



Maastricht University

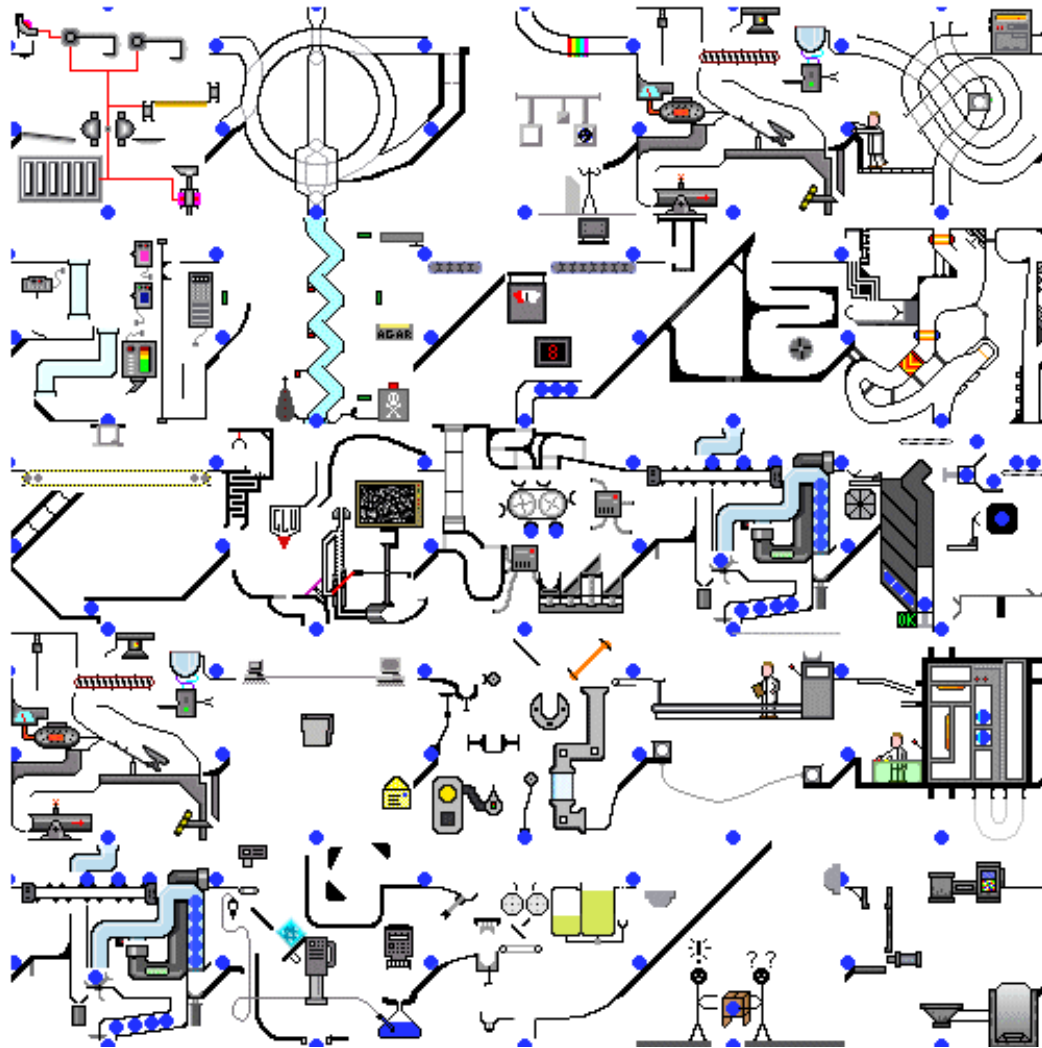
*Leading
in Learning!*

Next Generation Organisation

