



Innov8

Workshop at the
Economic High School Moscow

Nov 2014
Peter Knauer



1884



124 years

2008



1894



114 years

2008



1992



22 years

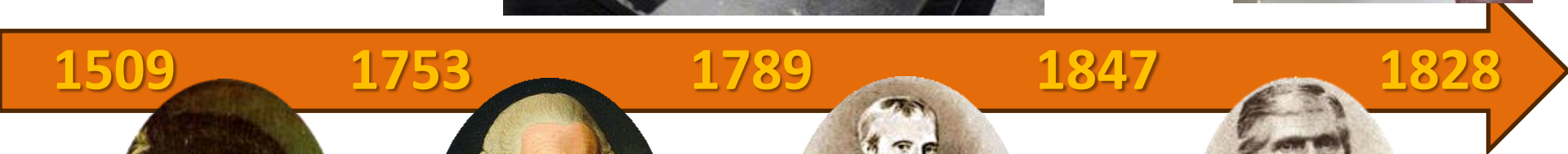
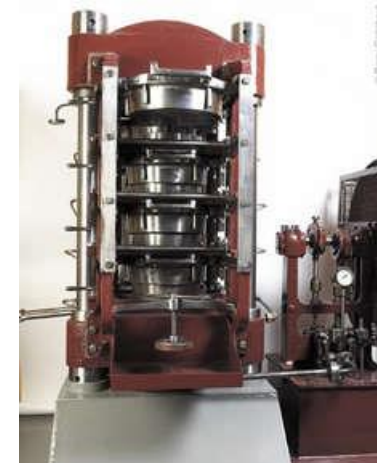
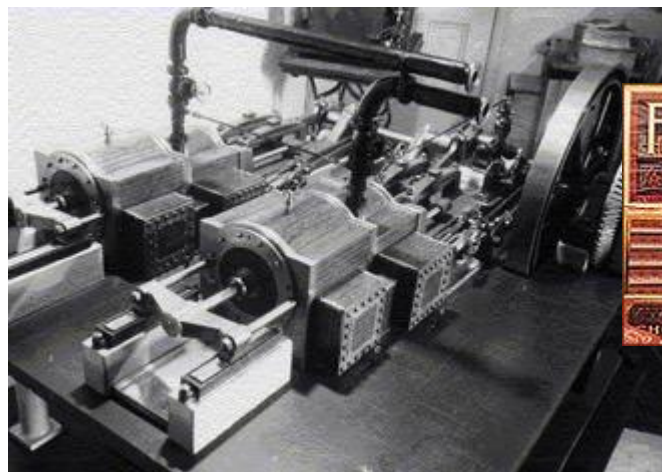
2014



1847

172 years

2014



**Hernan
Cortez**



Linnaeus



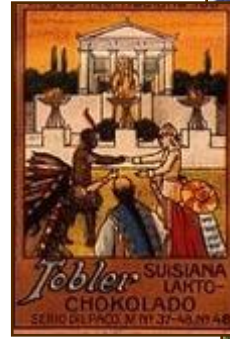
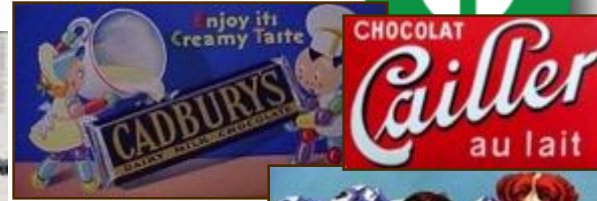
**J.S.
Fry**



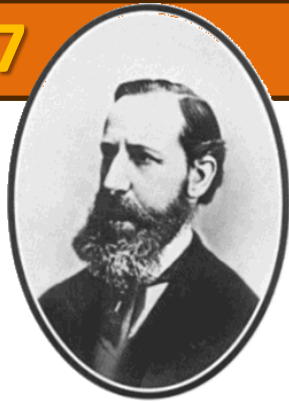
**Coenraad
van Houten**



Innovation
efficient



1867 1875 1879 1890-1910



Henri Nestle



Daniel Peter



Rodolphe Lindt





And where are we going now?

Since 2000

Functionality:

Organic

Allergens free

Probiotic

Stimulants

Back to the roots:

Origin chocolate

Artisanal, hand made

Drinking chocolate

Gastronomy



What is an innovation?

What types of innovation do exist?

What drives innovation?

Innovation barriers?

Can you plan innovation?

How to create an innovative environment?

