



INNOVETY
unleash your innovation

Making Innovation Management Work

*Practical insights about enablers and barriers in
Egyptian businesses*

Mohab Anis, PhD, MBA

Managing Director @ INNOVETY

manis@innovety.com

GUESS WHAT?



IS THIS INNOVATION?

مصر كلها

وتتكلم
vodafone

هتشرّب
PEPSI

٢ دقيقة

٦ دقائق

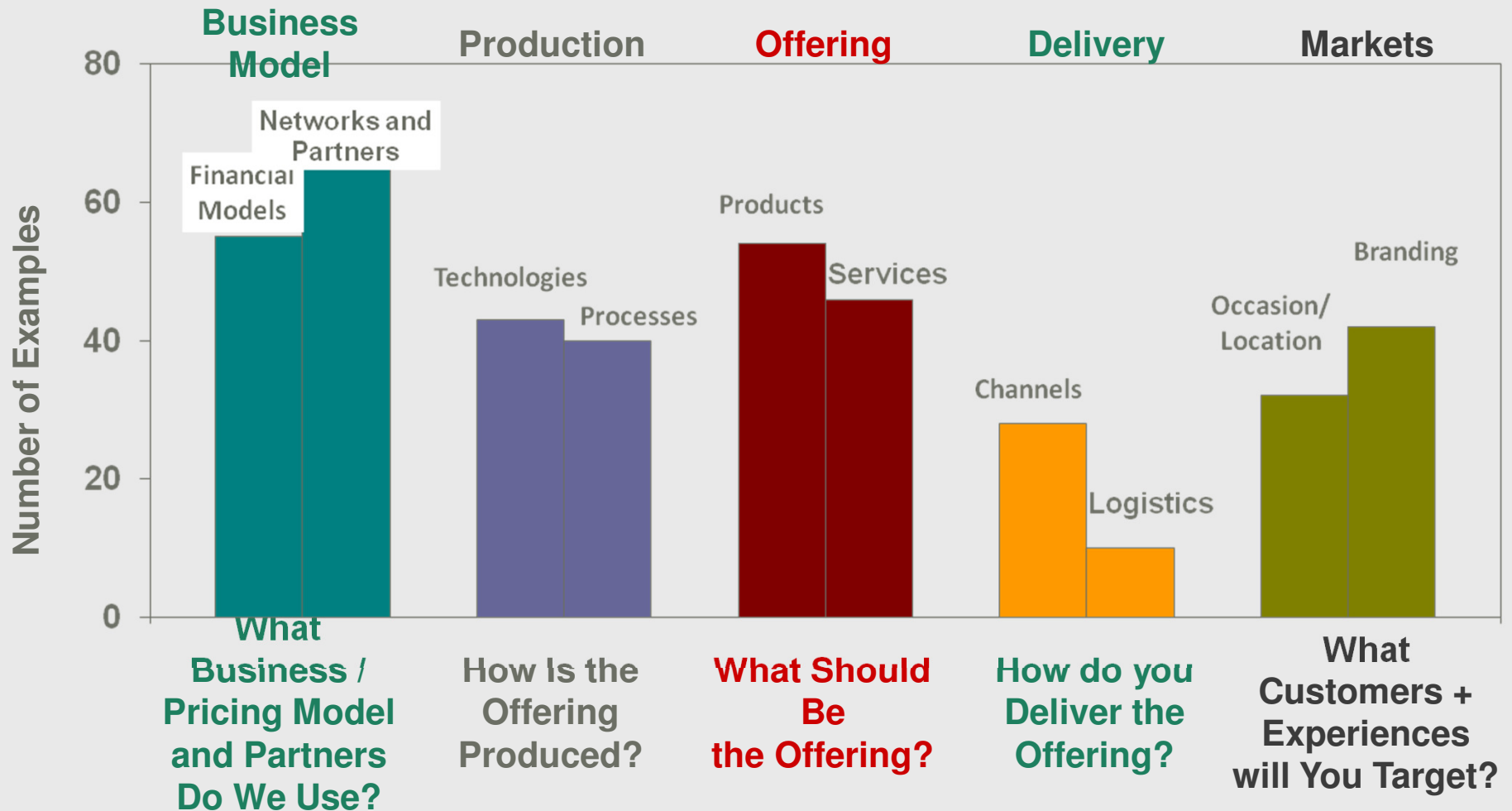
الكل كسبان دقائق

العرض ساري حتى ٢٠ يونيو ٢٠١٠ أو حتى نفاذ كمية الدقائق المجانية أيضا أقرب

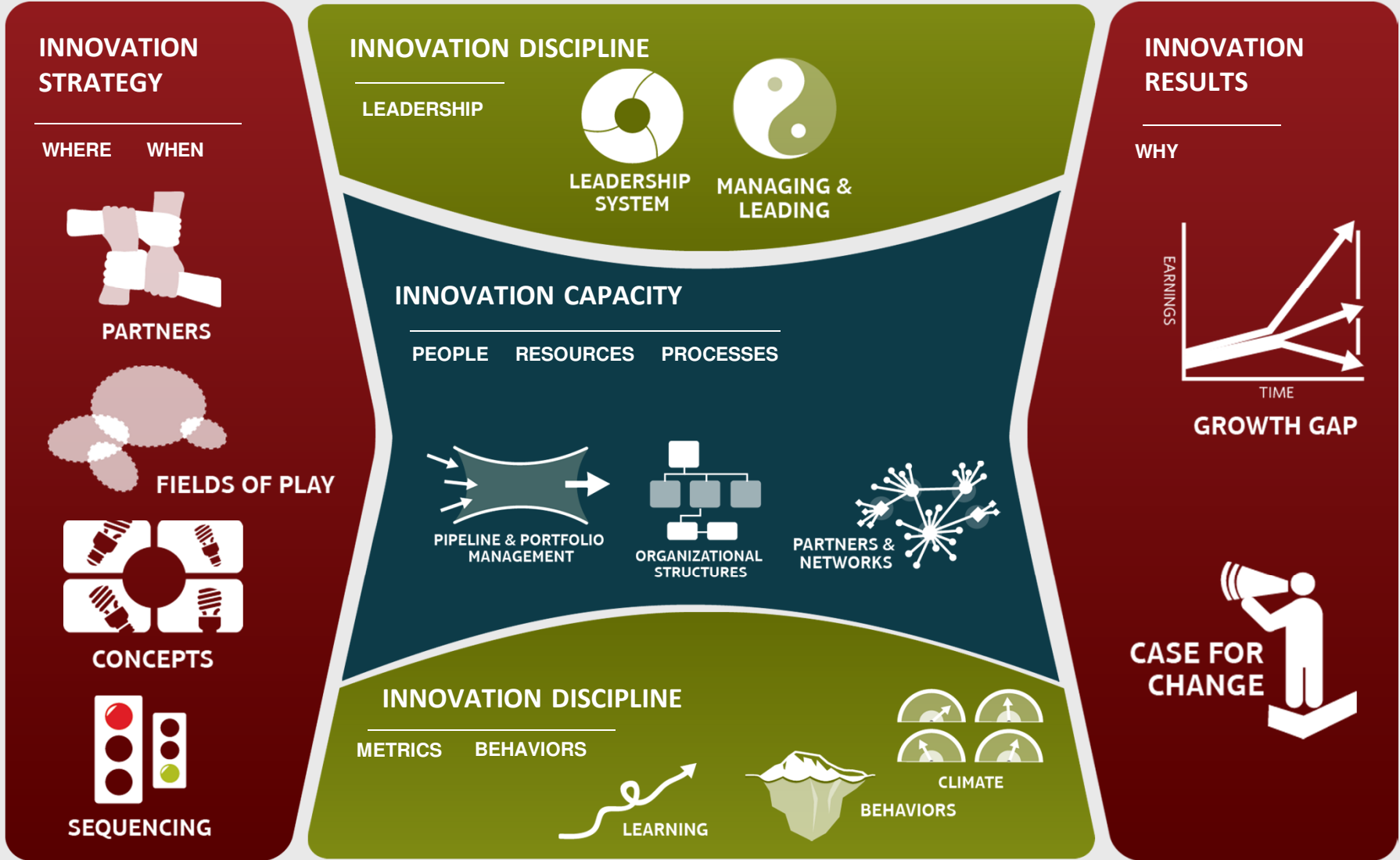
HOW ABOUT THIS?



