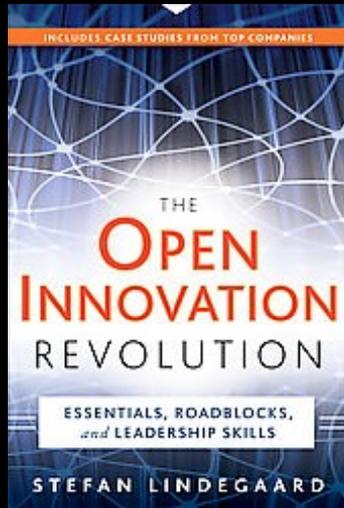


F.O.G – The Future of Innovation



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Open Innovation: Do You Want Success or Failure? – workshop by Stefan Lindegaard in Amsterdam and London

Attend this workshop in Amsterdam, Oct 5 or in London, Oct 27 by open innovation expert, Stefan Lindegaard and get these benefits:

- a better understanding of what open innovatio...



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Open Innovation in Brazil: Meet General Mills and P&G

Open Innovation World Tour
Sao Paulo, Monday, September 20, 9.30 – 16.00

Venue to be announced to participants

Would you like to know more about open innovation and discuss busine...

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Open Innovation Examples and Resources

I have created a list of examples and resources that I find useful in my work with open innovation. I hope you can find some inspiration on this. Let me know if you believe something is...

[Read More >](#)



RECENT POSTS BY STEFAN LINDEGAARD:

Open Innovation: The View from the Top

August 29, 2010 Open Innovation 1 Comment Edit

by Stefan Lindegaard

Twitter Chat: Thursday, September 2 at 9.00am – 10.00am (New York time)

Topic: Top executives and their view on open innovation

What do top executives actually think of open innovation? How do they approach

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Fast, Open and Global – The Future of Innovation



April 25, 2010, 11:44 AM

What Start-Ups Can Teach Big Companies

By STEVE LOHR

My [Sunday column](#), “The Rise of the Fleet-Footed Start-Up,” looks at a concept called the “lean start-up.”

The lean start-up model exploits the inexpensive, nimble technologies of open-source software and the Web to accelerate the pace of testing new ideas, finding customers and learning from mistakes, through constant trial and error.

“A start-up,” explains [Steven Blank, a lean start-up advocate](#), “is a temporary organization designed to discover a profitable, scalable business model.”

But there are certainly big-company activities that would fit that description as well. Any business development or strategy team working to come up with a potentially disruptive new product, service or process would qualify.



Peter DaSilva for The New York Times
Steven Blank teaching at Berkeley. Since 1978, he has been a founder or early investor in eight start-up companies.

A modern, multi-story building with a glass facade and a prominent green architectural element at the top. The building is surrounded by greenery, including trees and manicured bushes. A white car is parked on a paved area in front of the building. The sky is clear and blue.

IBM Global Rail Innovation Center opens in Beijing, China

[Strategic Design Labs](#) | [Business Strategy RSP Master](#), Travel and innovate through Europe!**Inbox** (370 unread)

Phanphet Phetchuay	RE: Join my network on LinkedIn	November 25	Archive
Victor Newman	RE: Hi Victor, ...	Nov 25	Archive
Amanda Brooke	Invitation to connect	Nov 25	take action ▾
Ana Paulino	Invitation to connect	Nov 24	take action ▾
Po Chi Wu	Invitation to connect	Nov 24	take action ▾

Action items: [Invitations \(267\)](#), [InMails \(193\)](#), [See all messages »](#)**Network Updates**[See more updates »](#)

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Today

STATUS UPDATES (6)

**Kevin Paylow** Is getting ready for trips to Scotland and Russia. 51 minutes ago [Reply privately](#) - 1 comment**Yana Muzafina** 37 minutes ago

Are you serious? That is exciting! When are you going to be in Russia? oh, I am in Houston this week by the way:))

**Roland Harwood** RT @rolandharwood was recently

People you may know

**Ricard Huguet** ^{2nd}
Innovation Entrepreneur,
customer oriented

invite | ✕

**Li Hong** ^{2nd}
Trainee at Danfoss

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**Anders Kjærgaard** ^{2nd}
Sales Manager at Danfoss
High Pressure Water

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Innovation facilitator - helping companies identify and develop the people



“But [the engineer] stopped me and said: ‘These people are actually important to have outside of Google. They’re very Google people that have the right philosophies around these things, and it’s important that we not hire these guys. It’s better for the ecosystem to have an honest industry, as opposed to aggregating all this talent at Google.’”