Q & A

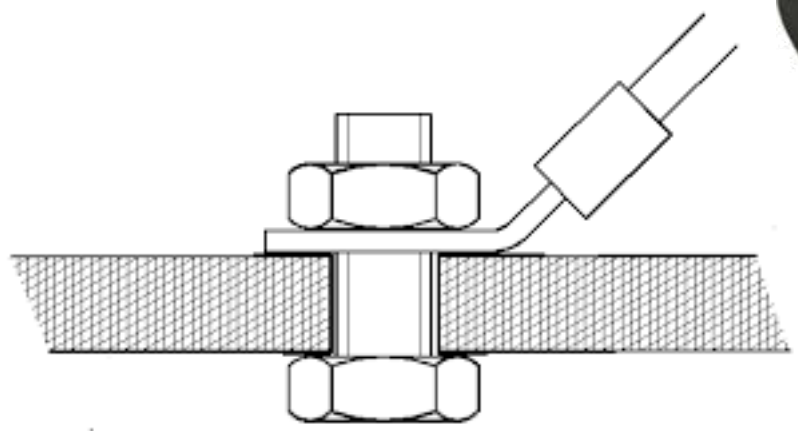


What is it about innovations?

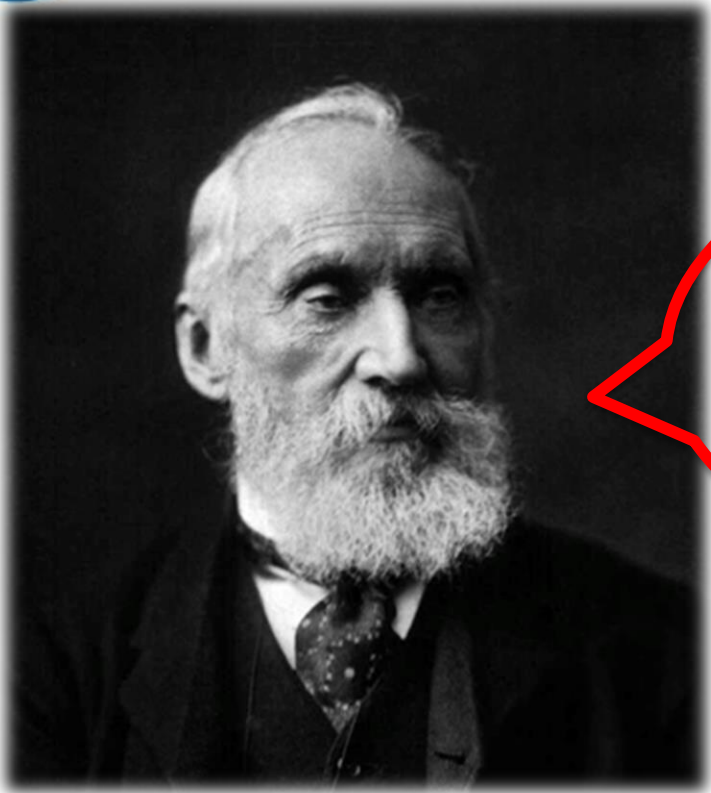




AΩ

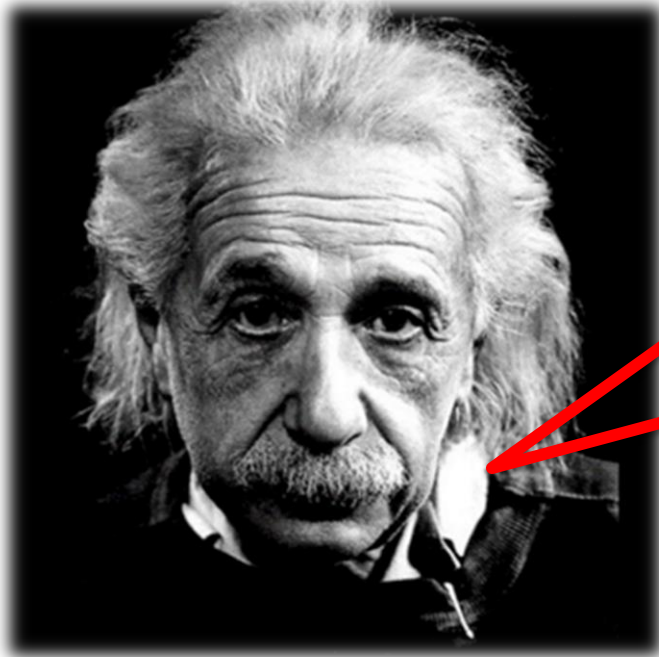






**“Heavier-than-air
flying machines are
impossible”**

Lord Kelvin,
President of the
Royal Society, 1895



"There is not the slightest indication that nuclear energy will ever be obtainable. It would mean that the atom would have to be shattered at will."

