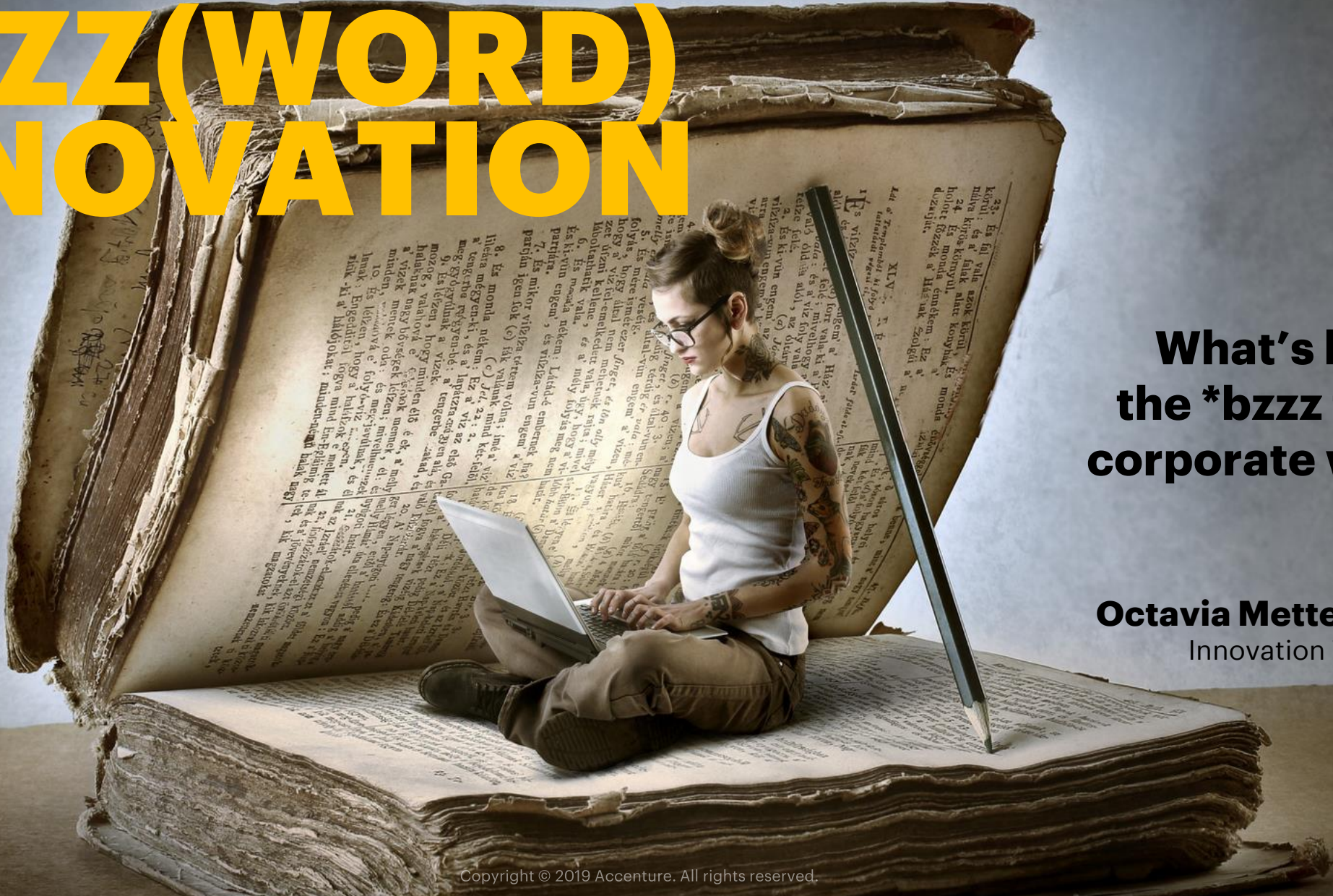


# BUZZ (WORD) INNOVATION



**What's behind  
the \*bzzz for the  
corporate world?**

**Octavia Mettenheimer**  
Innovation Team ASGR



New (Digital) Business Models

Burning Platforms

Era of Disruption

Hyper-innovation

Collaboration

Transformation

Millennials

Orthodoxies

Ecosystem

Agility

Digital

That's very interesting.  
Someone should do something about that some day...



Decisions & Approvals

Return on Investment

Financial Capacity

Plans & Priorities

Business Case

Government

Ownership

Objectives

Budgets

Processes

Policies

Risk

They are stuck in the details and can't see the big picture!