Bradley Horowitz, VP, Google

REFLECTIONS

- Combine internal and external resources; act on these opportunities.
- Open innovation is management and organizational innovation more than anything else – everyone has a role to play
- Open innovation brings competitive advantages that are hard to copy. Get there before your competitors
- Open innovation is not enough. It must be in a fast and global context

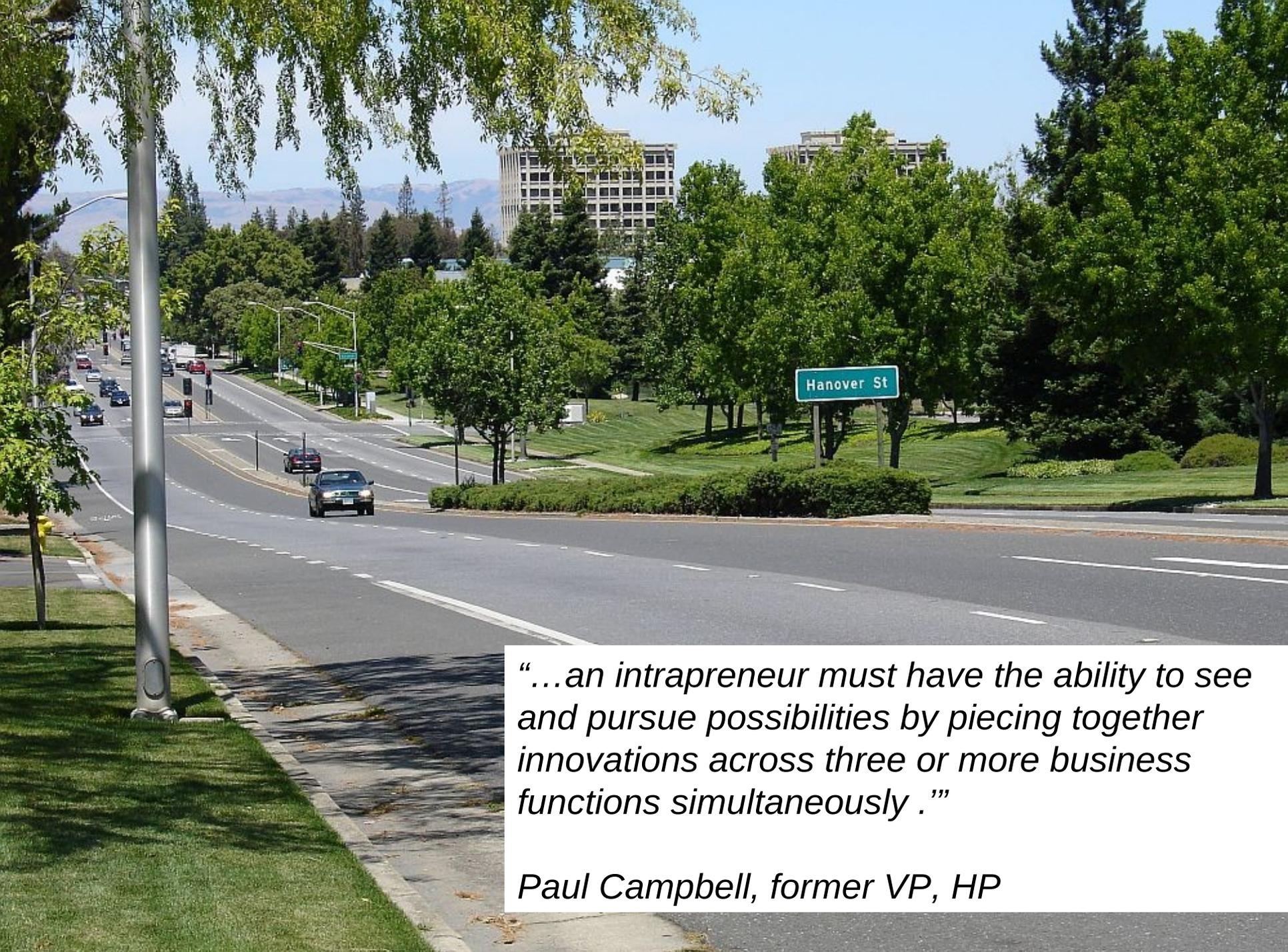
THE FAST PACE OF CHANGE IMPACTS INNOVATION

