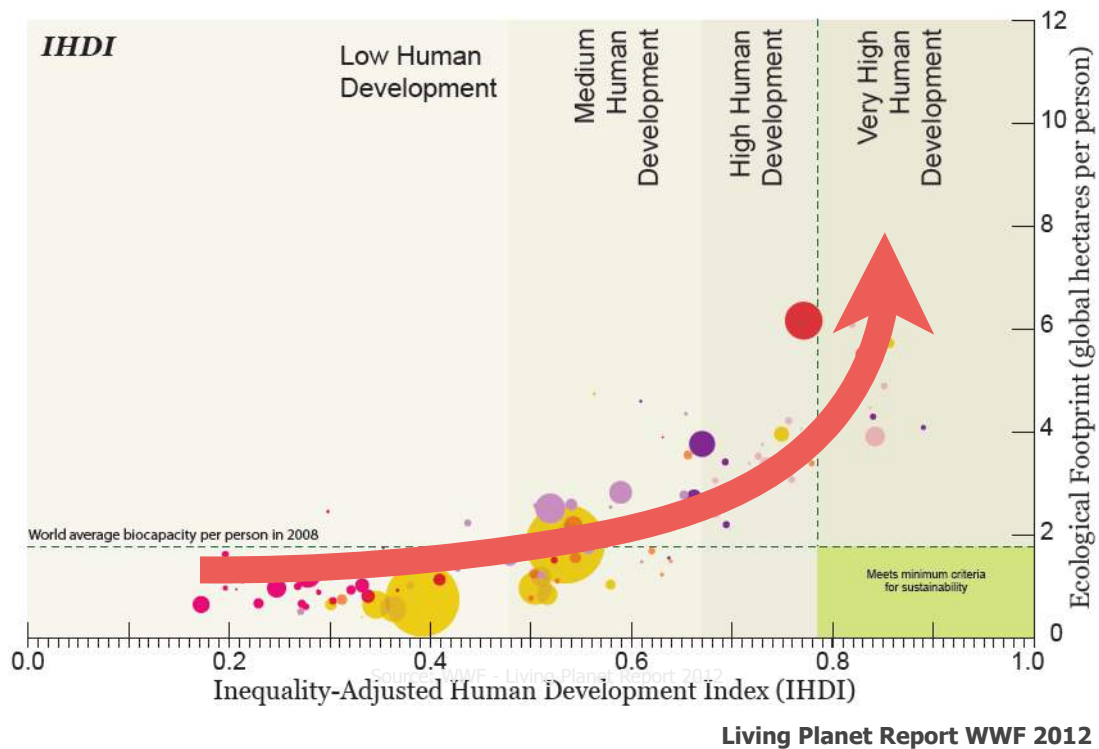
© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017



