

The Triad of Success: Innovation, Agility & Project Management

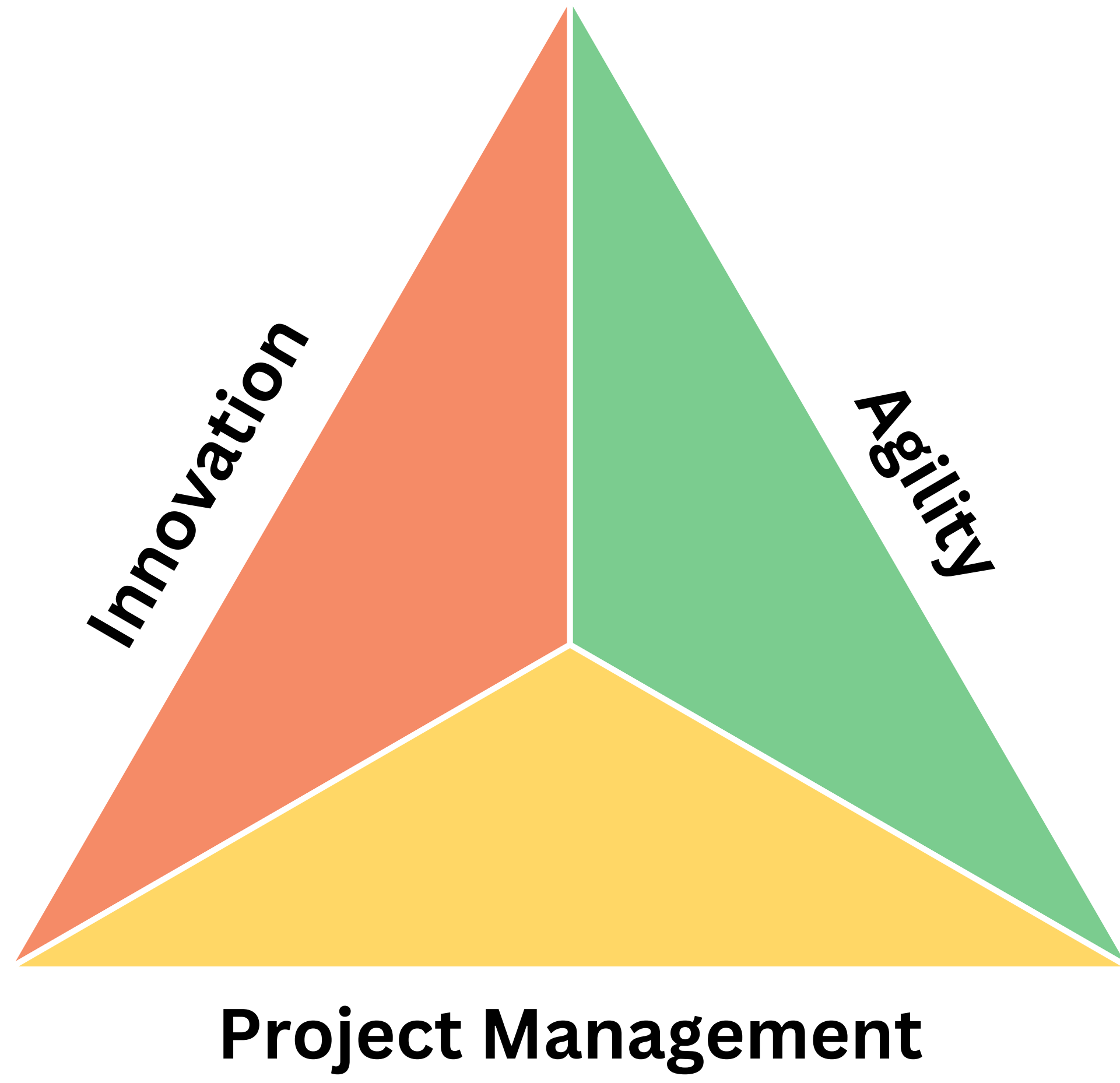


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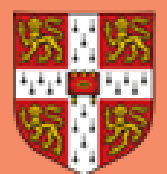
Let's dive in!



Innovation

/ˌɪn·ə'veɪ·ʃən/

A new idea or method, or the use of new ideas and methods.



Cambridge
Dictionary

Survey: Innovation



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Why innovation?



Innovation is the ability to see
change as an opportunity - not a
threat

— *Steve Jobs* —

AZ QUOTES



I believe innovation is the most
powerful force for change in the
world.

— *Bill Gates* —

AZ QUOTES

Why innovation?