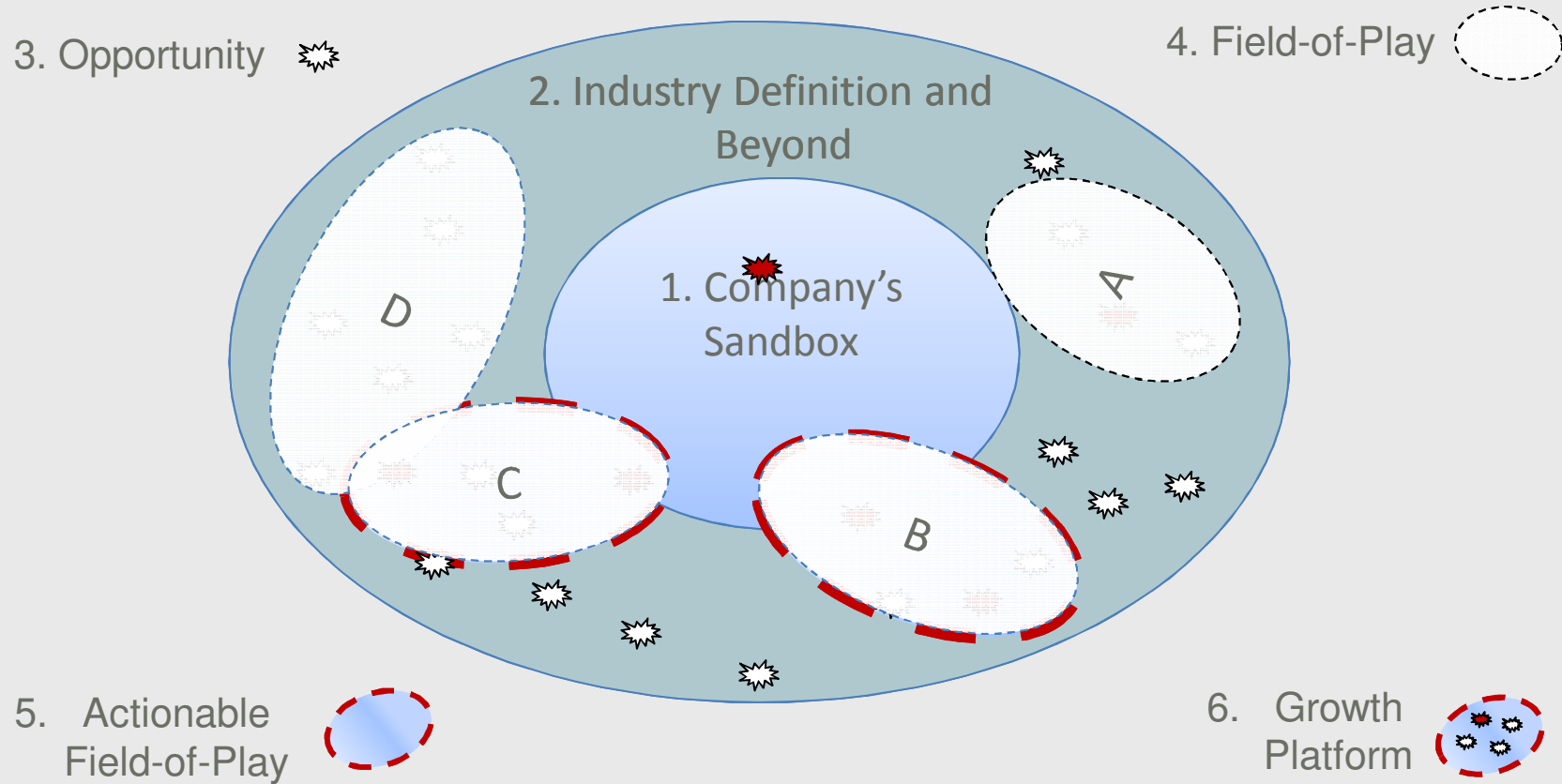
INNOVATION CHOICES



HOLISTIC VIEW OF INNOVATION MANAGEMENT

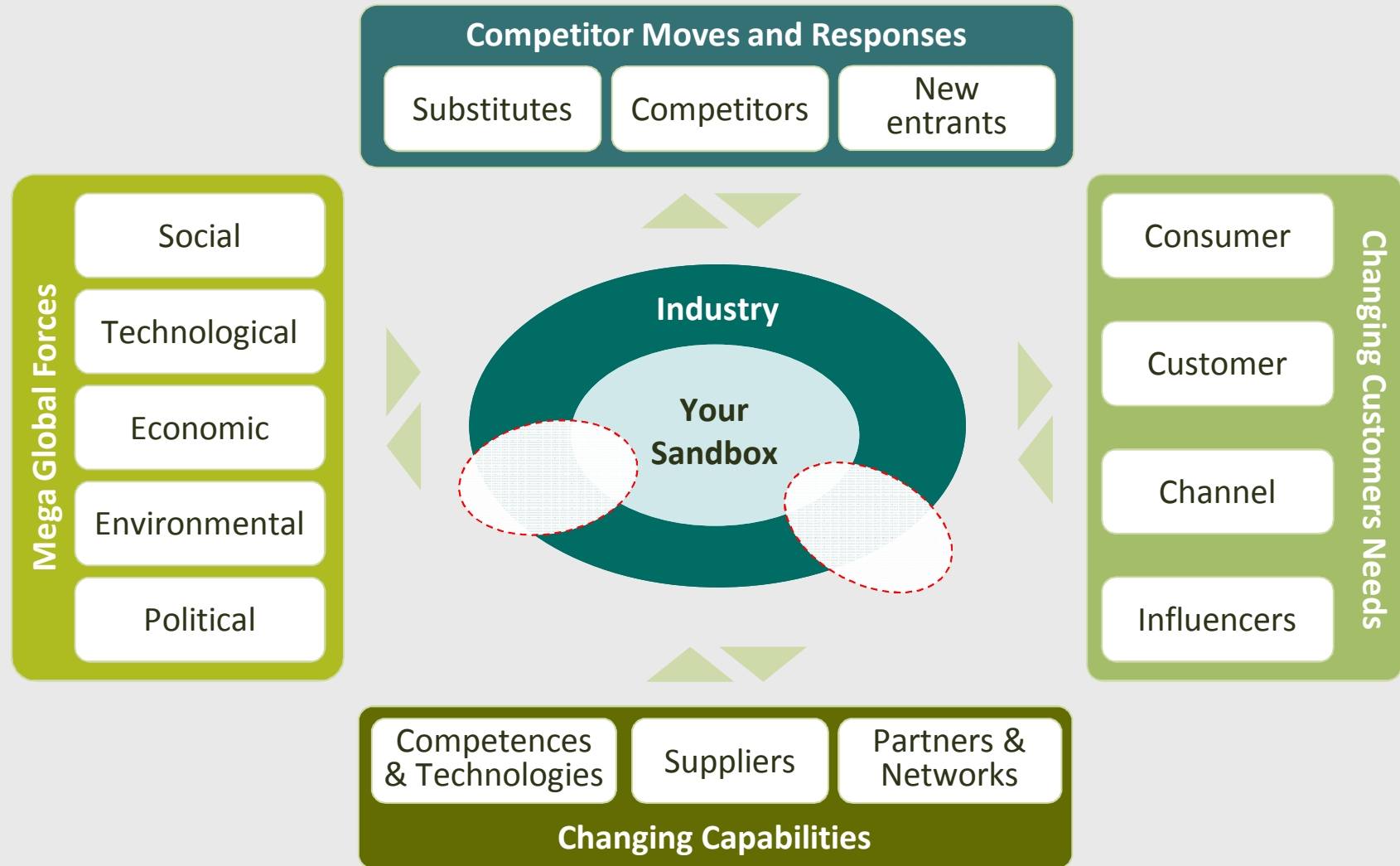


INNOVATION STRATEGY

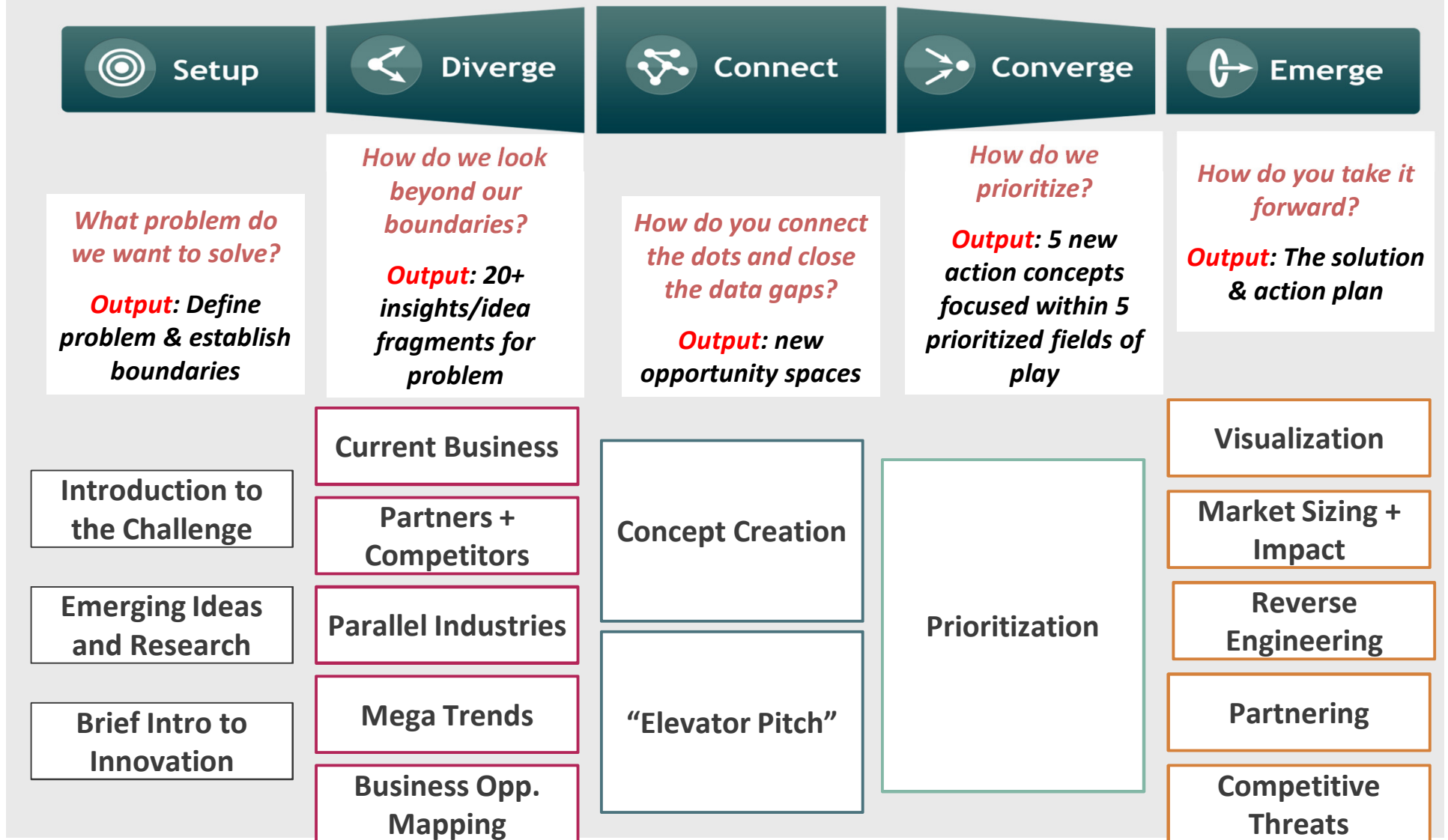


Source: *Thinking and Acting Differently to Make Innovation Real* by Hitendra Patel and Ron Jonash

INNOVATION STRATEGY