# Change



Value





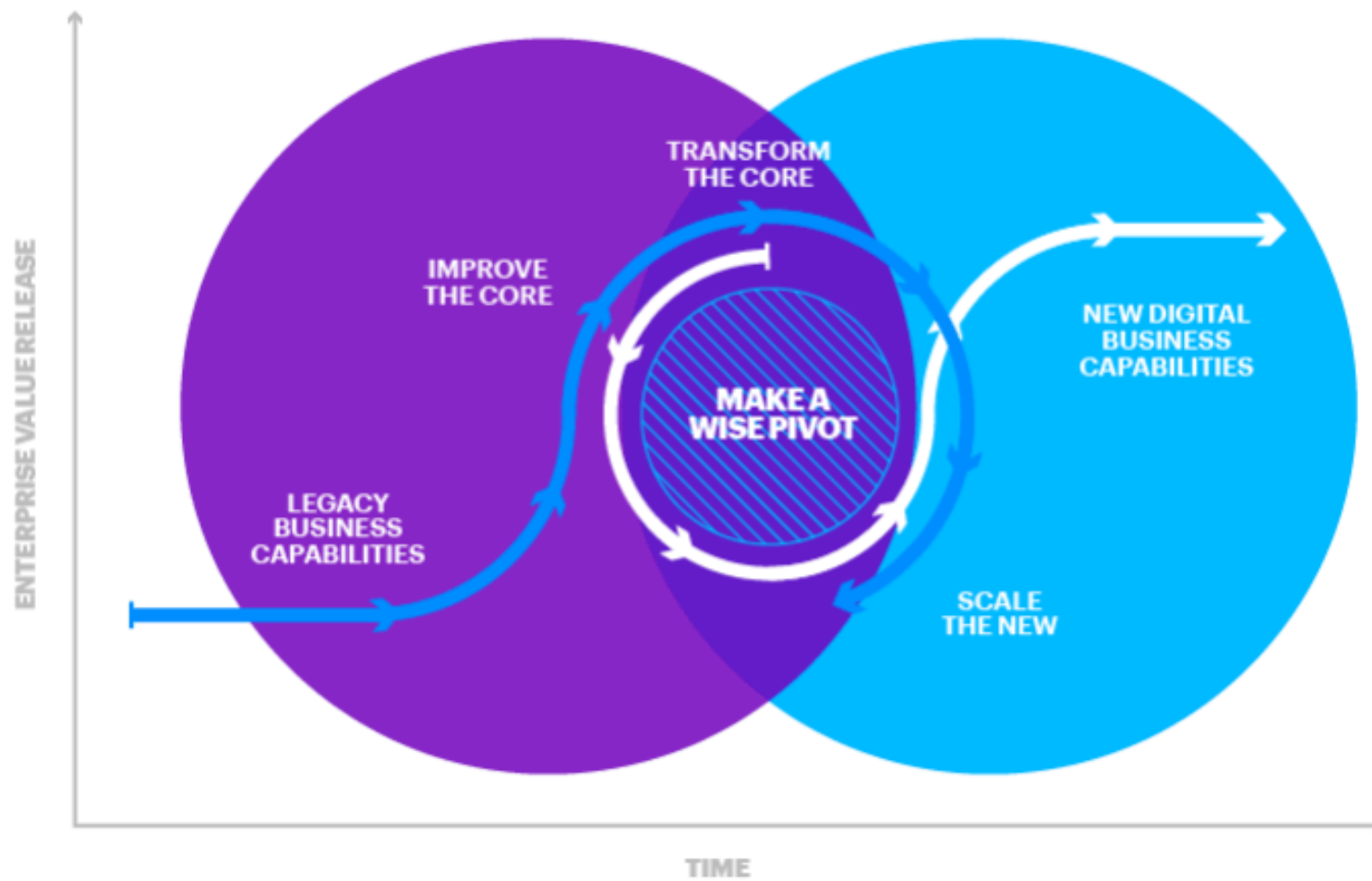
Change



Value

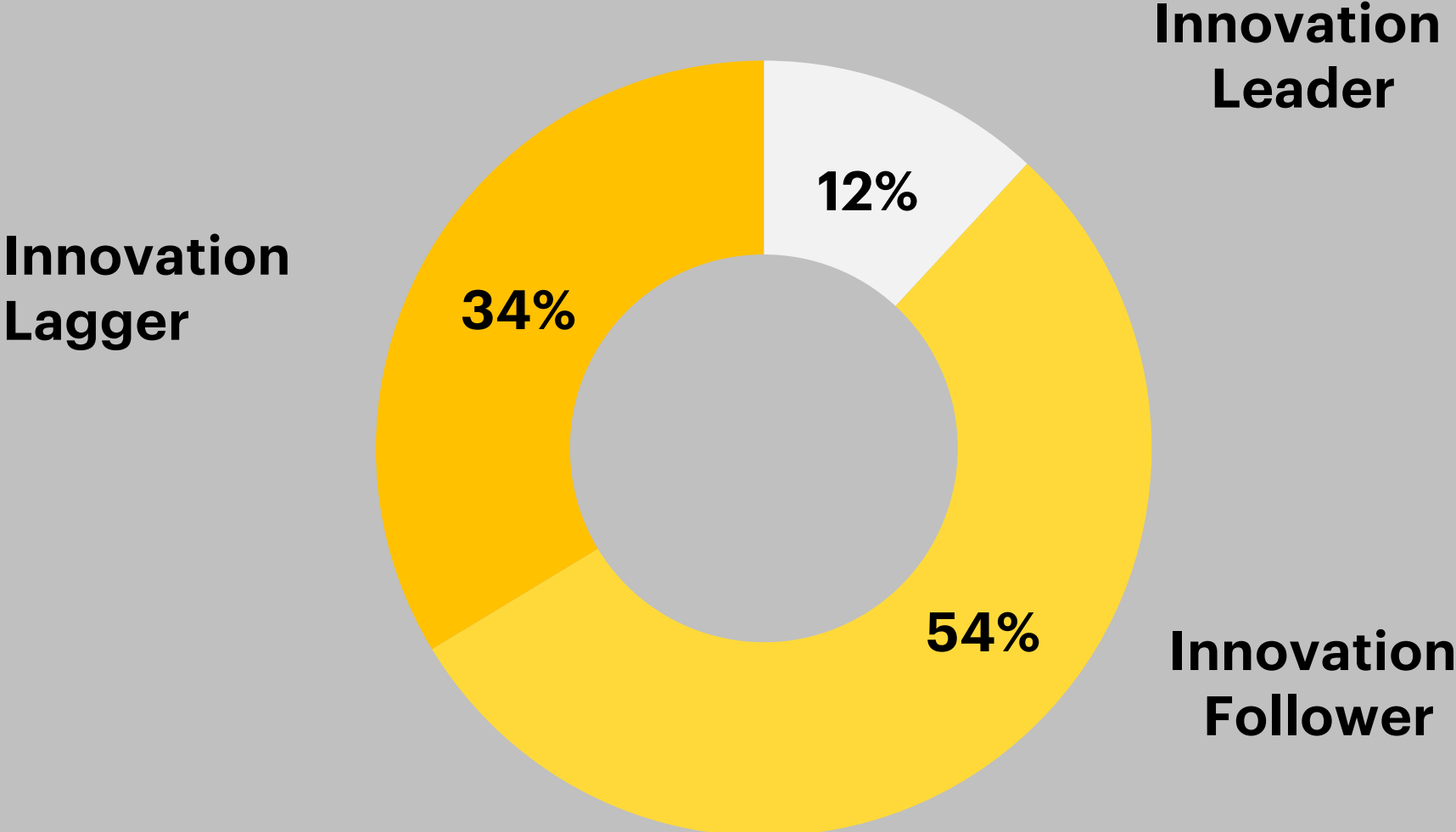


# Making the wise pivot business model shift

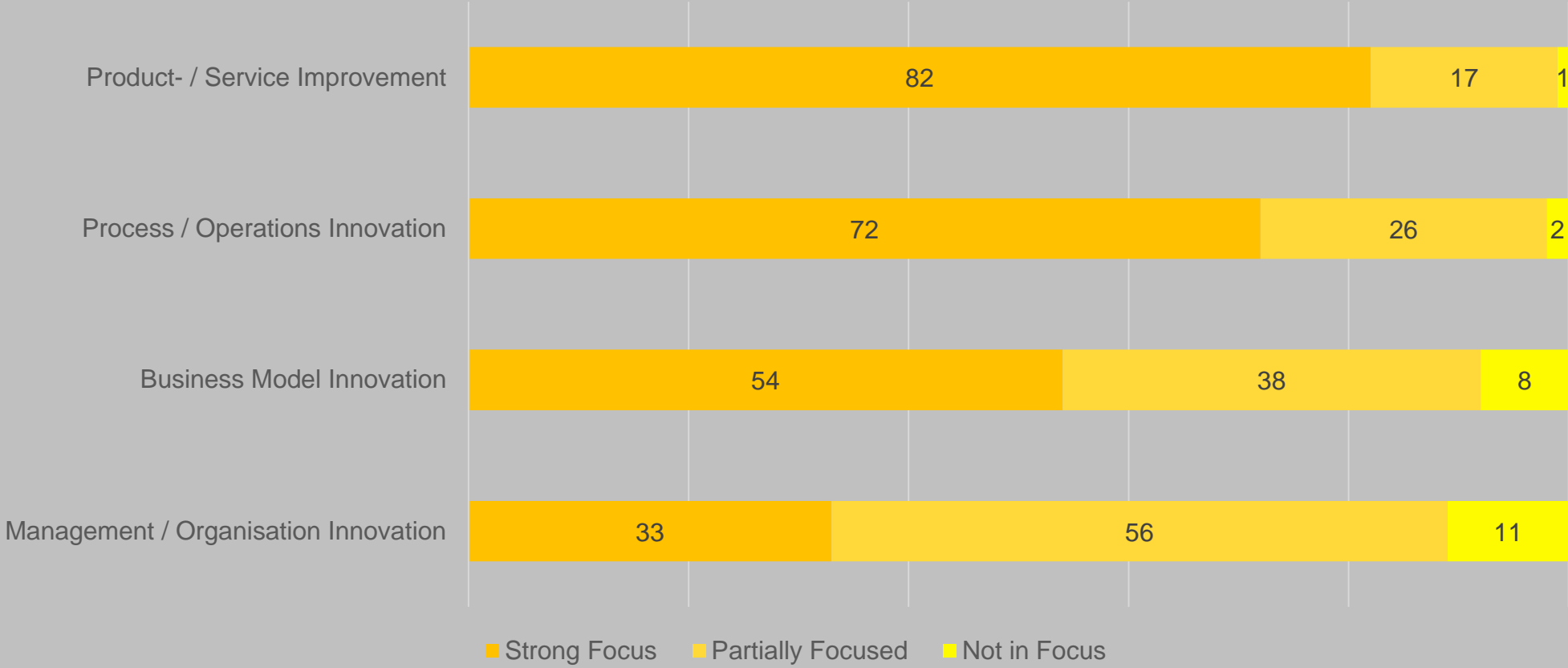




# SELF-REFLECTION ON INNOVATION ROLE

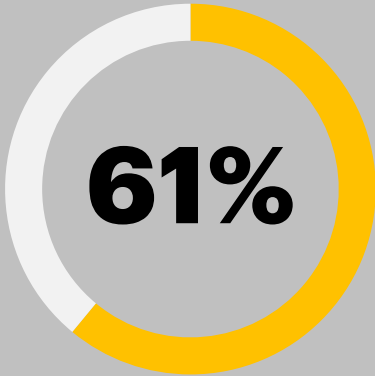


# FOCUS AREAS OF INNOVATION



# CHALLENGES IN THE REALIZATION OF INNOVATION

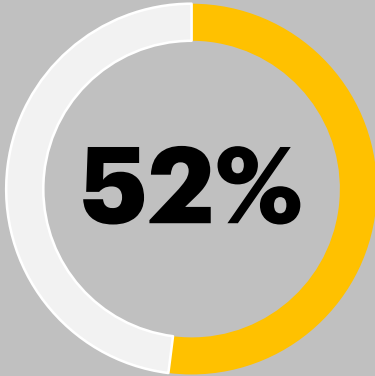
Change



**61%**

Establishment of an innovation culture

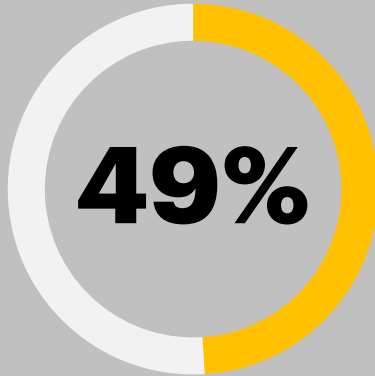
Value