Promote resilience
and sustainability

survive and grow
to a greater extent

Maximizing value
with limited resources

ready to deal
with changes

Attract and
retain talent

competitive
advantage

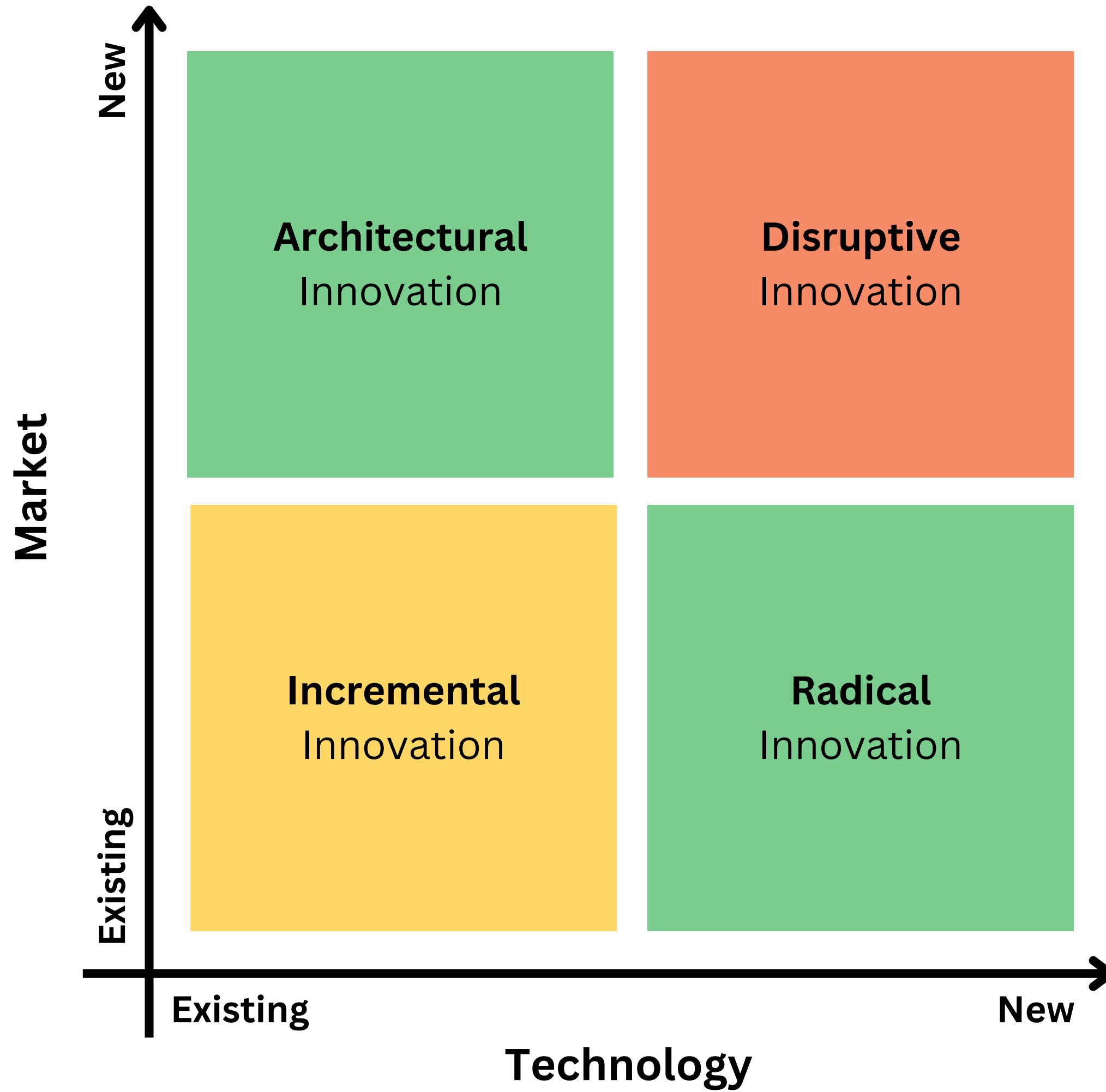
increase
productivity

manufacturing
efficiency

brand building
initiatives

long run
success

4 types of innovation

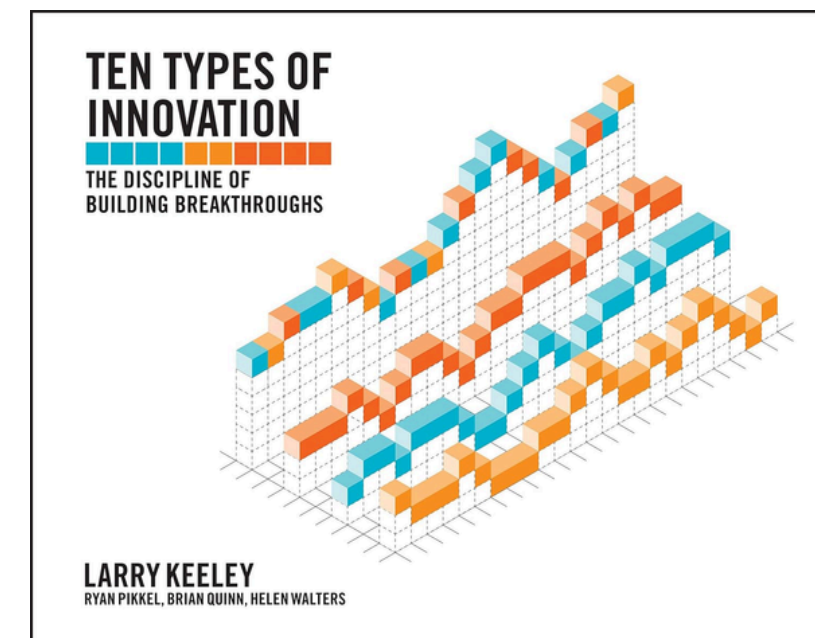


Ambidexterity

The ability of firms to simultaneously drive both incremental and discontinuous (disruptive) innovation.



10 types of innovation



10 types of innovation



BUSINESS MODEL-DRIVEN


OPEN INVITATION

Encourage other people to work with you, whether they're individual experts or strangers in the crowd.

Tactics at Work  [OPEN INNOVATION or CROWDSOURCING] + COMPETENCY CENTER


COLLABORATIVE CONSUMPTION

Leverage connectivity to upend traditional forms of ownership and change the way customers relate to your goods and services.

Tactics at Work  [METERED USE or SWITCHBOARD] + PROCESS AUTOMATION + [SAFETY or USER COMMUNITIES/SUPPORT SYSTEMS or VALUES ALIGNMENT]

FREE-BASED

Give away basic offerings for free to attract many users and then make money off of them in multiple ways.

Tactics at Work  FREEMIUM + ENGAGING FUNCTIONALITY + [MICROTRANSACTIONS or MEMBERSHIP or AD-SUPPORTED or SWITCHBOARD]

PLATFORM-DRIVEN

FRANCHISE

Develop signature offerings and experiences that you — and others — use to develop ecosystems of extensions.

Tactics at Work  SUPERIOR PRODUCT + COMPLEMENTS + BRAND EXTENSION

EXCHANGE

Establish hubs of activity and commerce for any given resource, interest, market, or industry.

Tactics at Work  SWITCHBOARD + USER GENERATED + USER COMMUNITIES/SUPPORT SYSTEMS

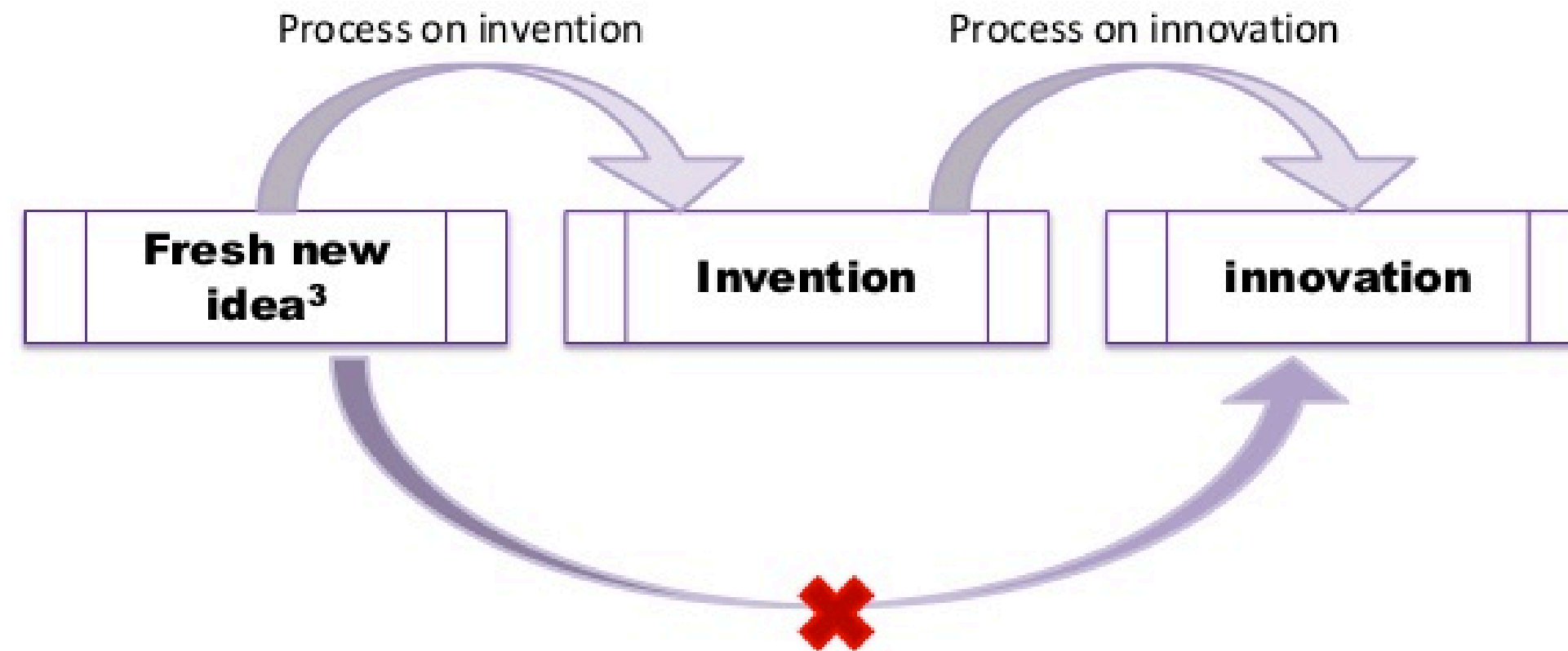
COLLABORATIVE CREATION

Connect communities with canvases and toolkits that encourage them to create offerings for you.

Tactics at Work  CROWDSOURCING + PROCESS AUTOMATION + USER COMMUNITIES/SUPPORT SYSTEMS + [VALUES ALIGNMENT or STATUS AND RECOGNITION]

Innovation ≠ Invention

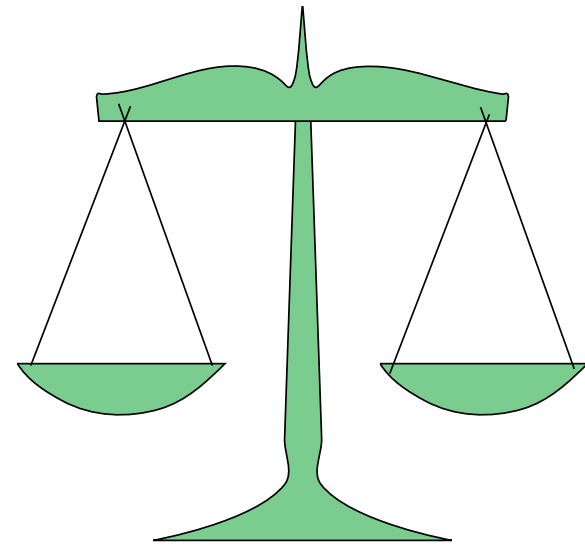
Relationship between creativity, invention and innovation.



“Invention is the first occurrence of an idea for a new product or process, while innovation is the first attempt to carry it out into practice.”