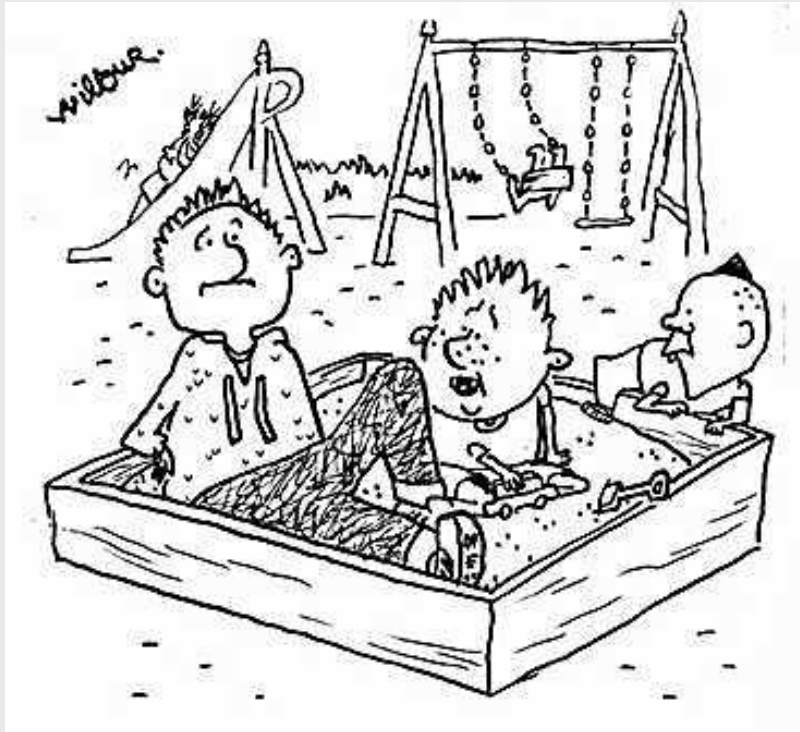


INNOVATION CAPACITY



INNOVATION DISCIPLINE

Directors
Managers



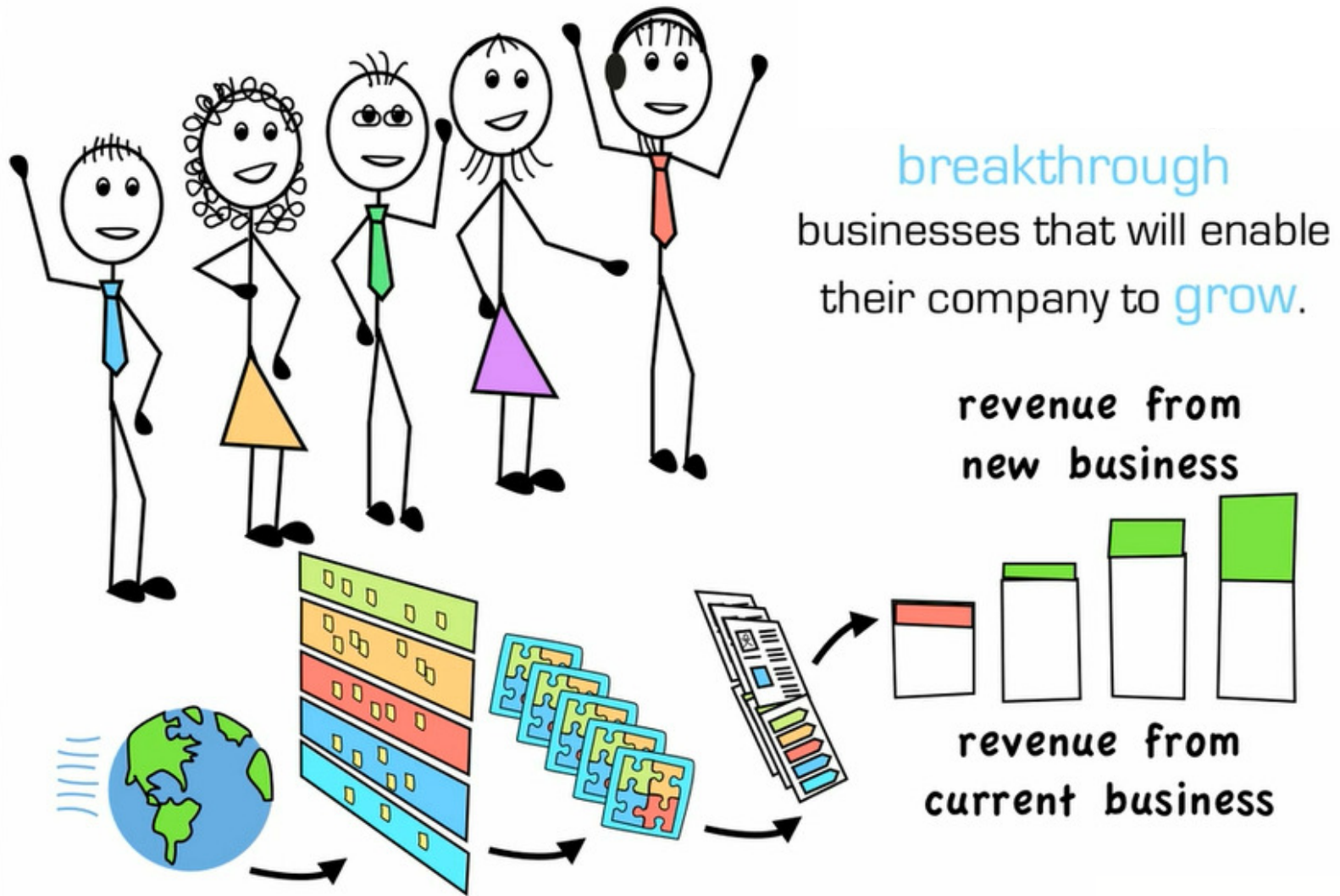
COMMON PAINS

- Drop in revenue
- Undifferentiated products – difficulty finding new fields of play
- Stuck in the sandbox
- People don't talk to each other
- High turnover and demotivation
- Poor internal communication