THE FAST PACE OF CHANGE IMPACTS INNOVATION

Shift Happens: <http://www.youtube.com/watch?v=emx92kBKads>

REFLECTIONS

- Change is a familiar friend, but the intensity can be a surprise
- Companies have begun a creative destruction – organizational setup, technologies and business models
- Ideas can come from everywhere. Customers don't care. Corporate innovation people will become facilitators and integrators
- New mindset and skills are needed in the future of innovation – holistic approach, networking and communication

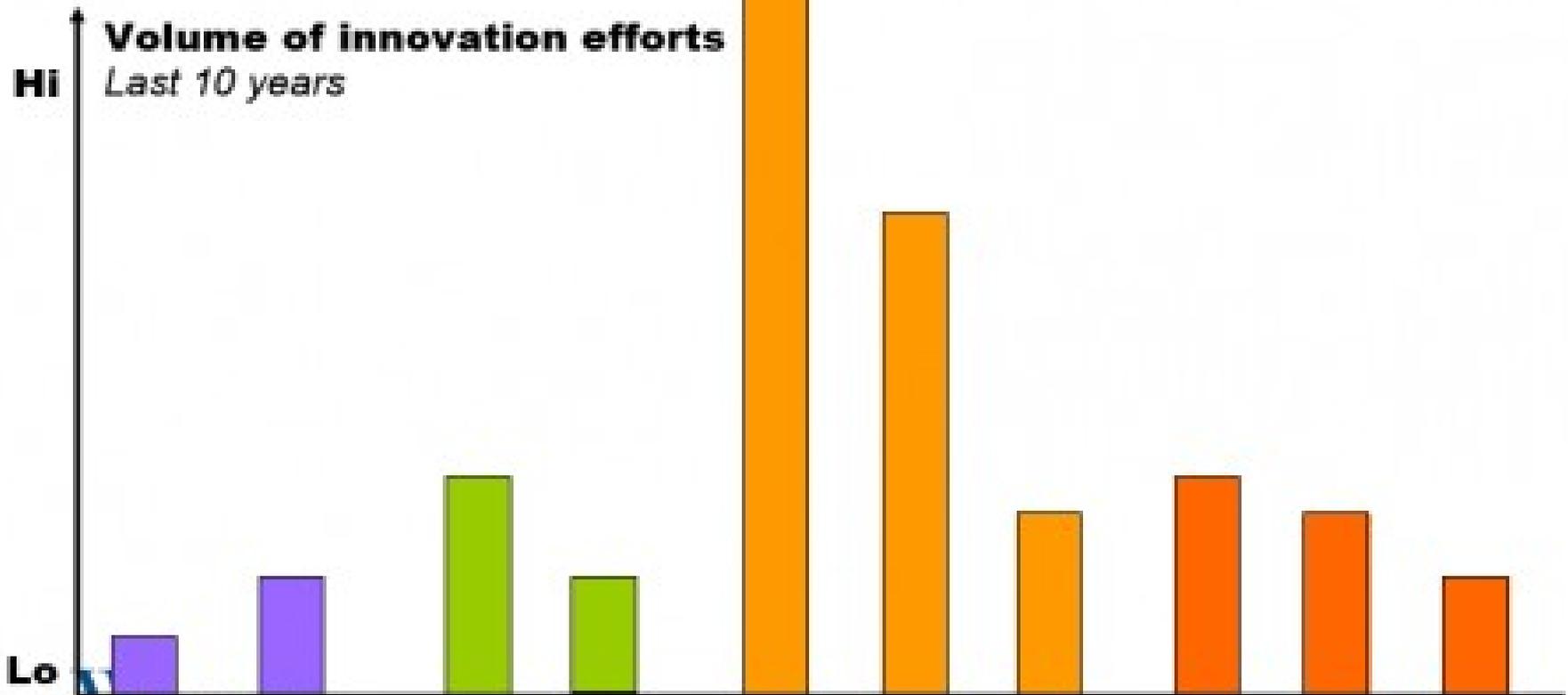


“...an intrapreneur must have the ability to see and pursue possibilities by piecing together innovations across three or more business functions simultaneously .”