**52%**

Coordination of various innovation projects

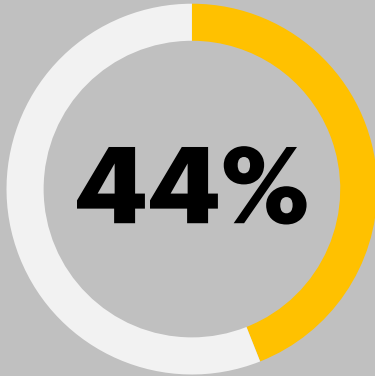
Value



**49%**

Measuring the business value of an innovation

Change



**44%**

Competences/skills of the employees

# Imagine...



**Flat  
Hierarchies**

**Open  
Mindset**

**Agility**

**Tribes &  
Squats**

**Failing  
Culture**







# Innovation Theater





# So what?



# You really need to want this



A long way to go...





# Slice the elephant



Leadership

teamwork

strategy

skill

success

vision

growth

partnership

plan

# Grind Hierarchies



# Innovation has to be close to the business



GREAT SERVICES

TOP NOTCH

SUPERFINE

I AM HAPPY

SUPERB

HIGH QUALITY

EXCELLENT

IMPRESSIVE

FIVE STARS

PERFECTLY

VERY GOOD

Looking at the customers,  
not at the competition



# Leave the old paths







**... beats  
deep expertise**



**Change the mindset of your  
middle management**



# Some will transform...



**Others wont...**



# Better fast than perfect









**Don't get stuck in the old...**

**100%**



**Welcome  
to the  
Other Side**