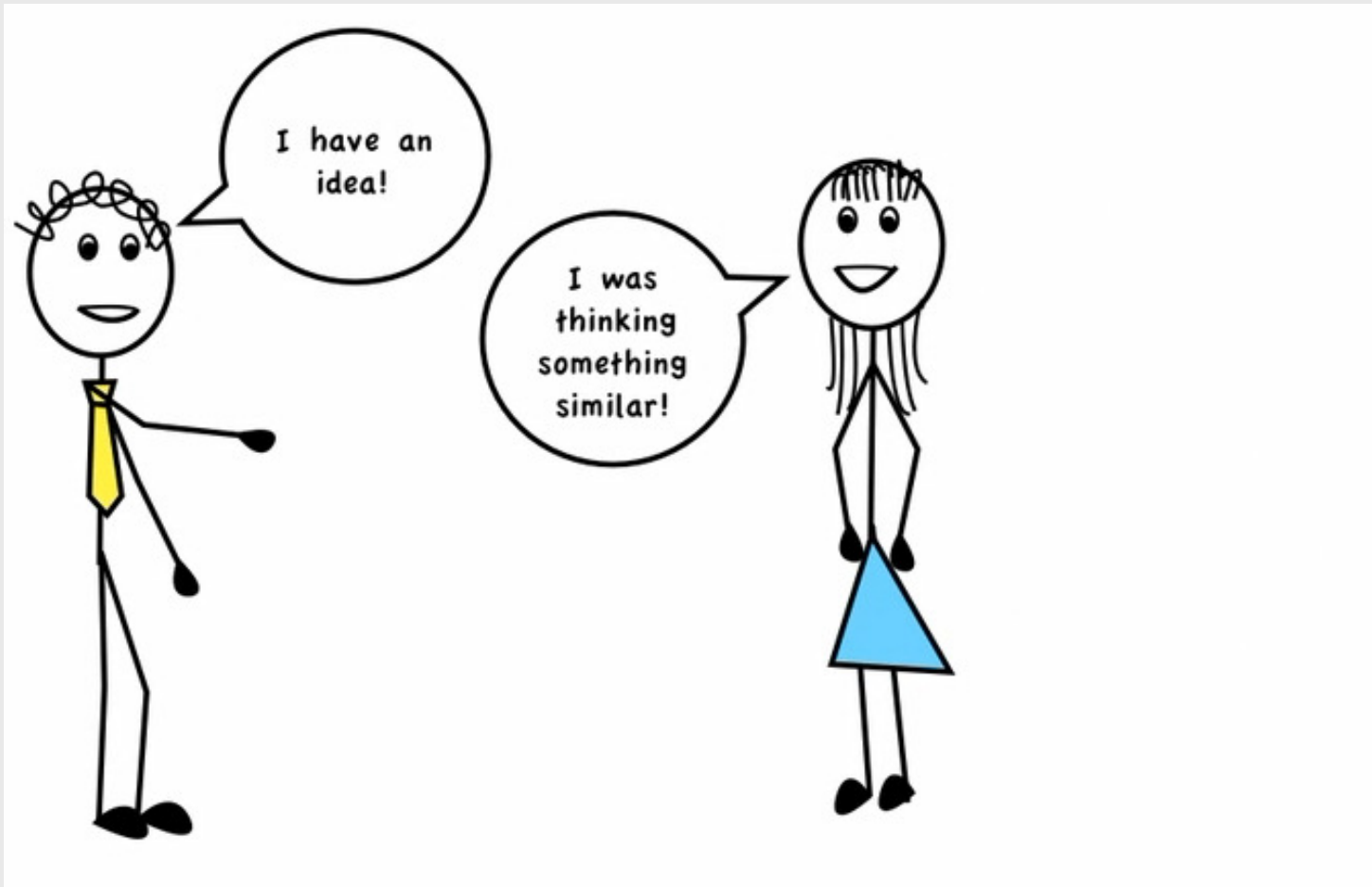
COMMON PITFALLS

- This is working. I don't need to change
- Focusing only on quick wins
- Group thinking
- Not measuring performance
- Poor knowledge management
- Leadership that thinks they know all
- Centralized decision making
- No process for managing innovation life cycle

BUILDING INNOVATIVE BUSINESS CONCEPTS

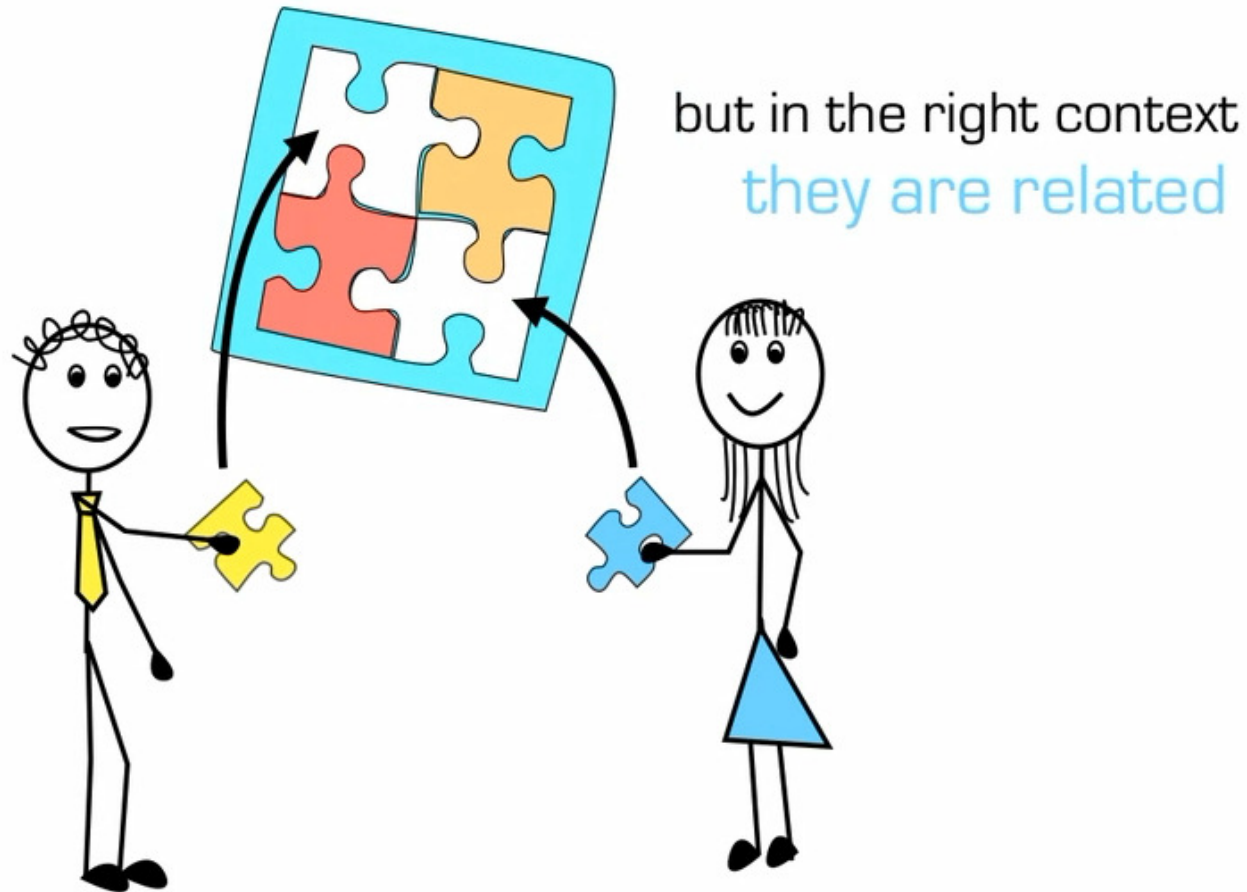


WHERE DOES INNOVATION COME FROM?