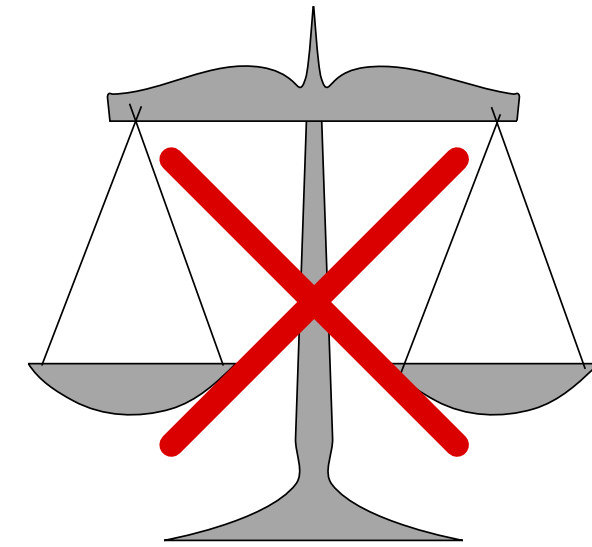
-Jan Fagerberg

Can innovation be measured?



measurable
metrics

- **Number of patents**
- **New ideas filed**
- **New products to market**
- **Innovation budget**
- **New market growth caused by innovative products**
- **Growth rate of new products**
- **Success rate for research projects**
- **Collaborations with universities**



non-measurable
metrics

Motivate Employees

- **Creative freedom**
- **Time for innovation**

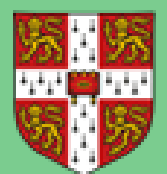
Teach Leaders

- **Open Door Policy**
- **Reward innovation**
- **Listen**
- **Inspire innovation**

Agility

/ˌɪn.ə'veɪ.jə.ni/

The ability to move about quickly and easily.



Cambridge
Dictionary

Survey: Agility



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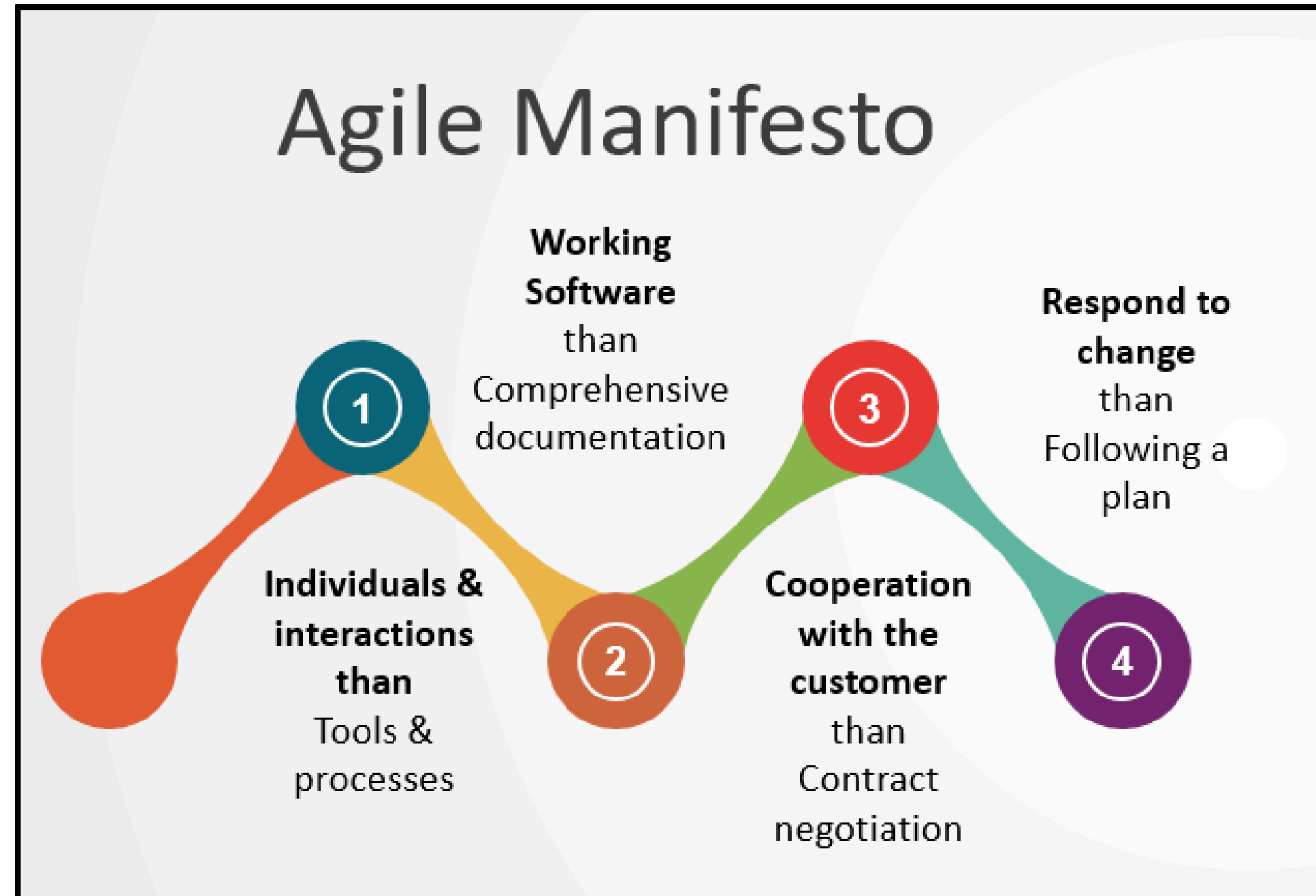
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Why agility?

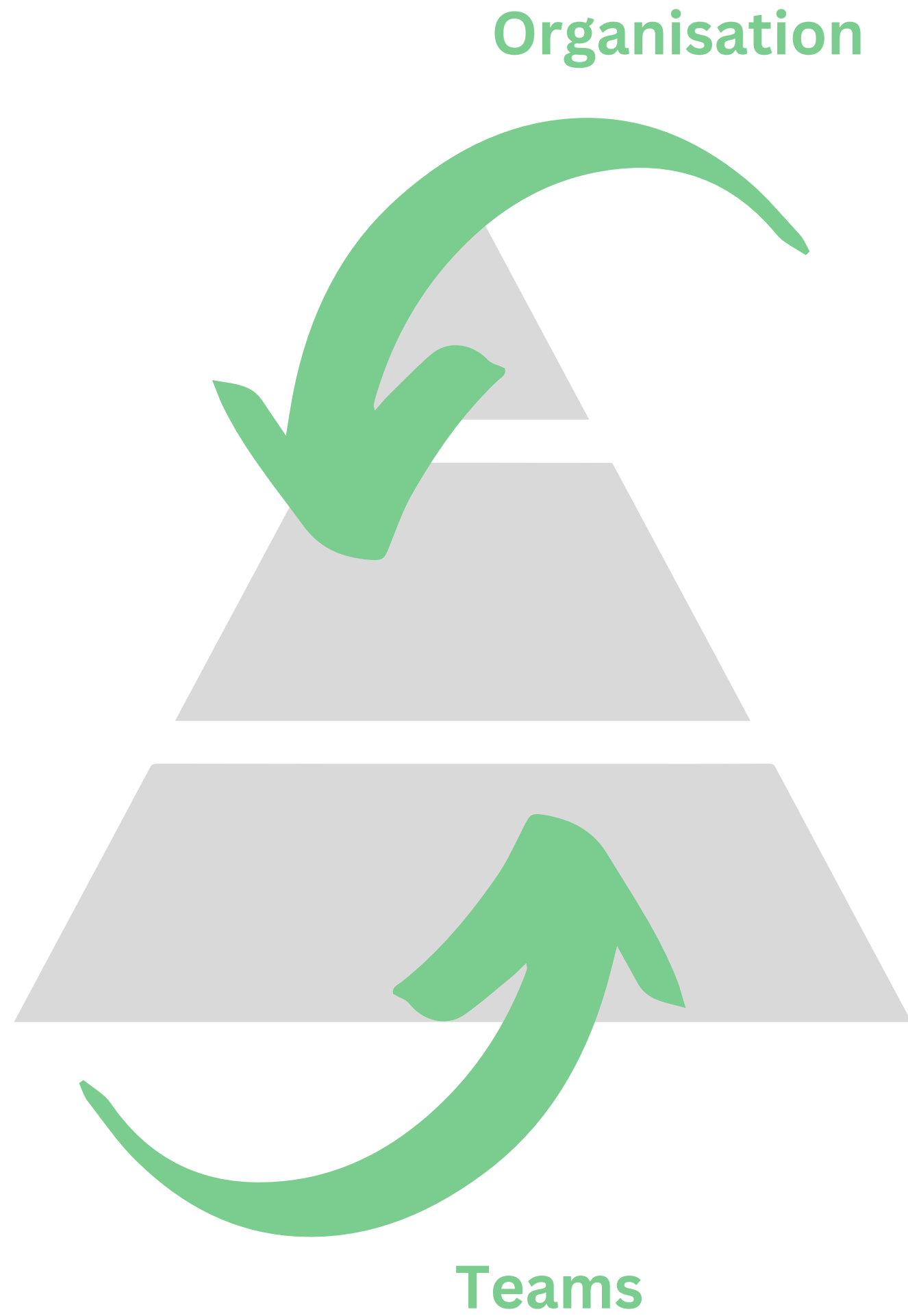


- Customer-Centricity
- Shortened Time-to-Market
- Adaptability to Change
- Continuous Learning
- Failure Culture