Paul Campbell, former VP, HP

A shift in value creation...

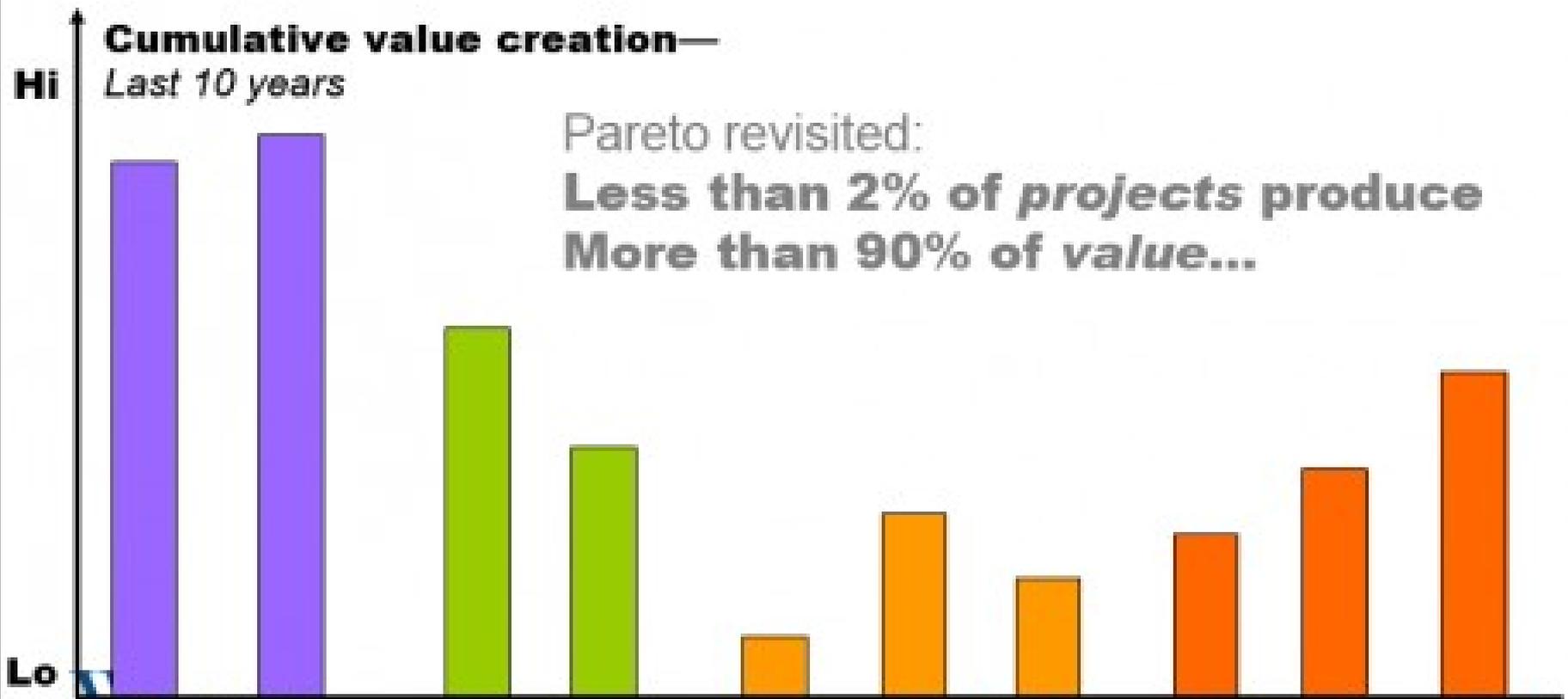
Finance		Process		Offering			Delivery		
Business model	Networking	Enabling process	Core process	Product performance	Product system	Service	Channel	Brand	Customer experience