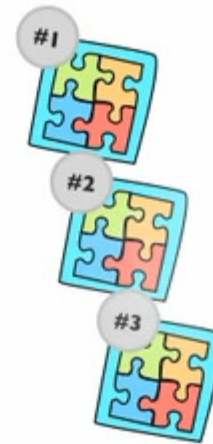
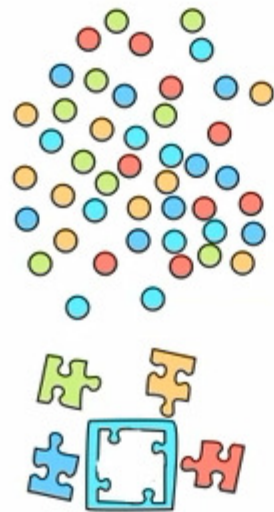
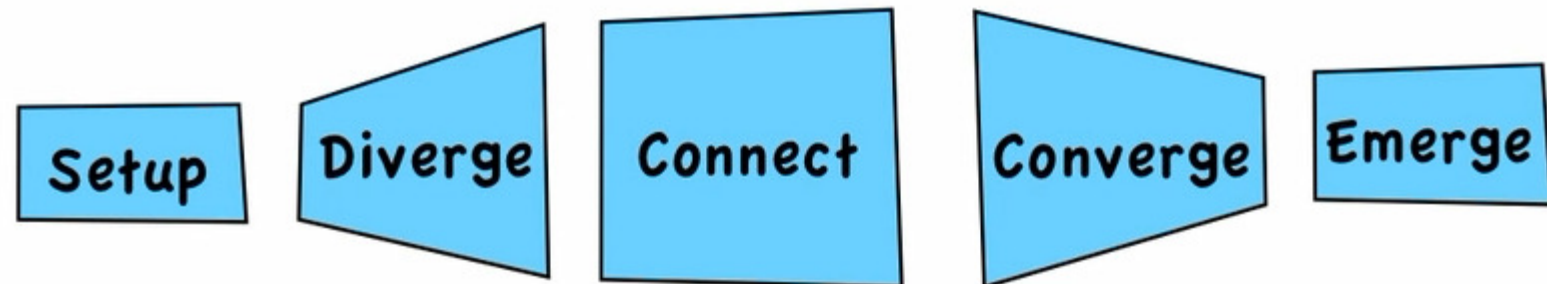
GET PEOPLE TO TALK

WHERE DOES INNOVATION COME FROM?



CREATE RIGHT CONTEXT, CREATE MORE & BETTER DOTS

HAVE AN INNOVATION PROCESS

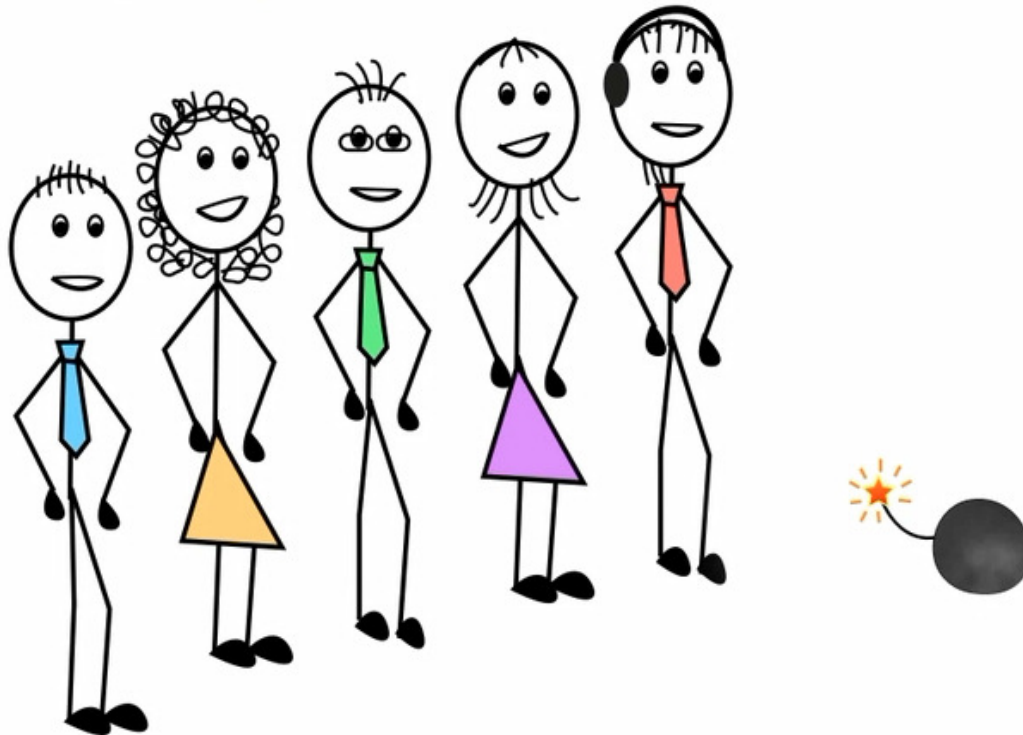


emerge with a compelling business case

BUILD COMPELLING BUSINESS CONCEPTS

SETUP

["the innovators"] start by defining the **problem** and the **objectives**.



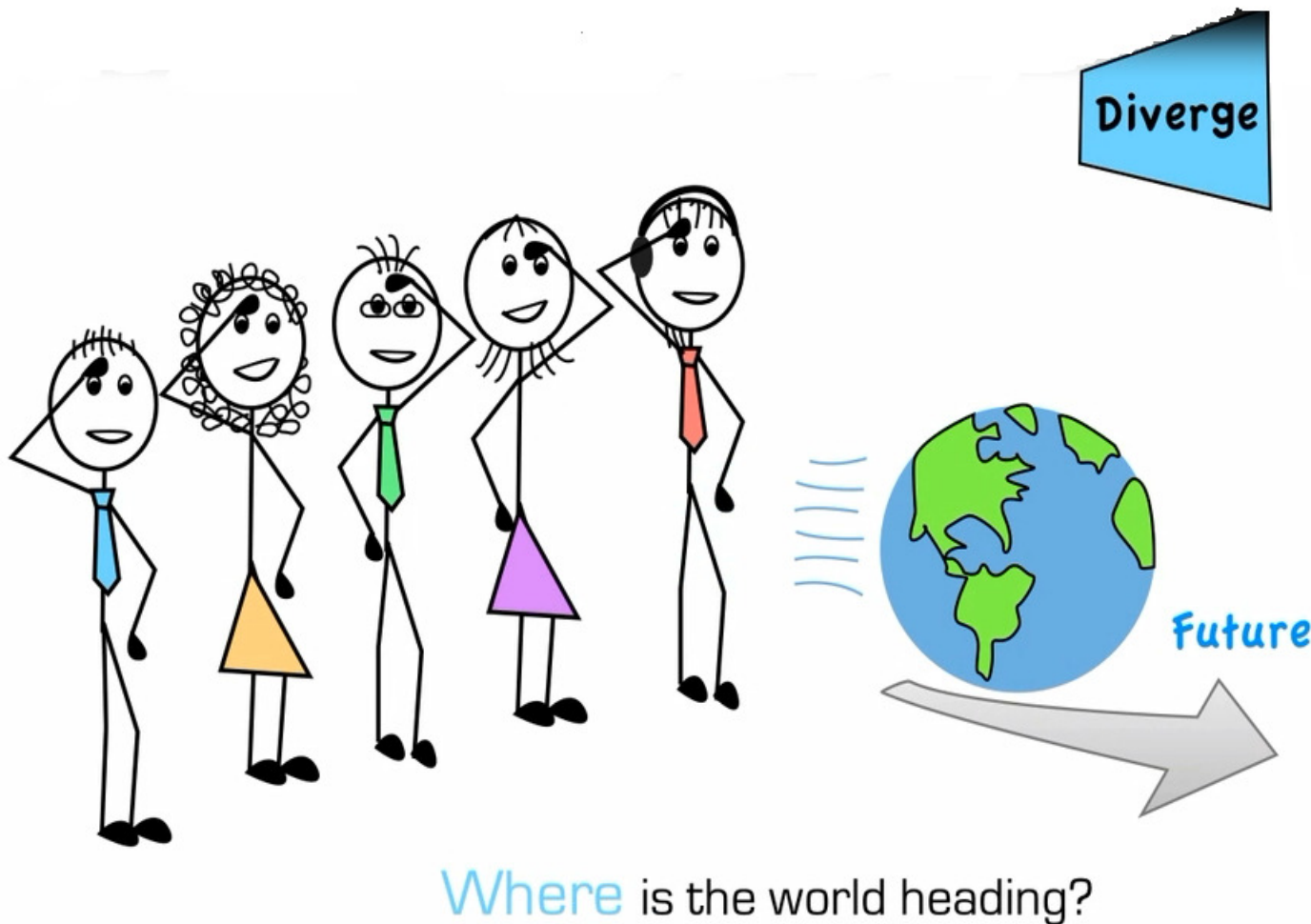
Setup

- Agree on where and where not to innovate
- Define growth targets & strategic thrusts for breakthrough innovations
- Understand investment profile

Where is it coming from? **How** urgent is it?