Agile Manifesto



Agility in company

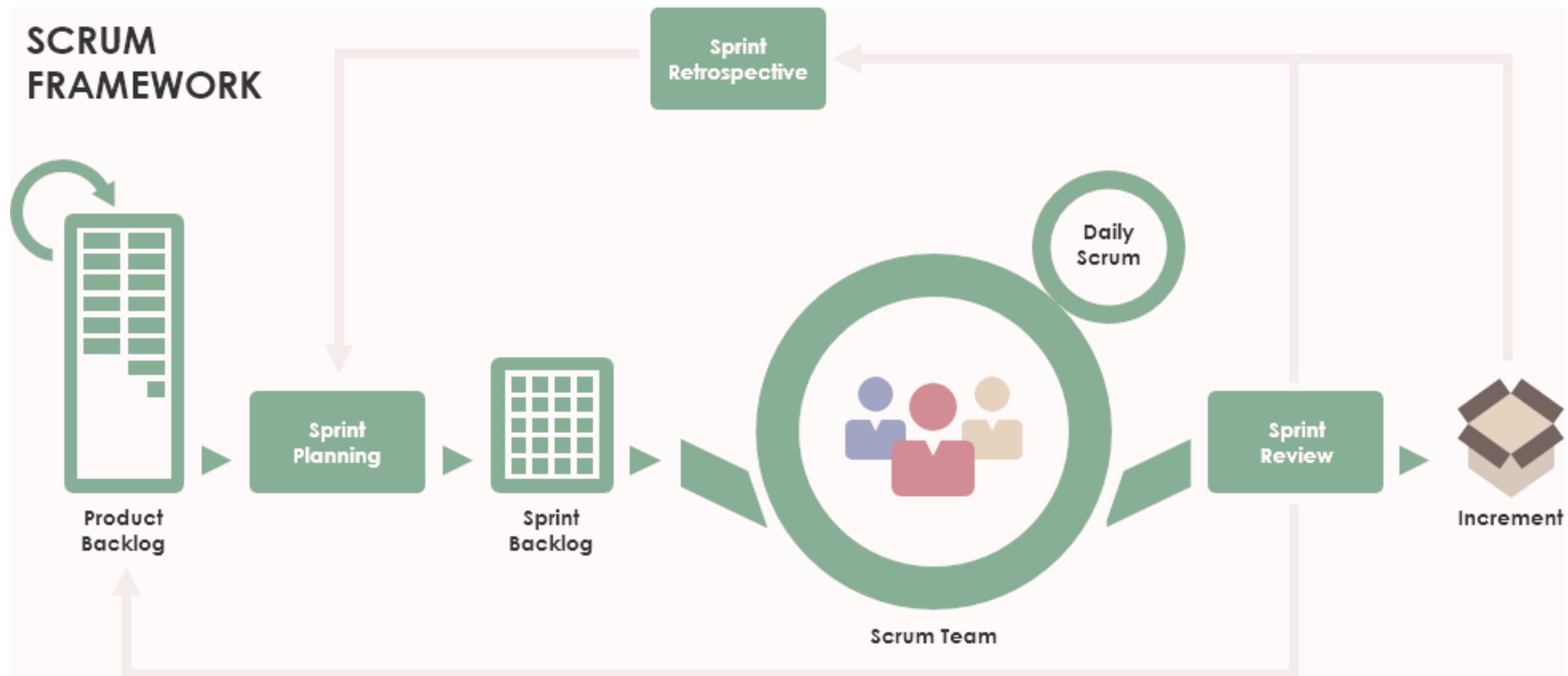
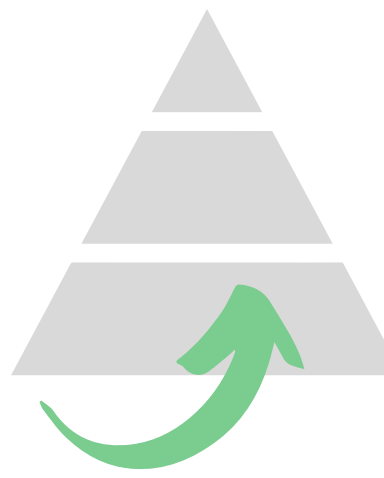


Agile mindset

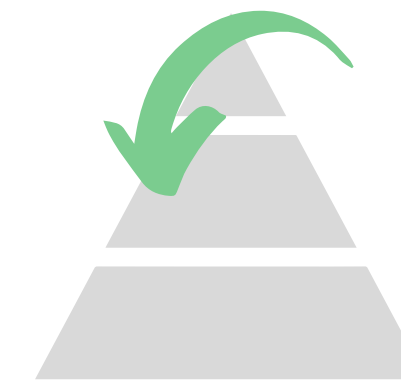
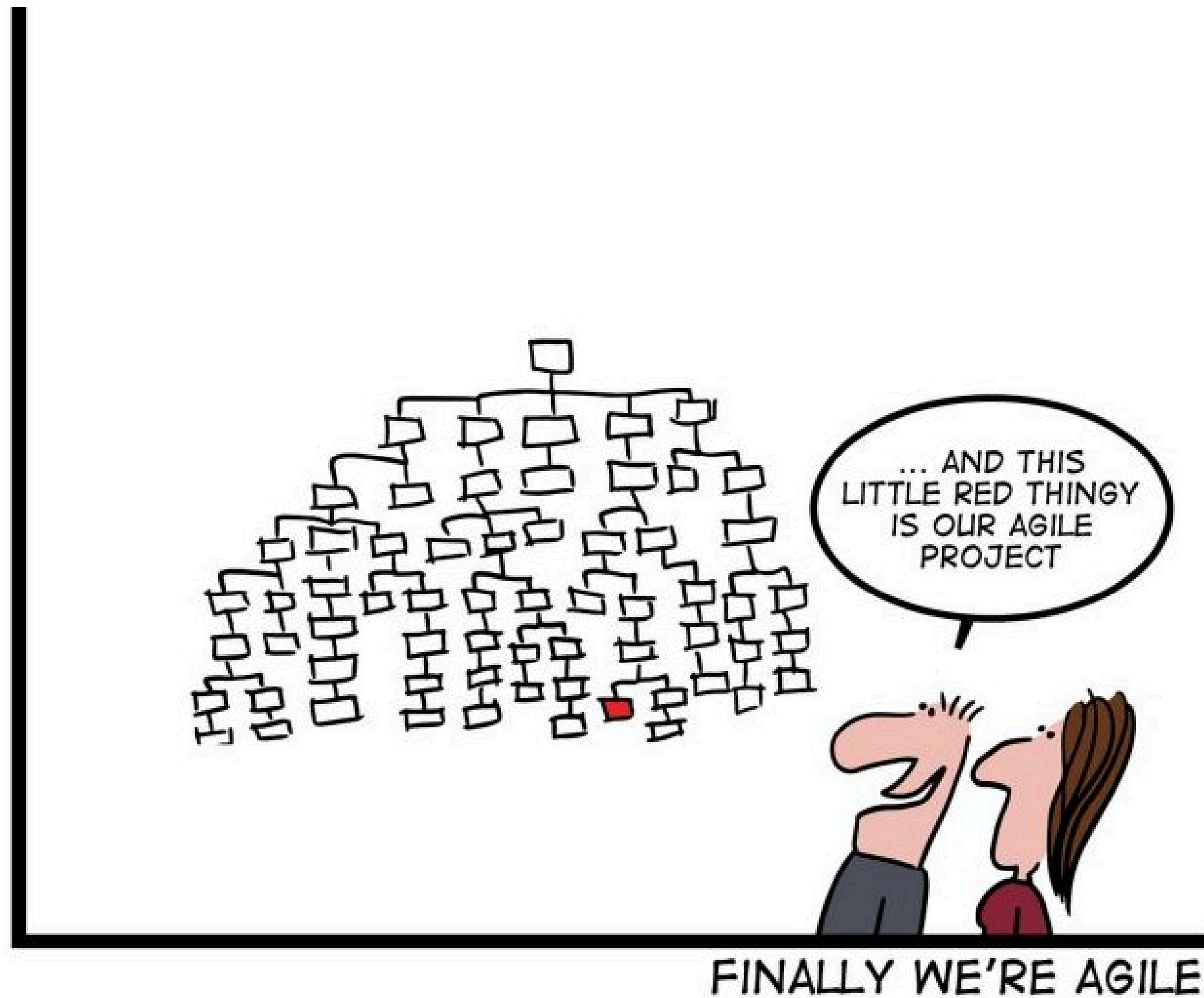