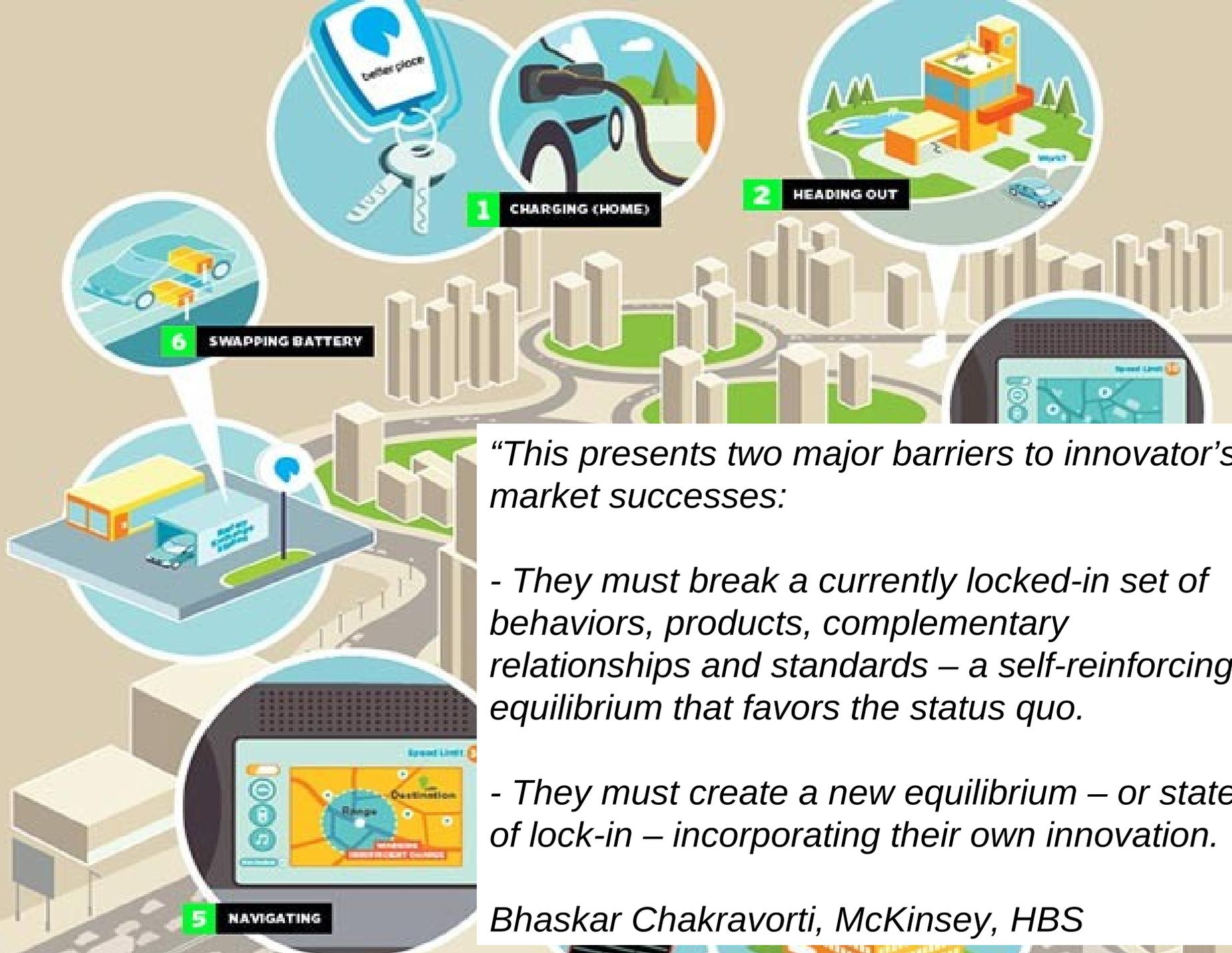


Source: Dobbin analysis

A shift in value creation...