1932



IBM

“The world potential market for copying machines is 5000 at most”

IBM to the eventual founders of XEROX, 1959



“There is practically no chance communications space satellites will be used to provide better telephone, telegraph, television, or radio service inside the United States”



**T. Craven, FCC Commissioner
1961**



**"There is no reason
anyone would want a
computer in their
home"**

Ken Olson, founder of
Digital Equipment Corp.,
1977

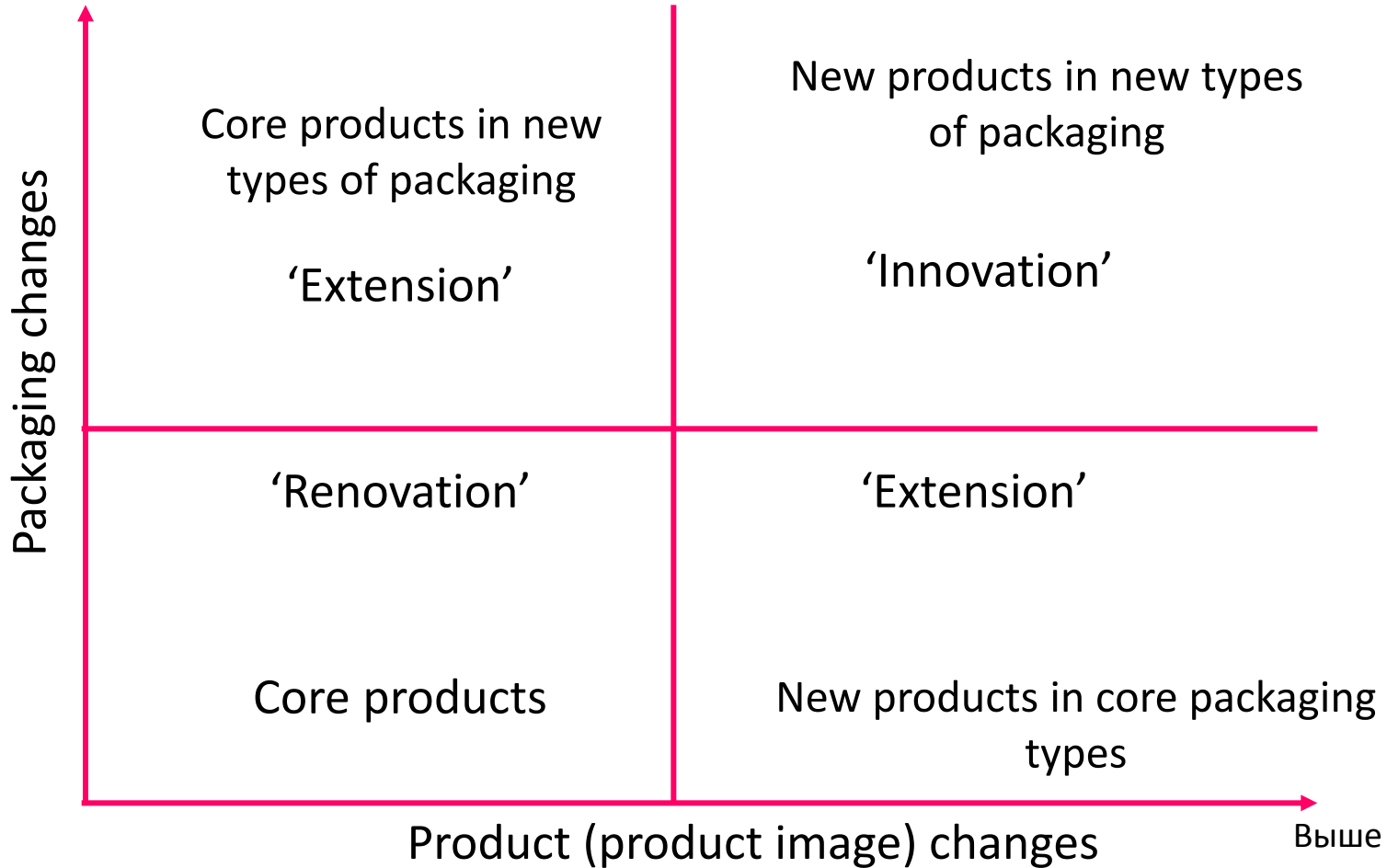


"640K ought to be enough for anybody."

Bill Gates,
1981



4 quadrants of product development







Ставка на таланты, на «горящих»

Technological advances

Changing consumers and their needs

Culture and Atmosphere

Innovation

Changing clients and business environment

Supporting and focusing processes

Visionary business leaders

Intensifying competition

Innovation supply

Innovation demand



Many organizations identify or list innovation as a core value in their mission statements and then fail to follow up with the necessary action steps...