Agile teams

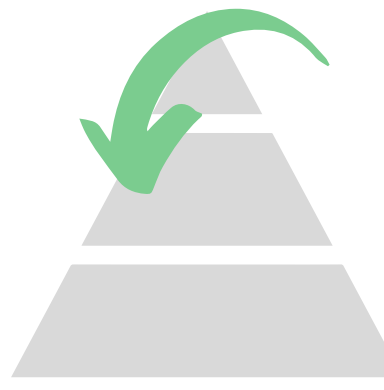
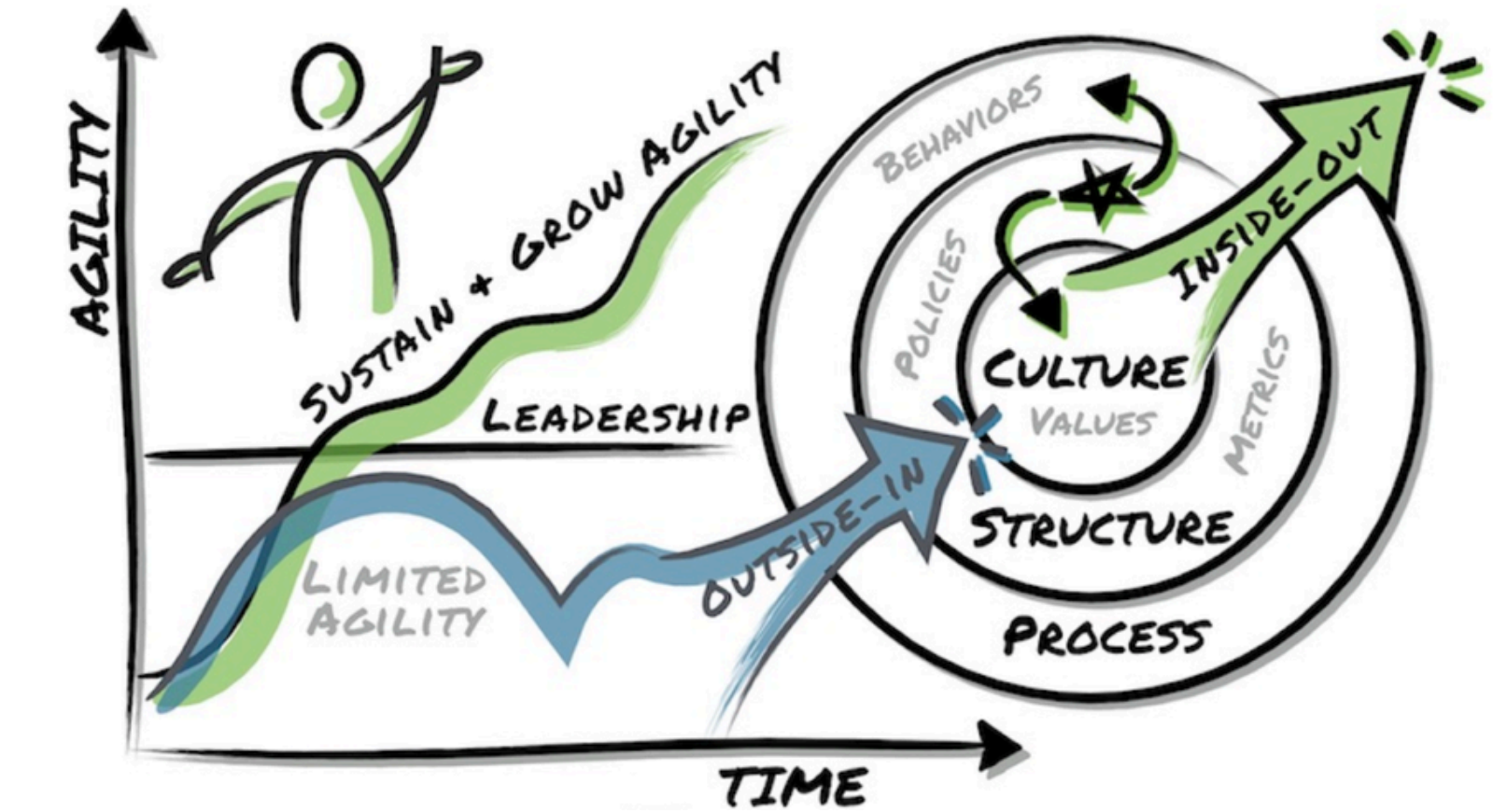
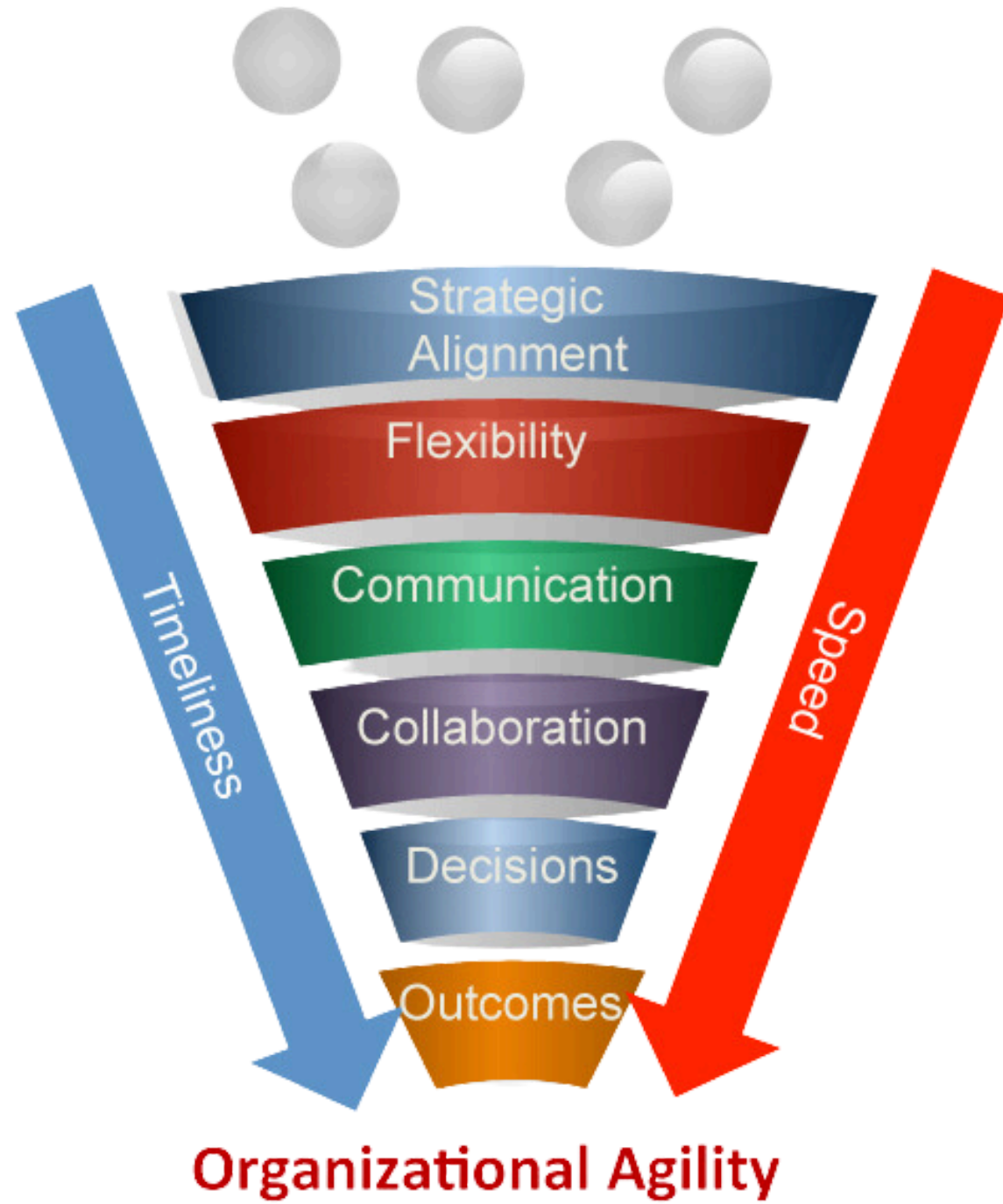
one out of many agile methodologies