TEAMS THINKING DIFFERENTLY, DISSEMINATING STRATEGY, STAFF ENGAGEMENT

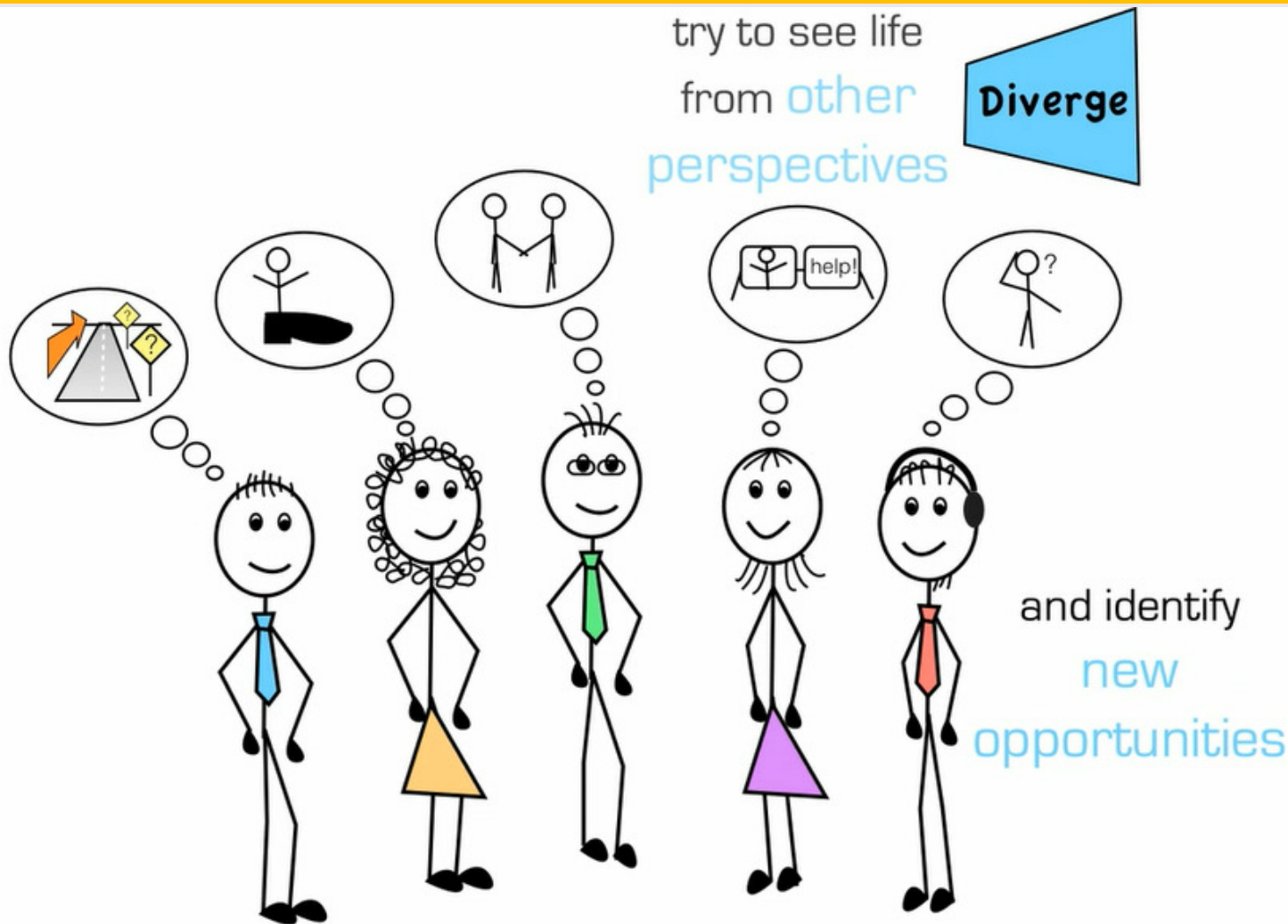
DIVERGE



- Determine trends that could impact your business
- Identify insights & idea fragments around the company, competitors, your partners and the future
- Organize & structure your work in a Business Opportunity Map

UNDERSTAND EMERGING TECHNOLOGIES, TRENDS, CUSTOMER BEHAVIOR, PRODUCT LIFE CYCLES

DIVERGE



- Identify new areas for company to play in
- Prioritize Fields-of-Play
- Develop your prioritized Field of Play to make it more understandable to others

UNDERSTAND POSSIBLE FUTURES, COMPETITORS, POTENTIAL PARTNERS. SEE LIFE FROM OTHER PERSPECTIVES

THIS IS NOT BRAINSTORMING



Brainstorming ("breɪnˌstɔːrml):
gathering a list of ideas in an attempt to devise or find a solution to a problem

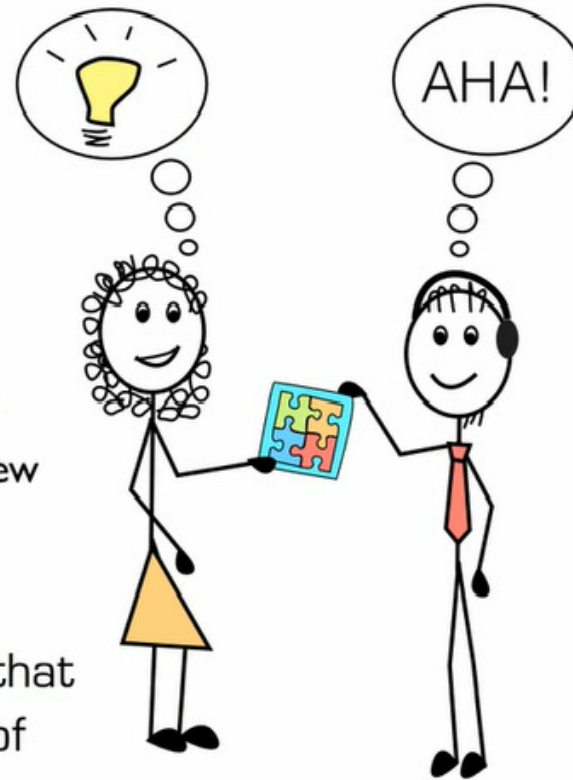
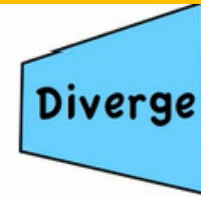


Collecting existing Ideas

vs

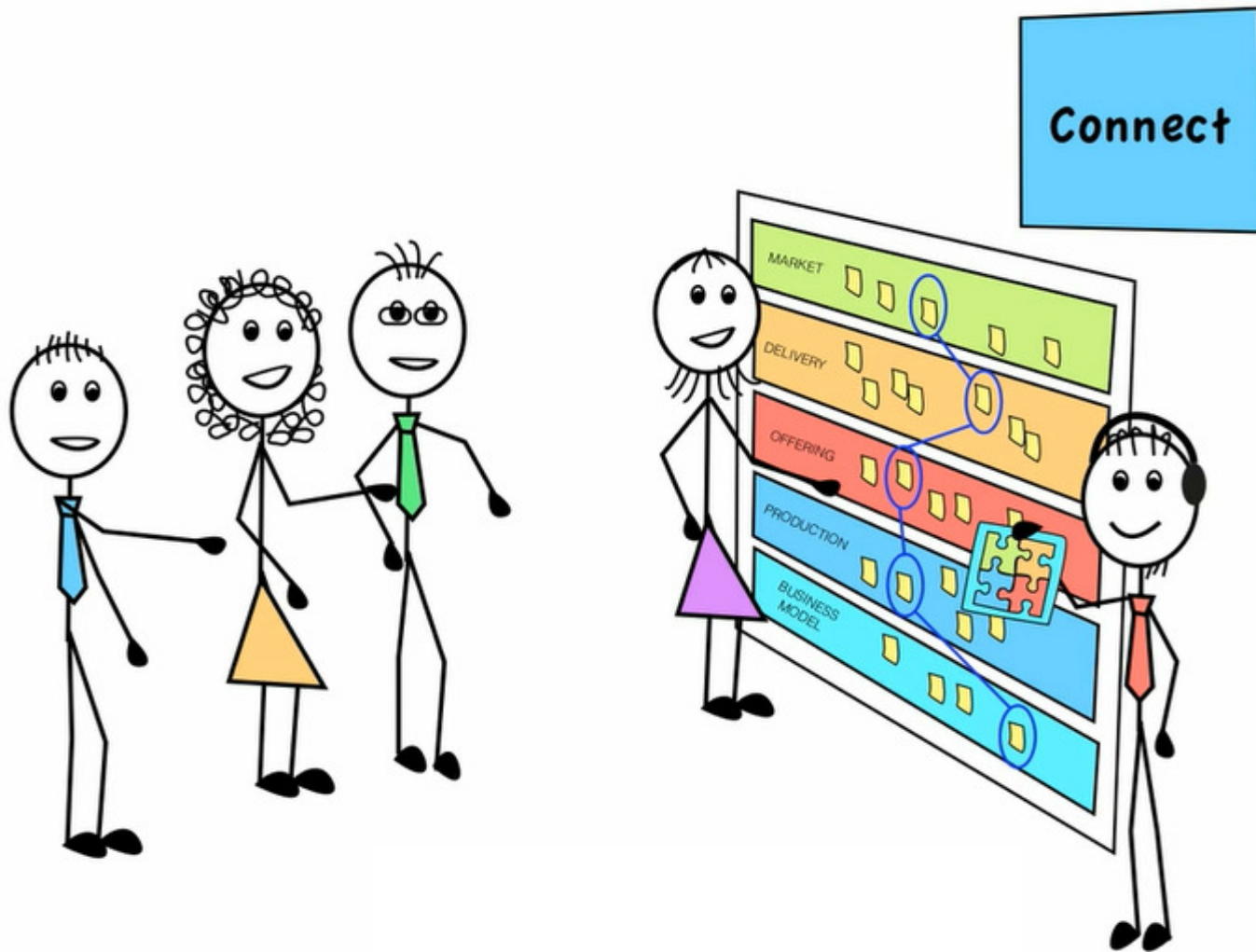
Generating Ideas that are new and different