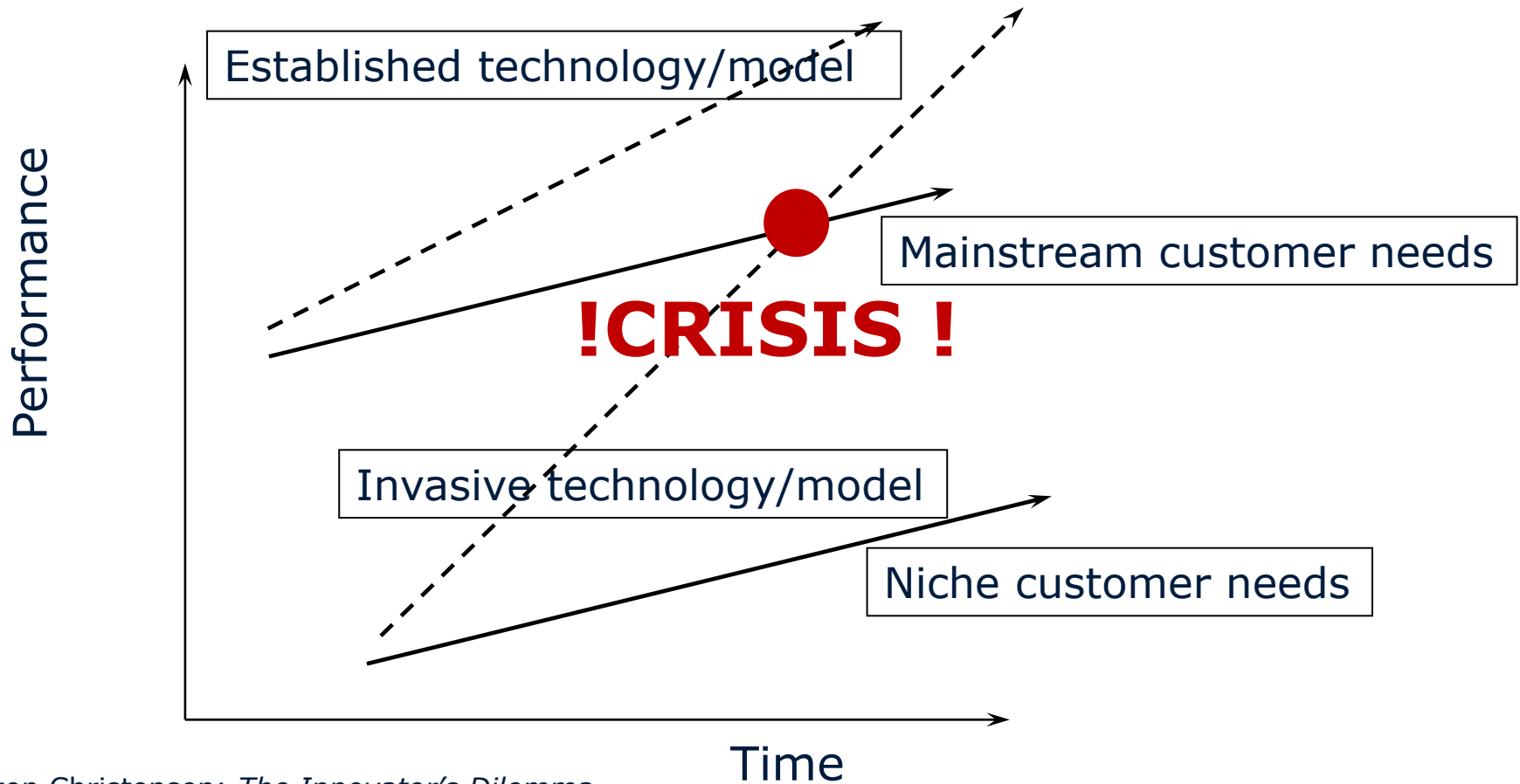
If we knew what we are doing, we wouldn't call it innovation!