Agile organisation



Agile organisation



Project Management

/ˈprɑː.dʒekt ˈmæn.ədʒ.mənt/

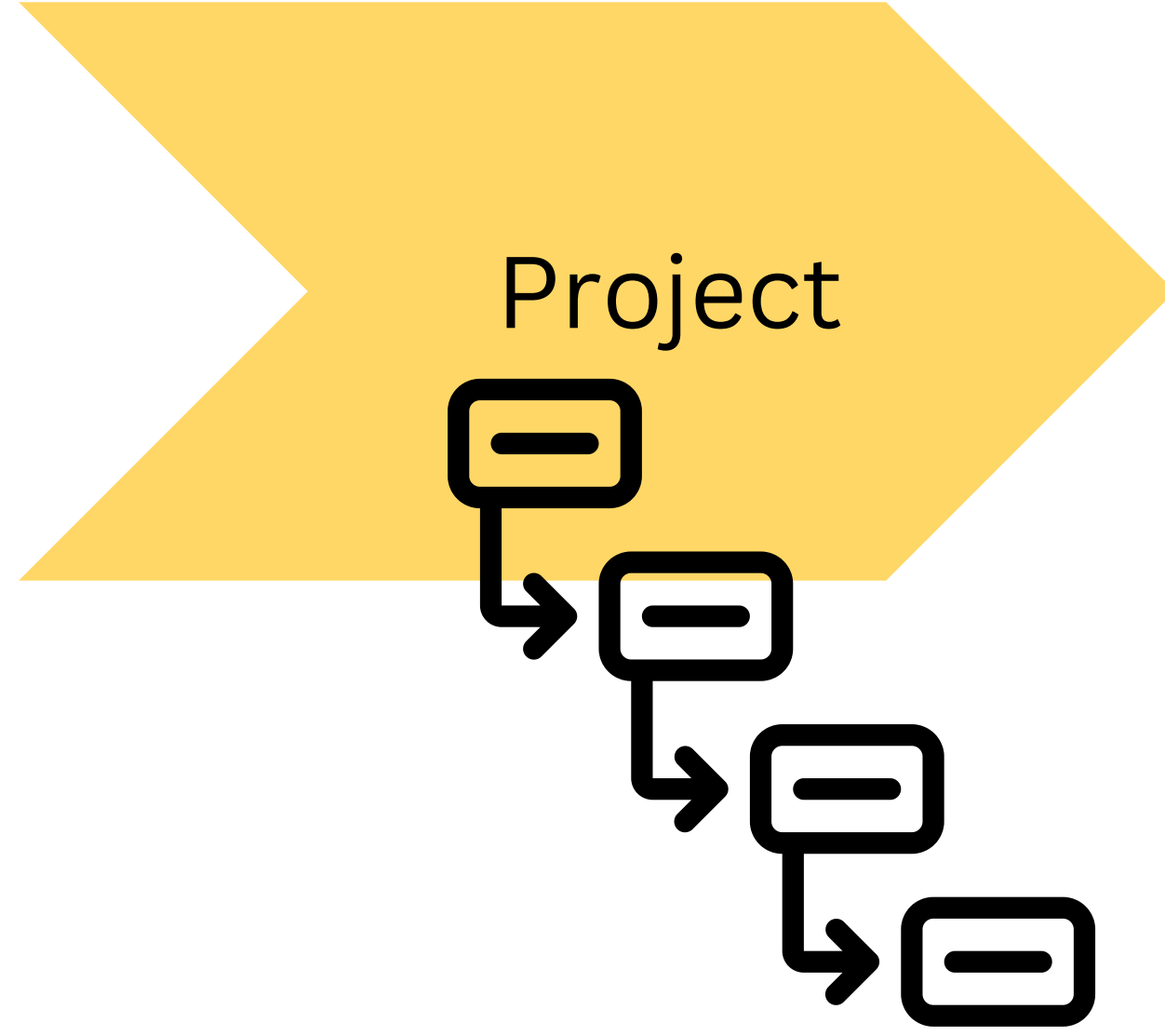
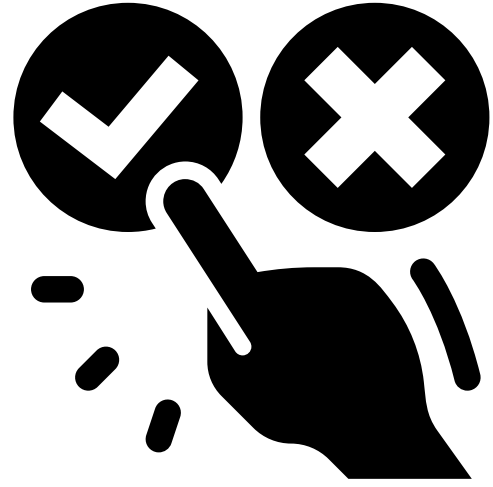
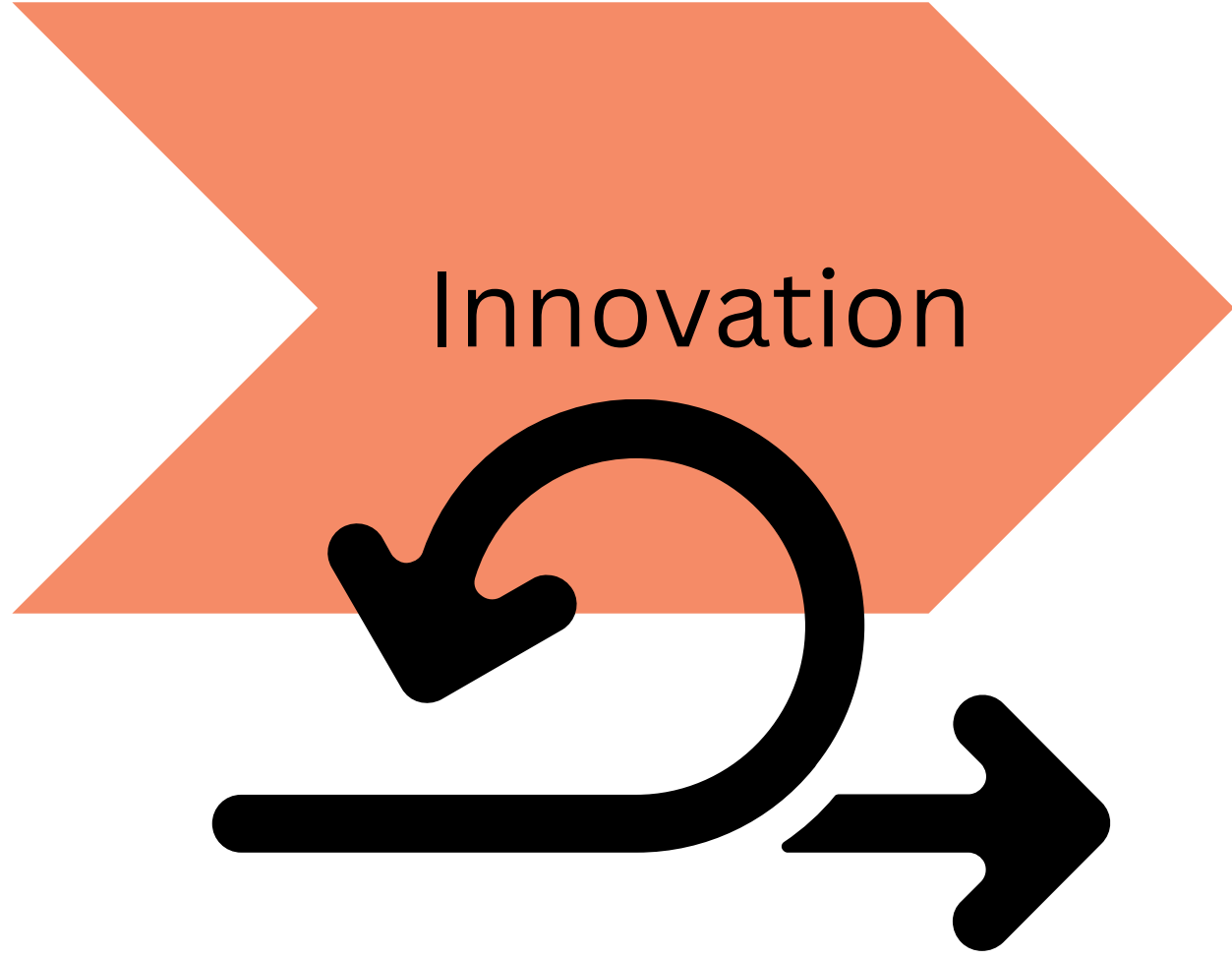
Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people.