Finance		Process		Offering			Delivery		
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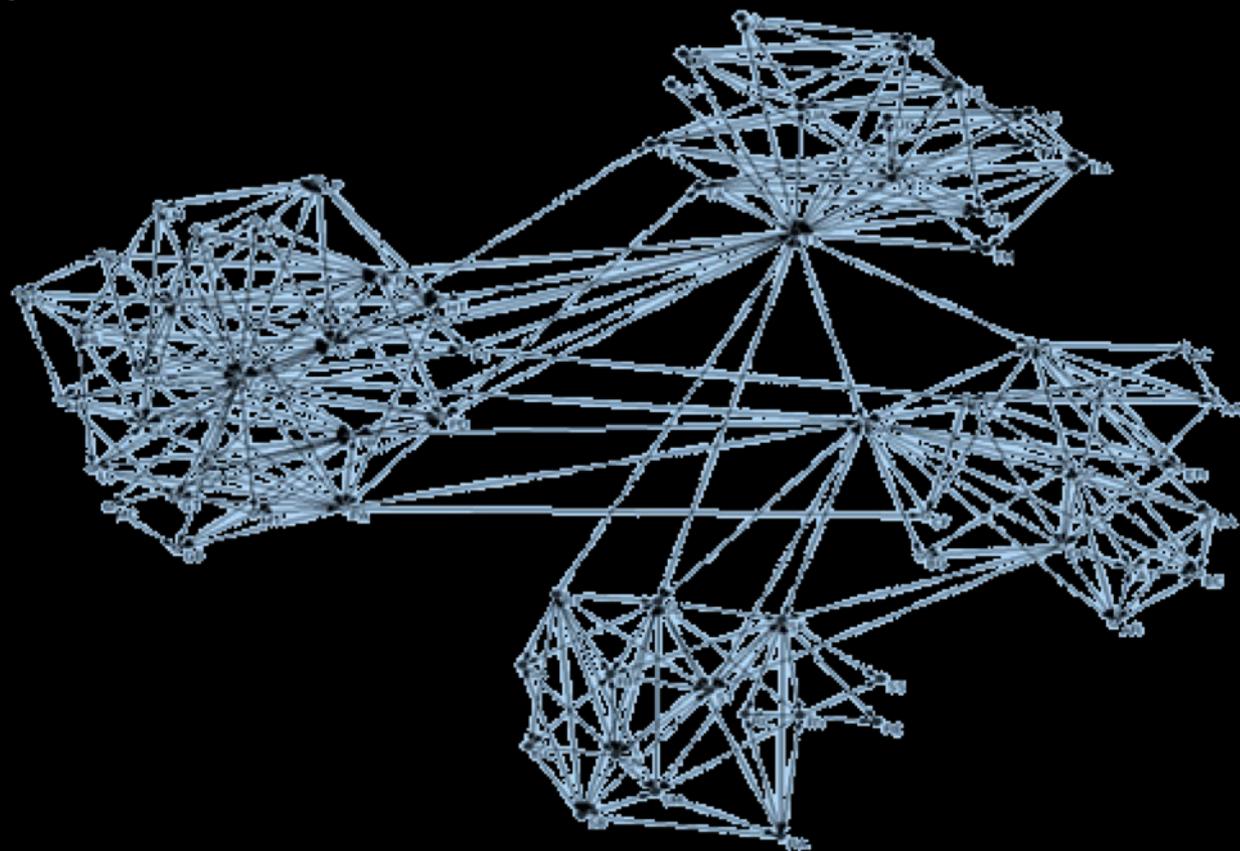


“This presents two major barriers to innovator’s market successes:

- They must break a currently locked-in set of behaviors, products, complementary relationships and standards – a self-reinforcing equilibrium that favors the status quo.

- They must create a new equilibrium – or state of lock-in – incorporating their own innovation.