They are generating **new ideas** that they never would have thought of



FOLLOW THROUGH THE PROCESS FOR BEST RESULTS

CONNECT IDEA FRAGMENTS



- Identify new idea fragments around your Field of Play
- Generate range of new business concepts

TEAM WORK & COMMUNICATION

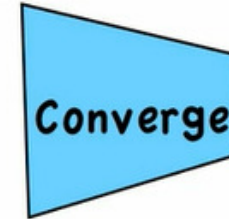
MAKE SENSE OF & PRIORITIZE BUSINESS CONCEPTS



Now they can **compare** them, and decide which ones make **most sense** for their business.

BREAK THE THINKING BIAS

IDEAS SHOULD NOT BE PRIORITIZED – ONLY CONCEPTS



vs



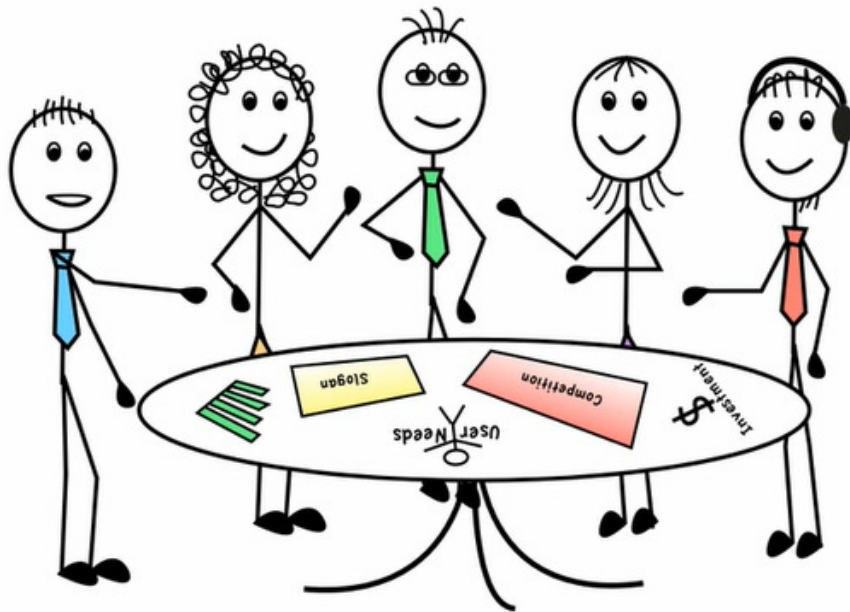
This is not prioritizing hunches or **idea fragments**.

This is prioritizing complete **business concepts**.

These ideas only **generate value** if they are tied into a larger **business context**.

EMERGE

Emerge



The innovators build a **business case** so that they can **communicate** the ideas effectively to decision makers.

- Select the best concept to recommend
- Conduct some initial due diligence to validate the priority concept

PEOPLE ENGAGEMENT & EMPOWERMENT

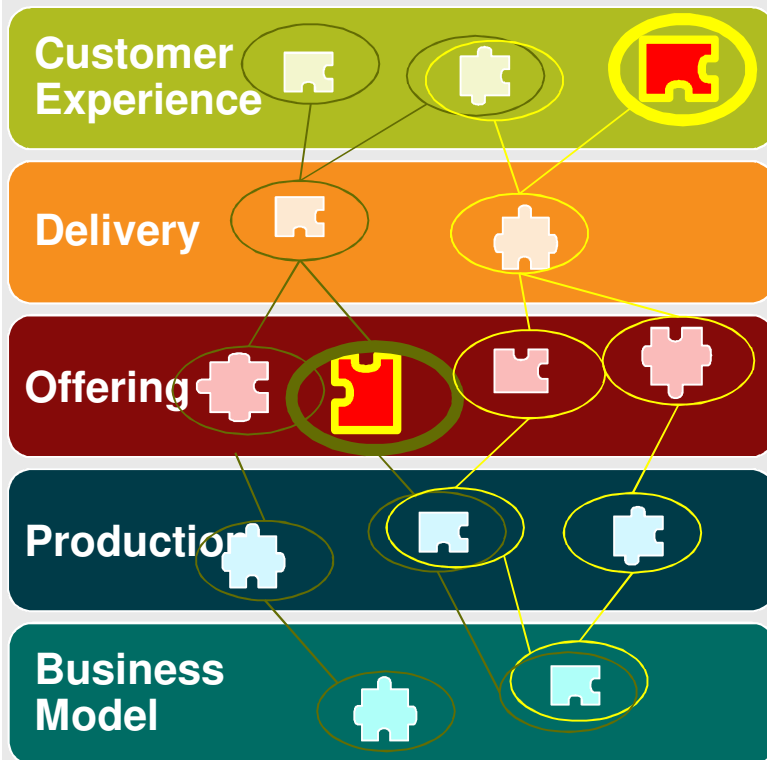
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COMMON PITFALLS

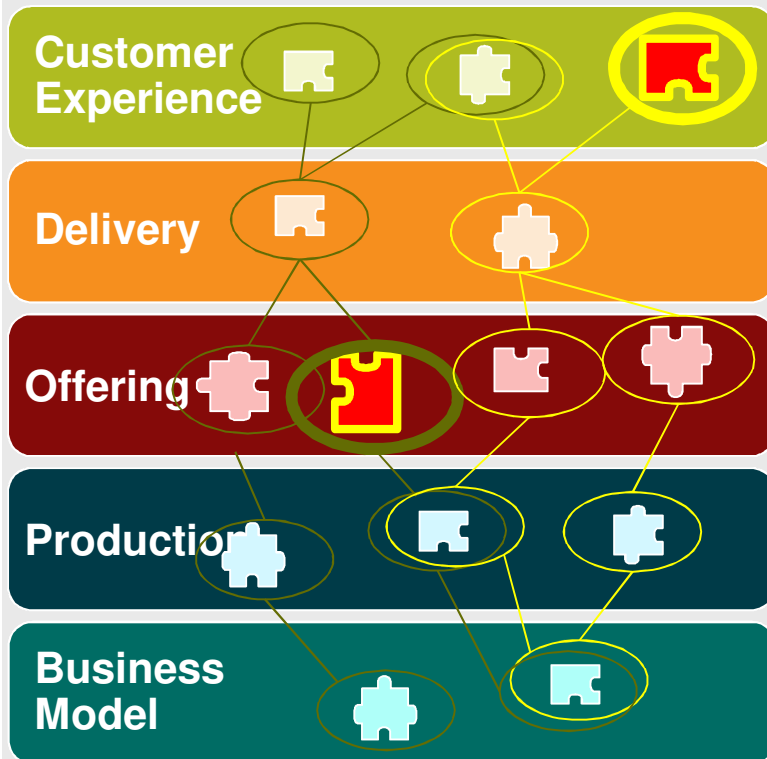
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CASE 1: REFILLABLE MULTI-FLAVOR DRINK