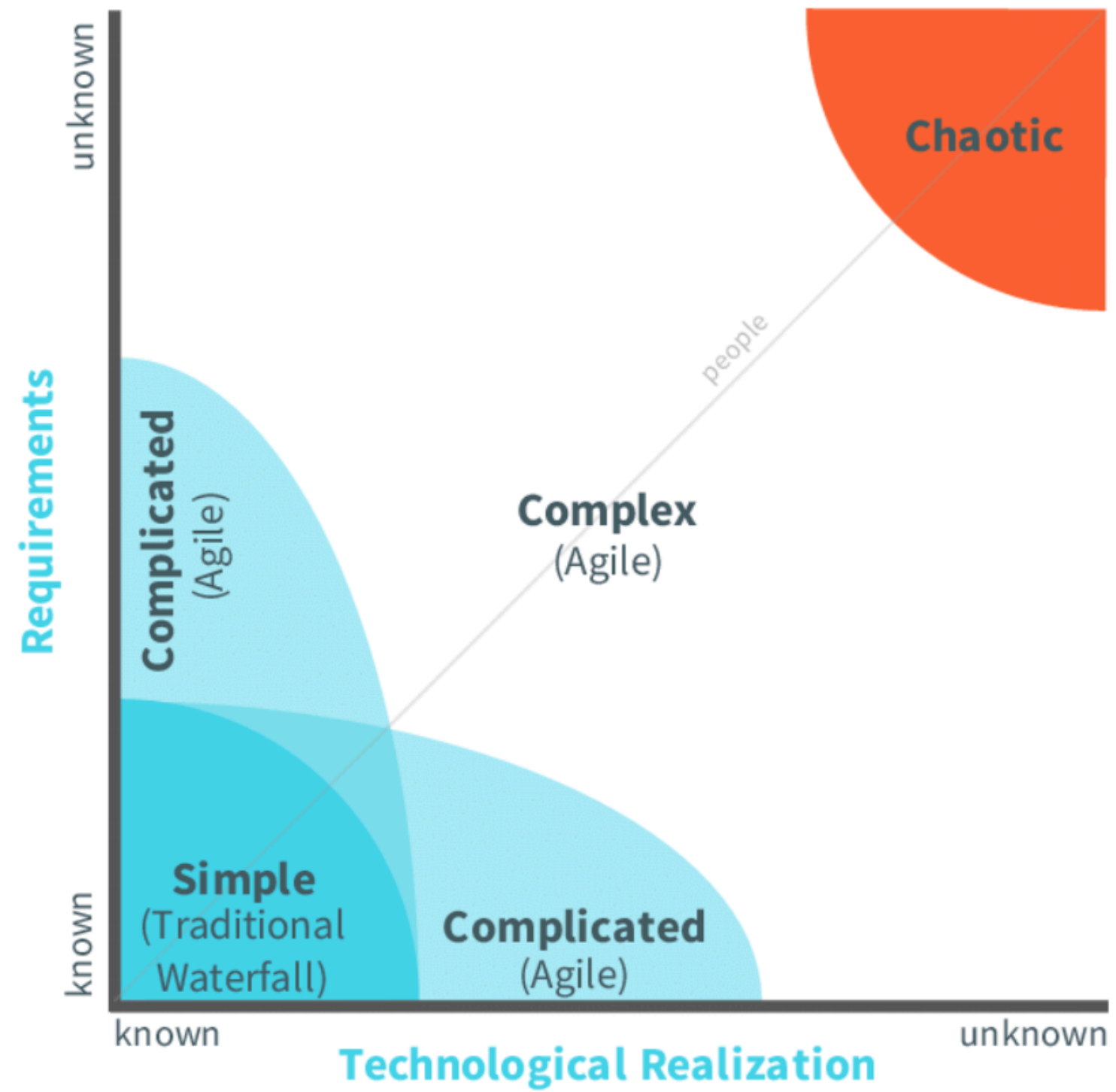
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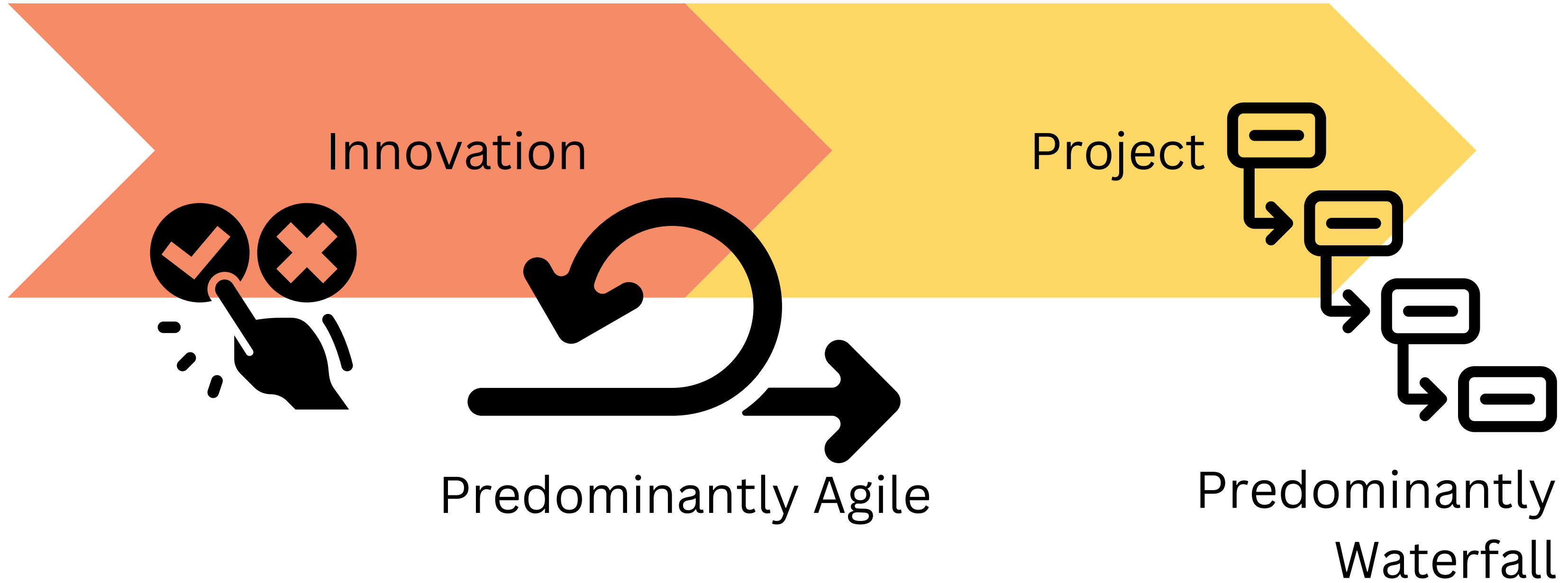
Innovation vs. Project