# 4 planets by 2020 ? !

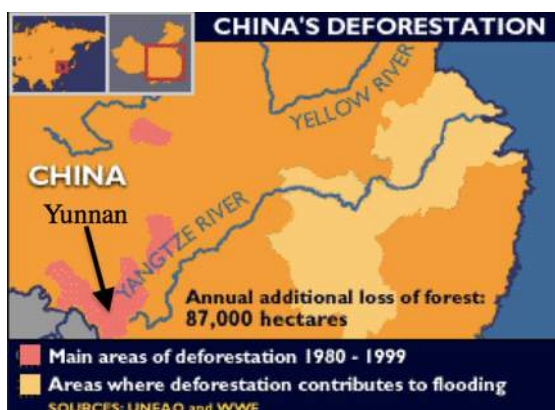


© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017

# Natural Capitalism



© Dr Bettina von Stamm

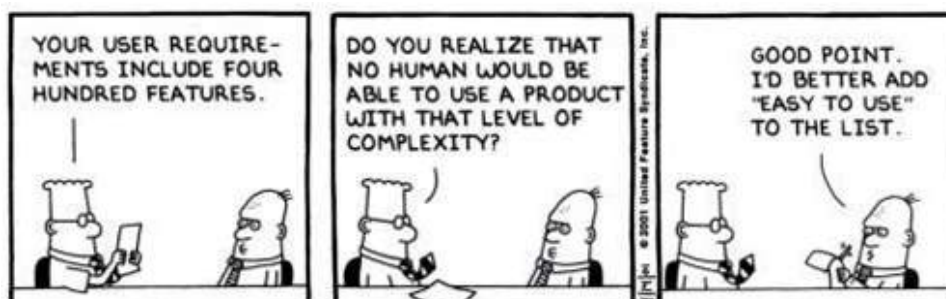
InterTradelreland

9<sup>th</sup> March 2017



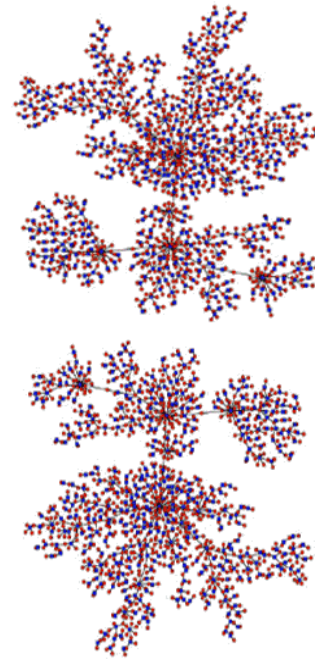
## Consequence ...