Bhaskar Chakravorti, McKinsey, HBS

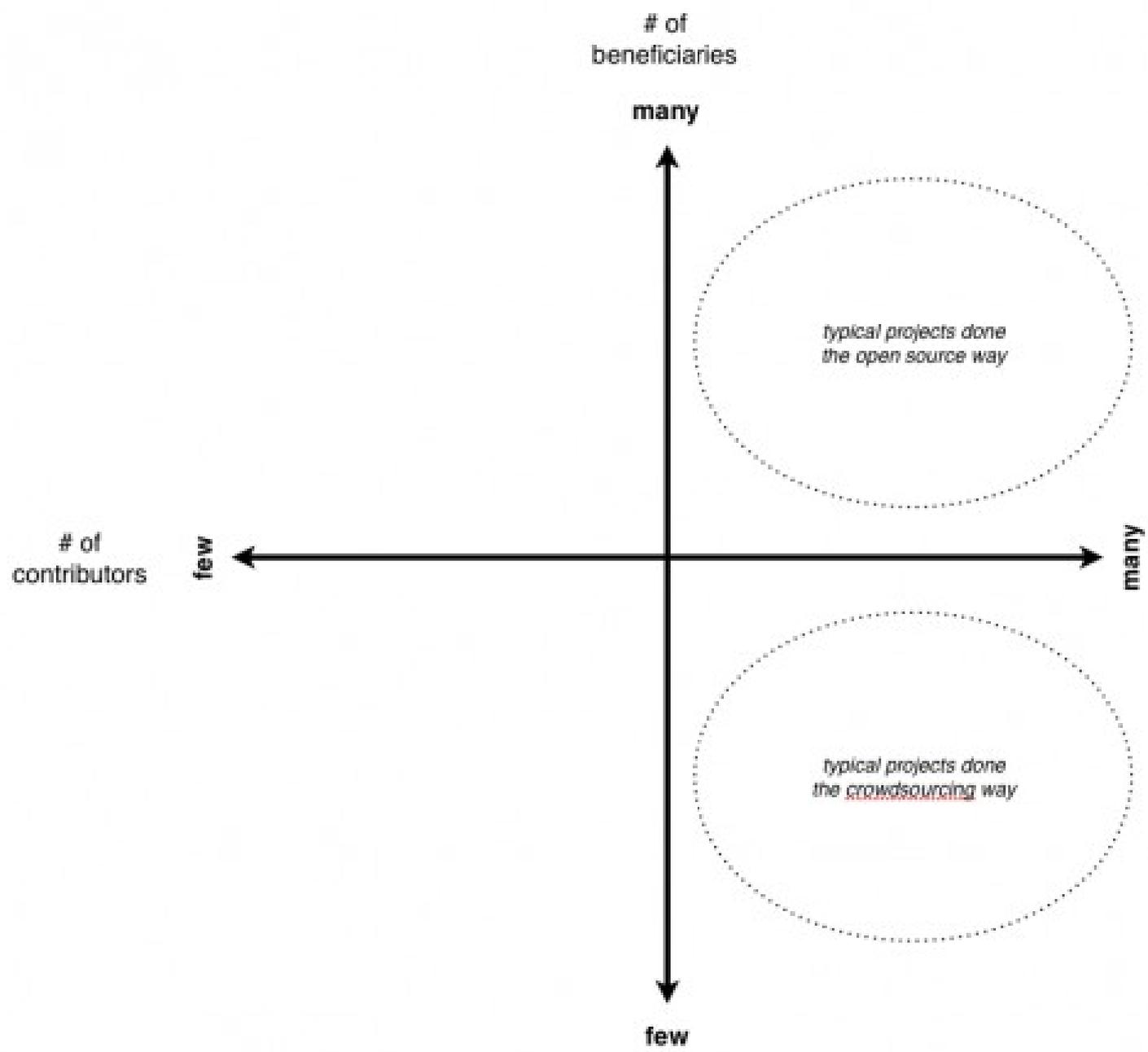


COMMUNICATION IS KEY

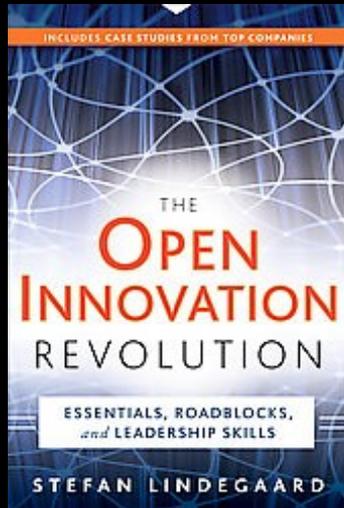
- Holistic – internal & external
- Consistent behaviour as well as messages
- More than just products and services – corporate capabilities
- Deliberate strategy, top down modeling
- Do you have the confidence to share what you know?
- The elevator pitch: www.elevatorspeech.net

OPEN SOURCE VS OPEN INNOVATION

- Where are the differences?
- Where are the similarities?
- How can we learn / benefit from each other?



THANK YOU!



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