Dr. Alex Pattakos

www.seedsofinnovation.com







«The nail that sticks up gets hammered down...»

Japanese proverb





“It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences”

Audrey Lorde



Culture and environment:
open, fair, transparent,
easy to communicate





Quality

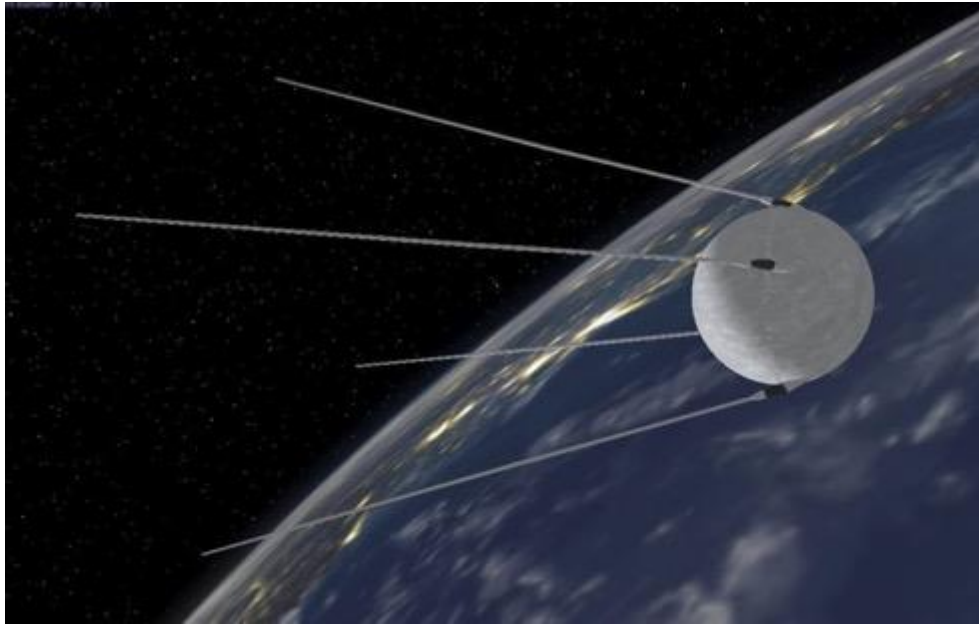
Responsibility

Mutuality

Efficiency

Freedom





tuesday Evening, October 5, 1957 (UP)—Made United Press

Russians Win Race To Launch Earth Satellite

Man On Threshold Of Space Travel

By DANIEL F. GILMORE
United Press Staff Correspondent

LONDON (UP)—The pulsating radio "beep" of the first manmade earth satellite signalled today to the world that man had crossed the threshold into the age of travel through space.

The Soviet Union announced it had won the race into space by launching an earth satellite Friday, a 184-pound, 22-

How To Spot Satellite

By UNITED PRESS
Here's how to look for the Russian earth satellite which will be whizzing through the sky at 18,000 miles an hour.

The best time to spot it is at dawn or dusk when the sky is semi-dark. There is a chance that it could be seen if it travels across the face of the moon at night.

U. S. Maps Up Satellite Program

By JOSEPH
United Press Staff
WASHINGTON
scientists, caught Russia's epic launch man-made moon the United States









57520-00000

25 m
19 mm

tesa *Film*
von Hand einreißbar

neu
mit Leicht-
Reißkante



robust & klebstark





G-Force cleaner

1983





„Say goodbye
to the bag“

1994



100 million GBP





“INNOVATIVE” ORGANISATION QUESTIONNAIRE...



Its all done by R&D and the marketers – nobody bothers to ask us

Yes

No

New ideas? There is a mailbox somewhere for those...

Yes

No

Reward for new ideas? I’ve never had even feedback on mine!

Yes

No

My manager hates me for coming up with ideas!

Yes

No

Innovation has made our products always more expensive

Yes

No

Nobody innovates when it comes to our working conditions

Yes

No

Look at our office – this doesn’t really help creating new ideas

Yes

No

They want innovation but hate risks – why should I bother then

Yes

No



QUESTIONS TO THE BUSINESS LEADER: DO YOU



- challenge the way you do things and allow others to do so?
- believe innovation adds value to your business?
- make that crystal clear to your organization?
- proactively seek for new ideas? Do you ask everybody?
- create an atmosphere which supports that?
- make sure ideas reach you and don't get lost on the way?
- accept "crazy" ideas?
- reward new ideas?
- support risk taking and do you accept the cost of failure?
- drive and steer innovation work?