Overall: Increased Complexity



# Complicated

# Complex



© Dr Bettina von Stamm

 InterTradelreland

9<sup>th</sup> March 2017

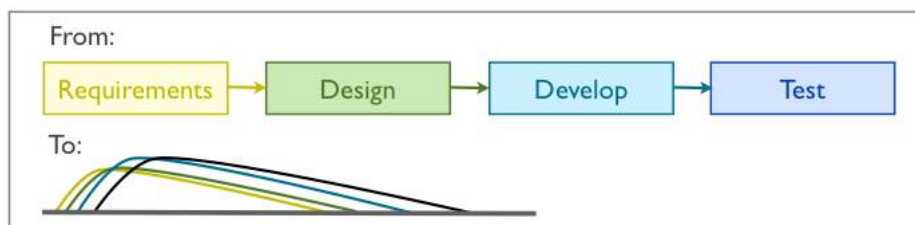


## 21st Century's Necessities

# Necessity 1: Concurrency



## From relay to scrum





## Necessity 2: Collaboration



© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017

## Which often looks like this ...



© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017



# Necessity 3: Innovation

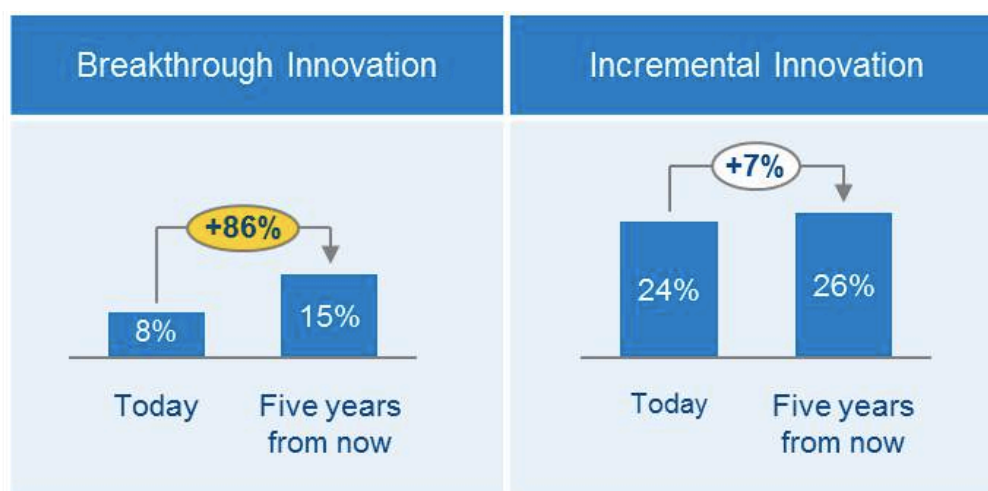


© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017

## High Expectations ...



Source: Arthur D. Little, 2015

© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017



# From My Journey

## Principle 1: Understanding Human Nature



## Principle 2: Understanding the Context



© Dr Bettina von Stamm

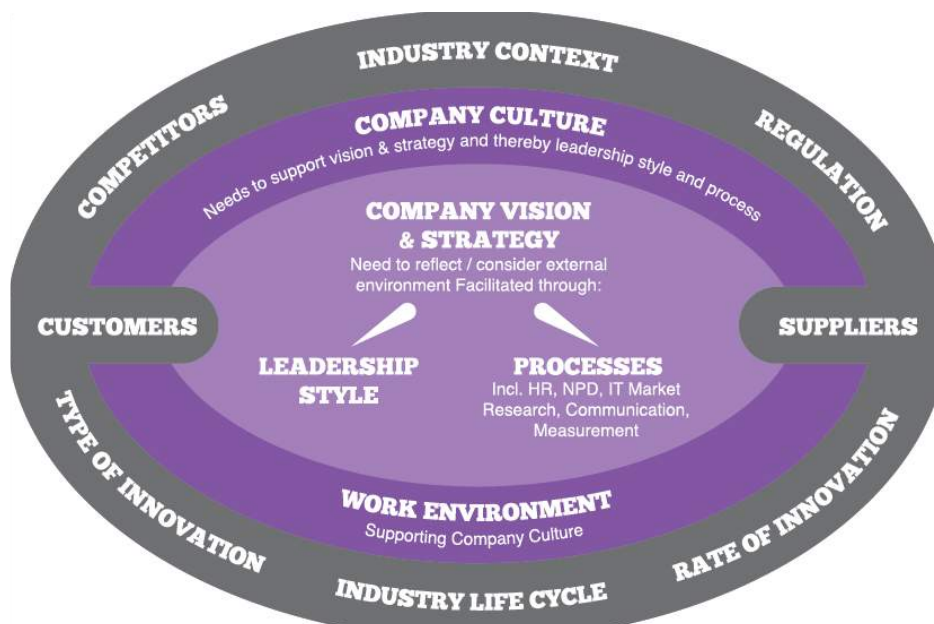
InterTradelreland

9<sup>th</sup> March 2017

## Principle 3: A Holistic Approach



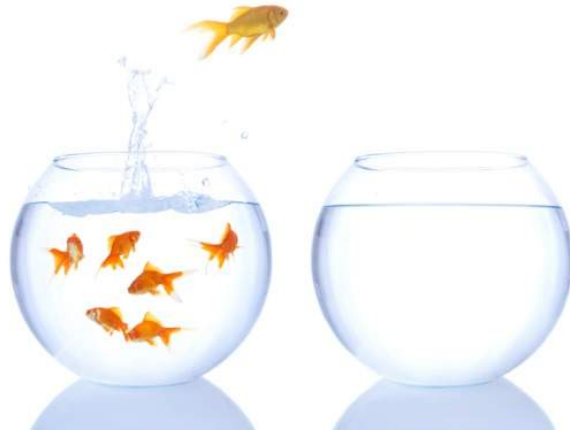
### The BvS Innovation Framework



© Dr Bettina von Stamm

InterTradelreland

9<sup>th</sup> March 2017



# Innovation ? !

... Innovation ???



- Innovation = creativity + successful commercialisation
- Innovation is a frame of mind
- Innovation is the path of embracing change to create value

# Innovation across the spectrum



<b>Transformational</b>  <b>Radical</b>  <b>Incremental</b>	Cars instead of horses	Pilkington's floating glass	BitCoin	Internet	Grameen Bank	POC21
	Hydrogen powered cars	Gas-filled thermo glass panes	Internet banking	On-line sales & distribution (computers)	Barclay Bikes	Estonia' e-citizenship
	New car model	Differently coloured glass	A new kind of mortgage	Business parks vs town centres	Car sharing	Open Government
	<b>Product Innovation</b>	<b>Process Innovation</b>	<b>Service Innovation</b>	<b>Business Model Innovation</b>	<b>Social Innovation</b>	<b>Societal Innovation</b>

**Categories of Innovation** (based on Bessant et al, in von Stamm, 2003, extended 2011 & 16)

## Thank You & Stay in Touch !



[bettina@innovationleadershipforum.org](mailto:bettina@innovationleadershipforum.org)



[uk.linkedin.com/in/bettinavonstamm/](https://uk.linkedin.com/in/bettinavonstamm/)



BvonStamm



[www.BettinavonStamm.com](http://www.BettinavonStamm.com)  
[www.InnovationLeadershipForum.org](http://www.InnovationLeadershipForum.org)  
[www.TheFutureOfInnovation.org](http://www.TheFutureOfInnovation.org)  
[www.InnovationWave.com](http://www.InnovationWave.com)