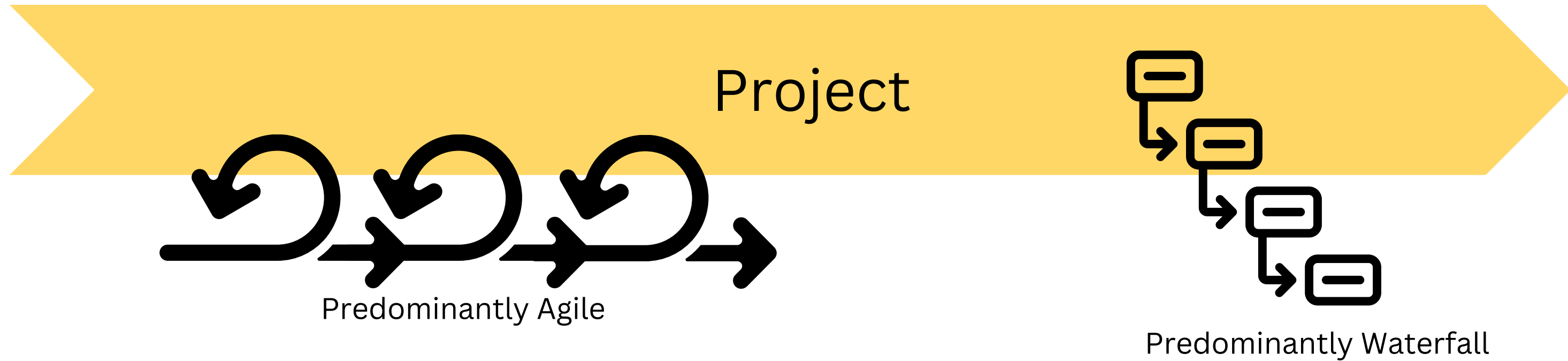
Complexity in projects



Innovation + Project



Innovation + Project

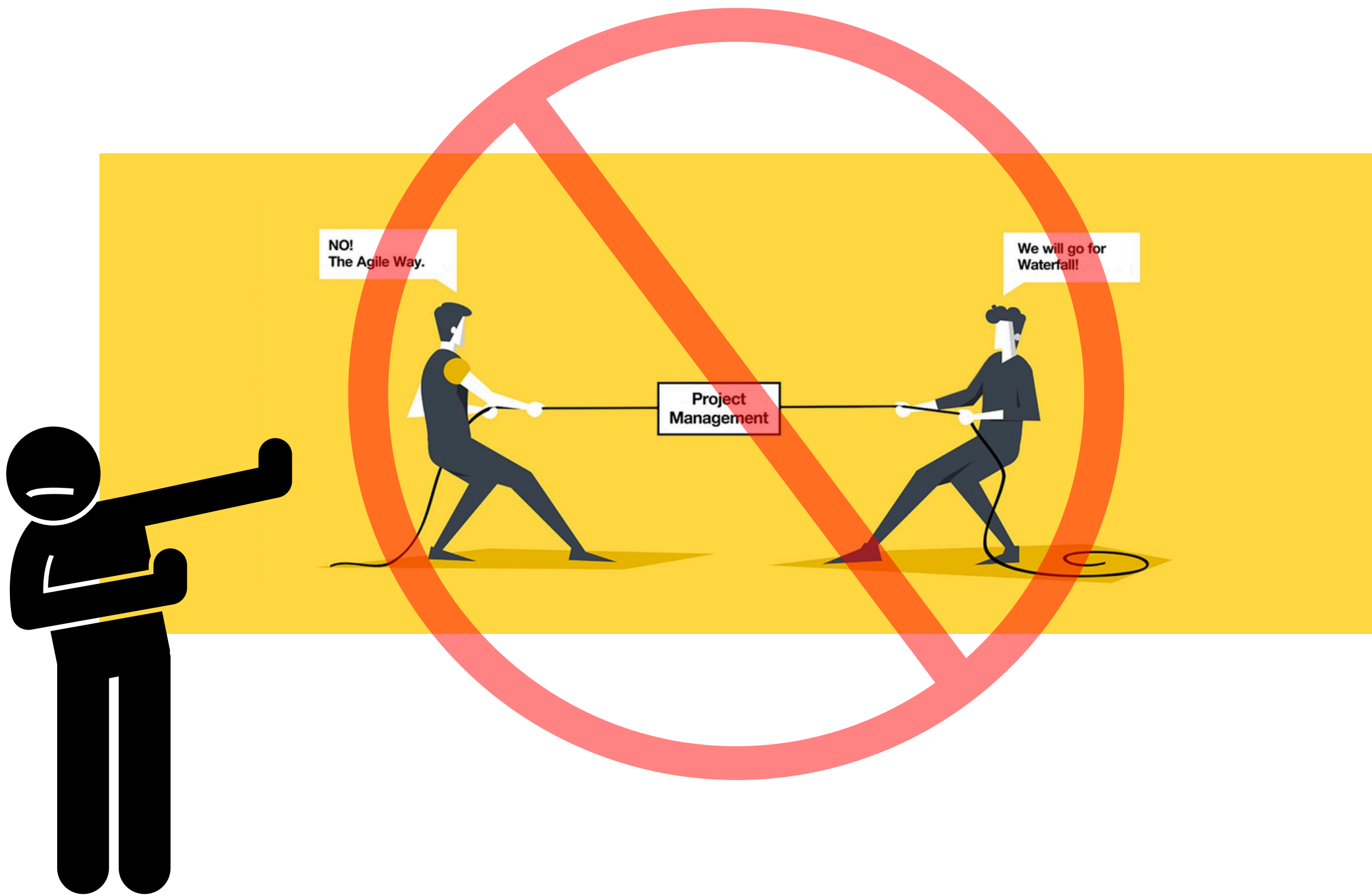


- Creative freedom
- Time for trial and error
- Maximizing value with limited resources
- Adaptability
- Collaboration
- Open communication
- Problem-solving
- Trial and error
- Design thinking

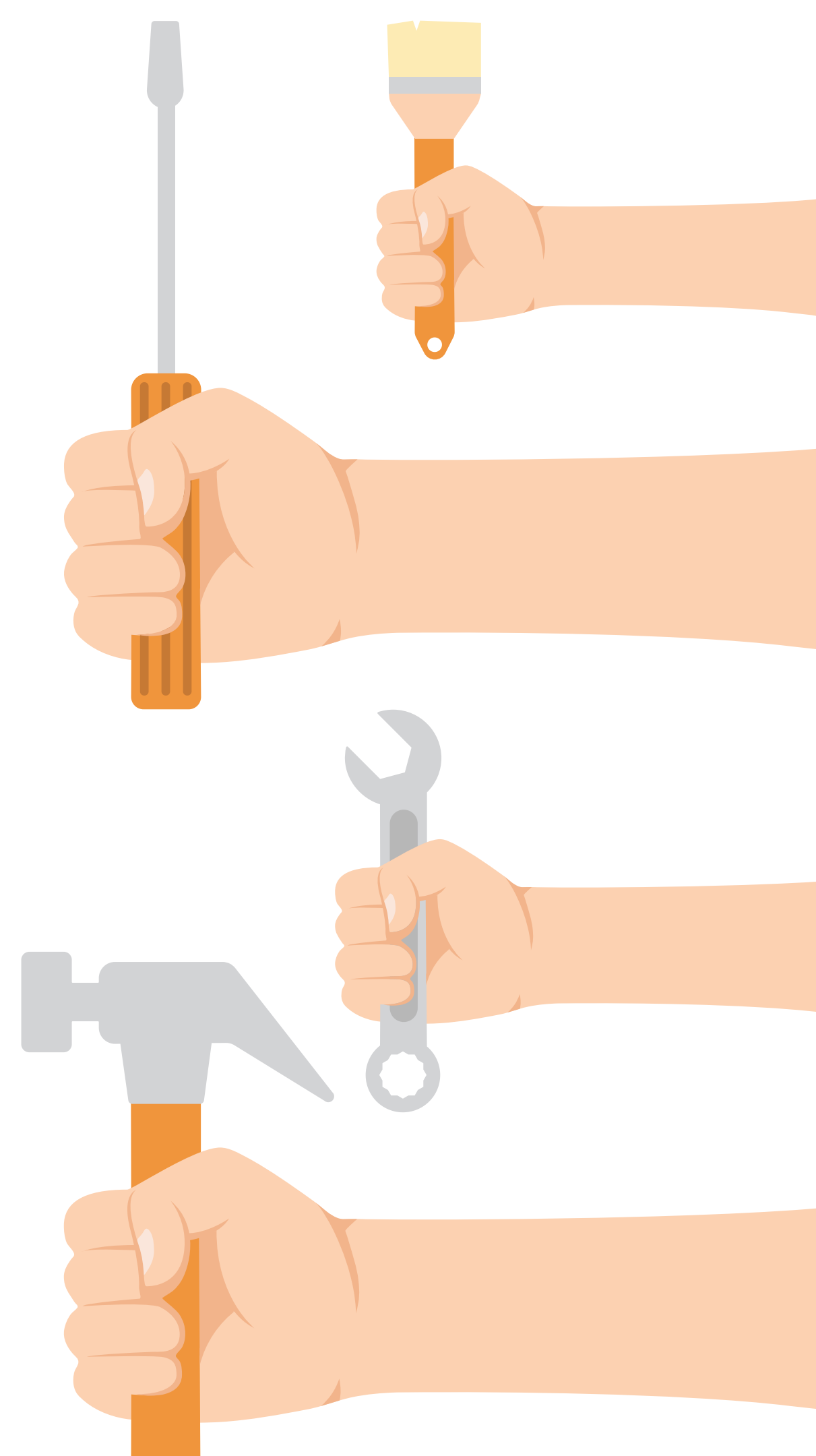
- Ready to deal with changes
- Autonomy
- Customer-centricity
- Maximize value from early stages

- Manufacturing efficiency
- Improvement of supply chain processes
- Embrace continuous learning

Agile vs. Waterfall?



Every project manager should master various tools in the toolbox of project management.



Thank You!



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Let's connect!