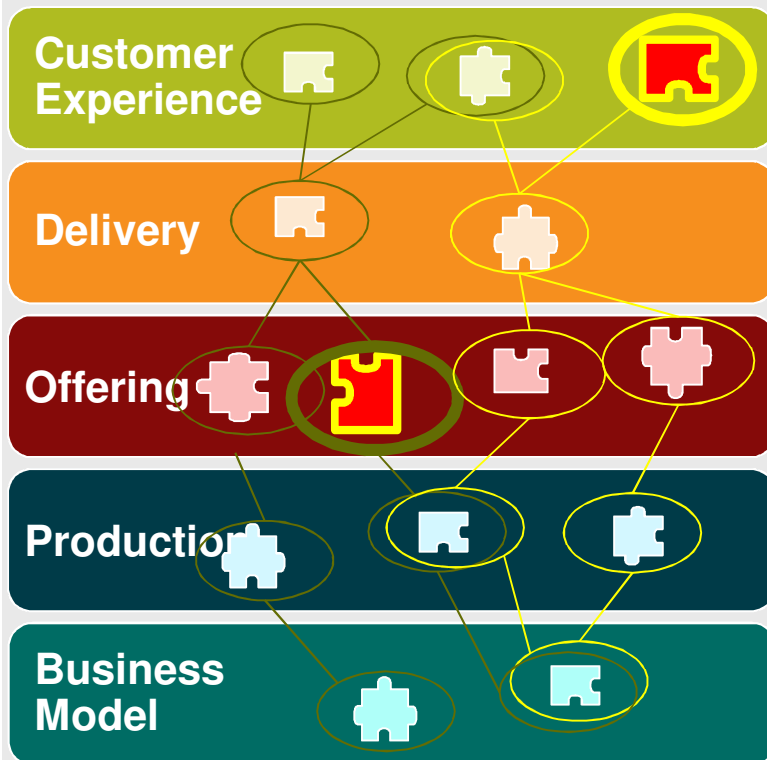
For kids and teenagers requesting multi-flavored drinks, a fun drink with customizable flavor options sold at clubs and sporting events, with a refillable model that is sold separately that enables users to acquire new flavors

CASE 2: NANO-THERM WATER HEATER



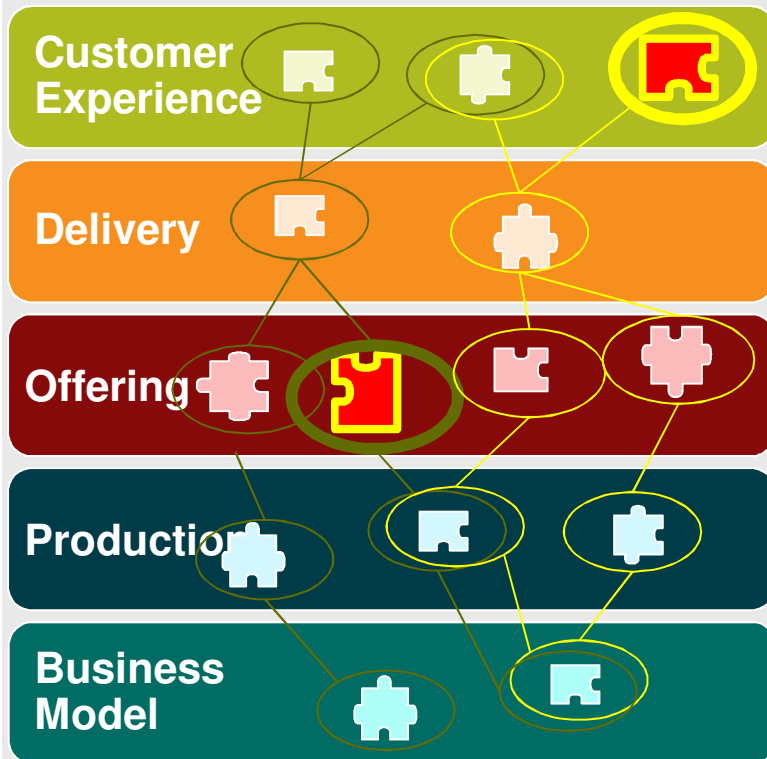
For safety-conscience customers who suffer from water with high salt content and chemically corrosive components where consumer desires prolonged insulation & energy-efficiency in coastal and rural regions, a nano-glass coated water heater which has superior corrosion, chemical resistance and thermal isolation sold at distribution channels & by contractors, with an extended warranty

CASE 3: BUSINESS MODEL OF SYSTEM INTEGRATOR



For a growingly conscience nation for culture and education where government desires to provide a technologically-stimulating and fun experience for its citizens , an audio/visual solution for theatres, universities, schools and culture centers supplied by internationally-reputable suppliers and showcased at tradeshow

CASE 4: RE-POSITIONING OF SOFTWARE BUSINESS

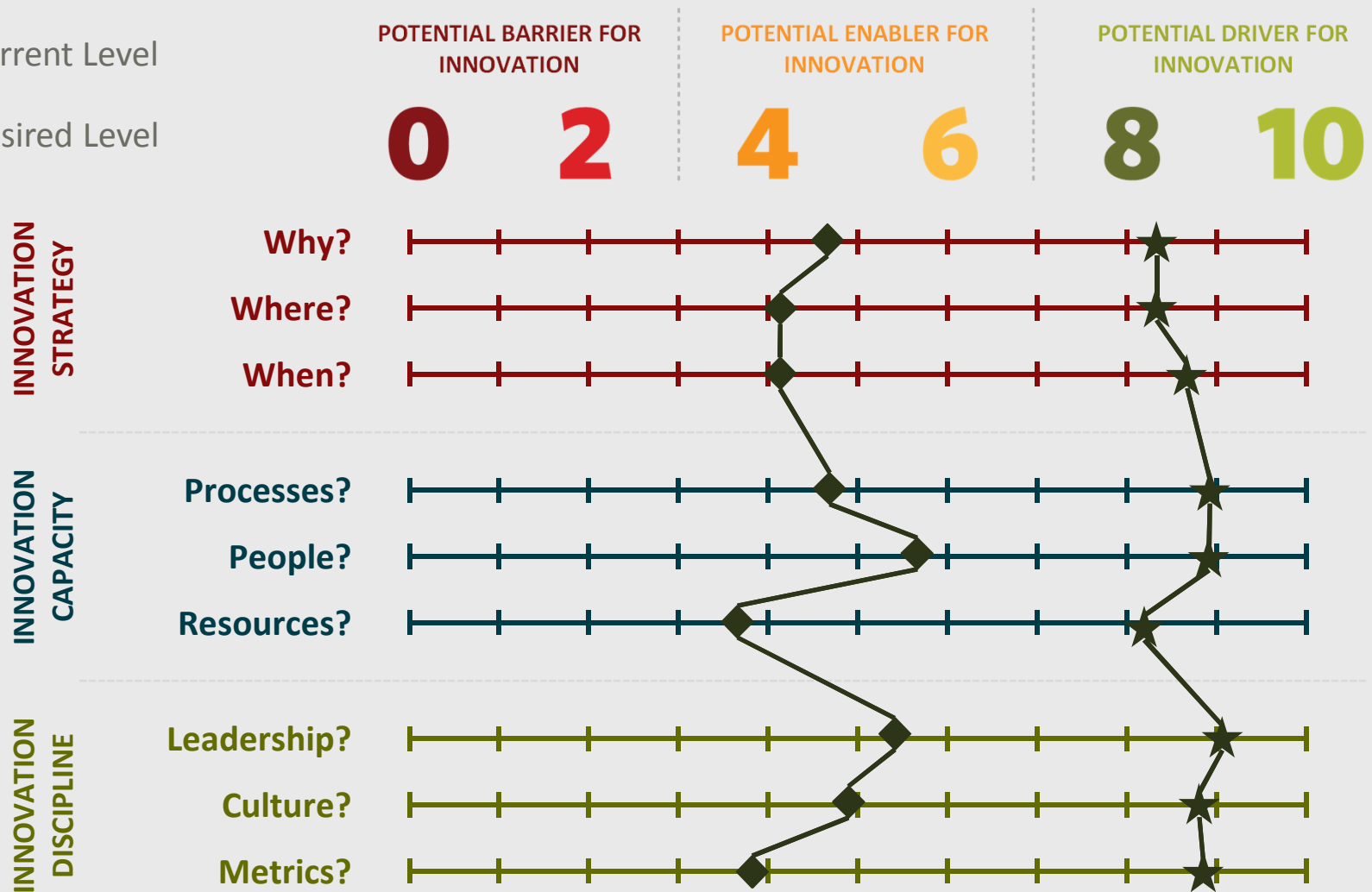


For a world with growing investment in healthcare, the company leveraged its strong software competence to tackle complex analysis of health-related diagnosis, offering a cloud-based solution with an online user license, delivered through an online portal

INNOVATION READINESS ASSESSMENT

Legend:

- ◆ Current Level
- ★ Desired Level



Thank You!

info@innovety.com

Egypt – Head Office

Alcatel-Lucent Building, 3rd Floor,
Building 7, Street 22, Smart Village
Giza, 12577, Egypt.
Tel: +202 35 370 251
Fax: +202 35 370 252

Canada – Waterloo Office

5 – 420 Erb St. W., Suite 223
Waterloo, ON, N2L 6K6, Canada
Tel: +1 519 729 6346
Fax: +1 519 746 7743