Prof. dr. Paul Louis Iske
University Maastricht
Chief Dialogues Officer, ABN AMRO

The world is getting more and more complex

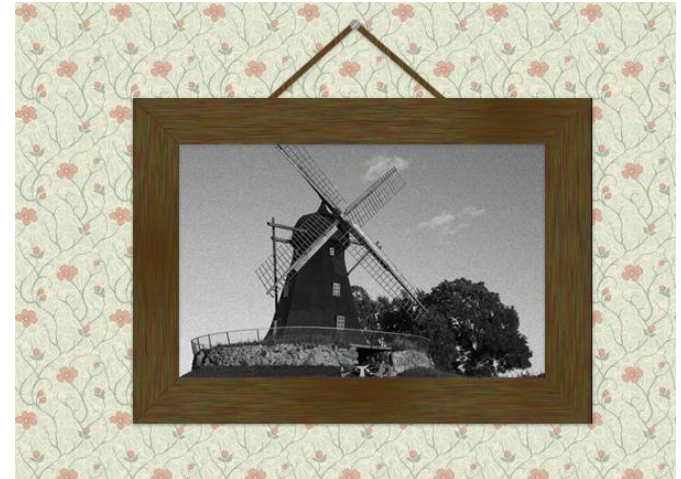


The Innovator's Dilemma

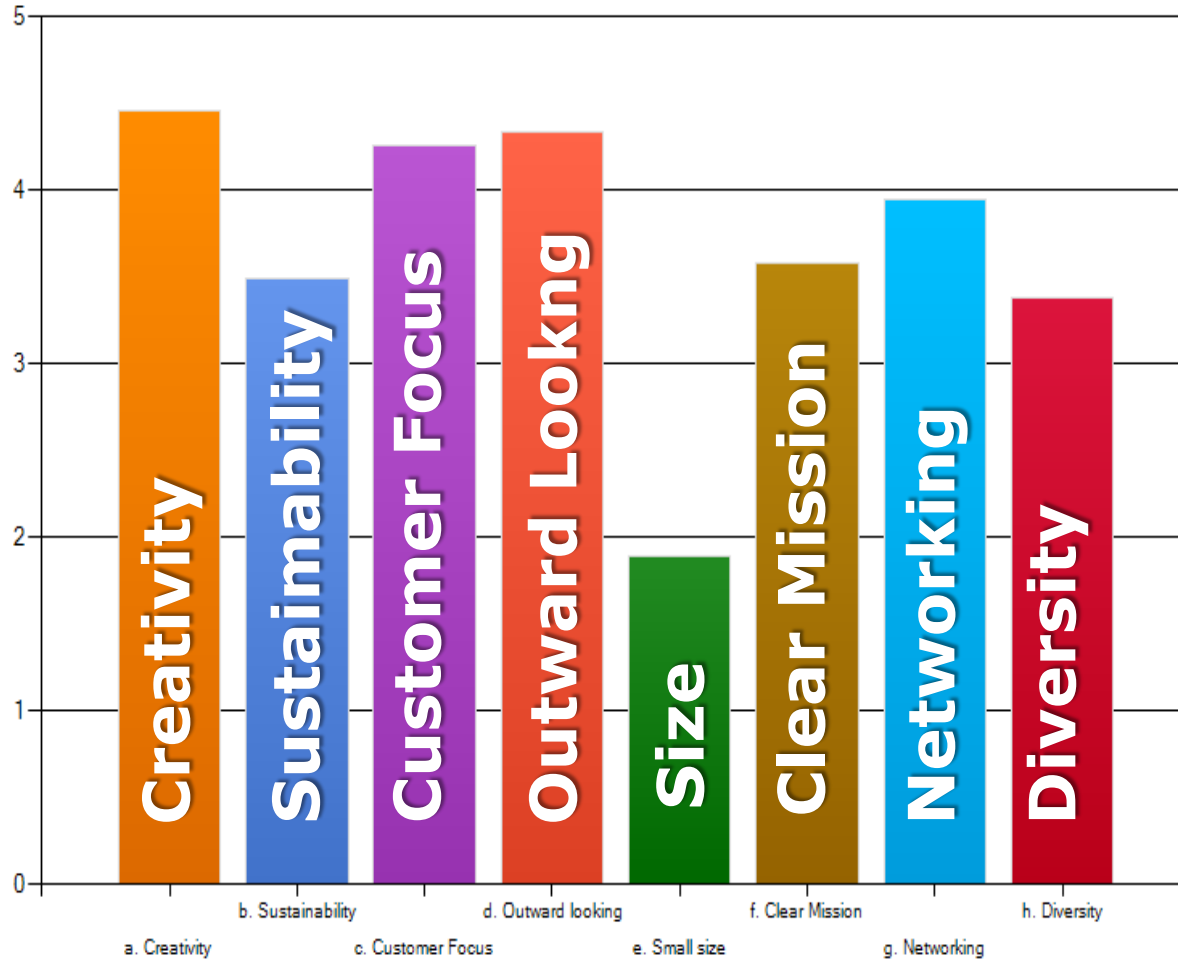


Clayton Christensen: *The Innovator's Dilemma*

Often (Product-)Service Innovation



Please indicate the importance of the following aspects in an