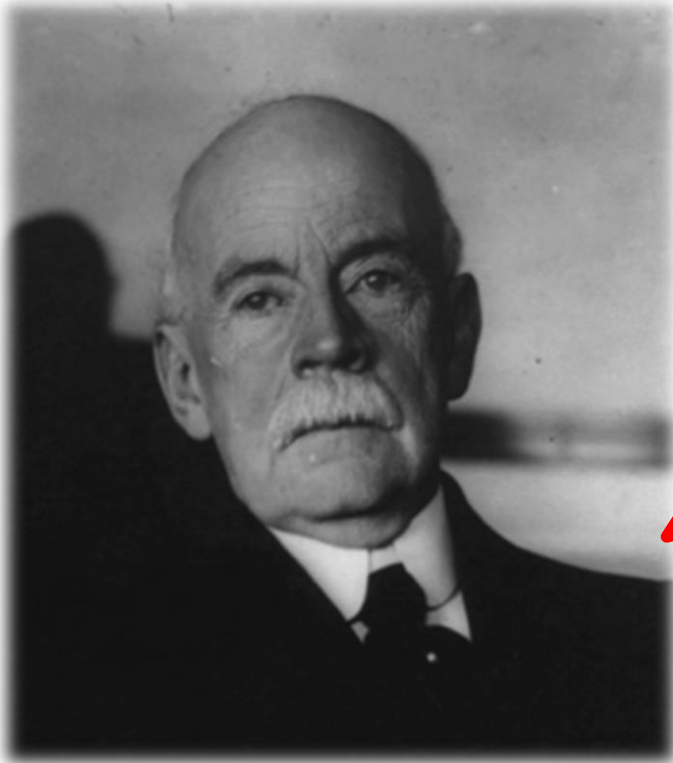
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ASPIRATION

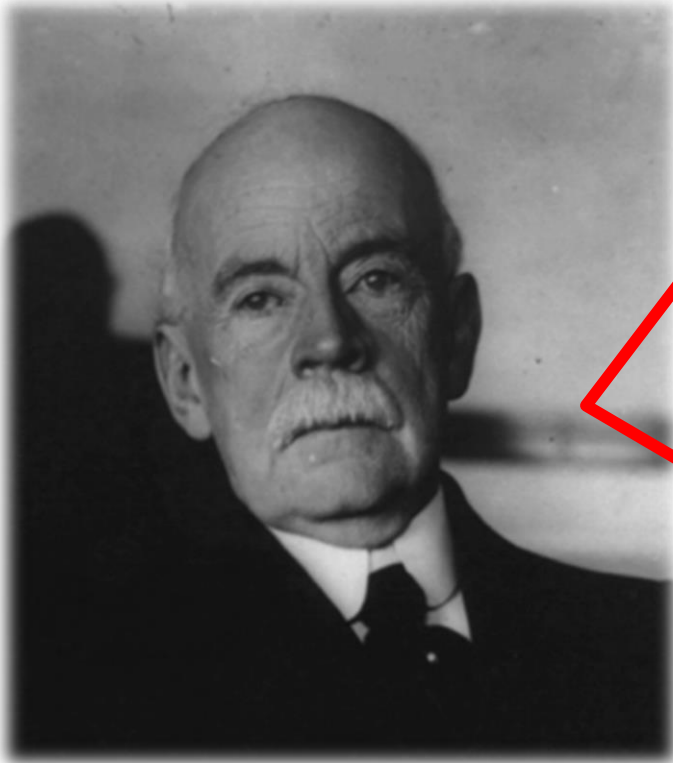


- ✓ Our innovation improves profitability, it does not erode margin
- ✓ Our new products deliver incremental growth and don't cannibalize the core portfolio
- ✓ Innovation is based both on real consumer insights and our business capabilities, not only on one of the two
- ✓ We don't limit innovation to new products, we innovate in all areas of our business, particularly in the ones which impact directly the people we want to be contributors to innovation
- ✓ We make sure all ideas are surfaced, implemented or archived and whoever generates an idea receives reward or at least positive feedback



**"Everything that
can be invented has
been invented"**

Charles H. Duell, Commissioner,
U.S. Office of Patents, 1899.



"In my opinion, all previous advances in the various lines of invention will appear totally insignificant when compared with those which the present century will witness. I almost wish that I might live my life over again to see the wonders which are at the threshold"

Charles H. Duell, Commissioner,
U.S. Office of Patents, 1899.



The quality of a question is not judged by its complexity but by the complexity of thinking it provokes.

Joseph O'Connor

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