organisation in order to determine its REAL age (especially those that distinguish young organisations from older ones):



Agile or Trapped in Patterns?



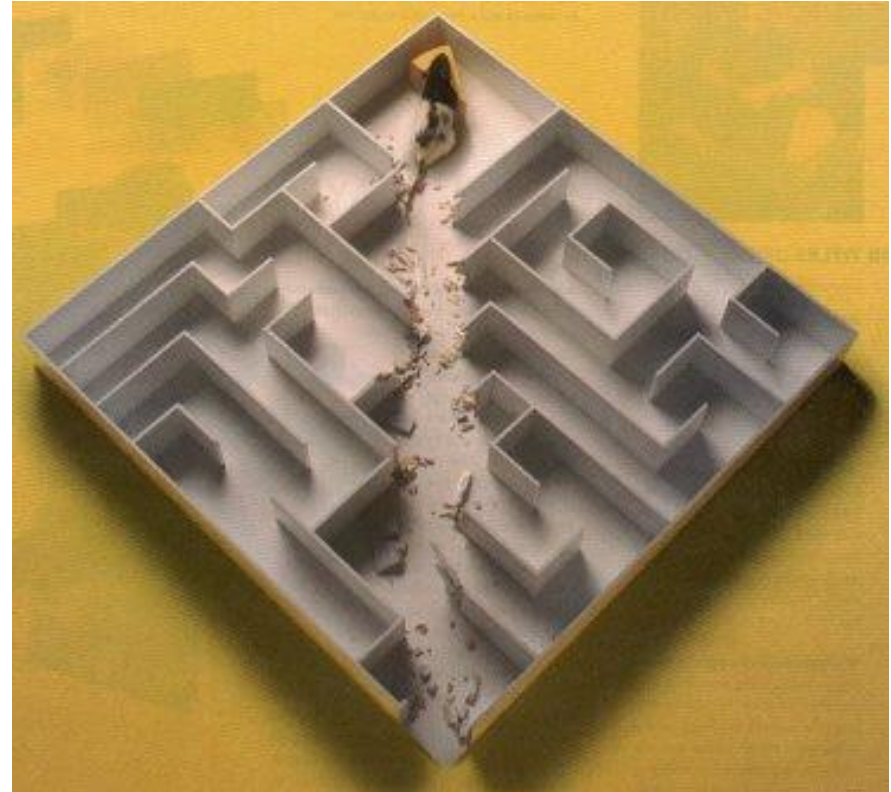
Creativity

Being *multiparadigmatic*: flexibly moving between, combining and integrating diverse ideas, perspectives, intelligences and paradigms

PO

=

Provocative Operation



Example of PO

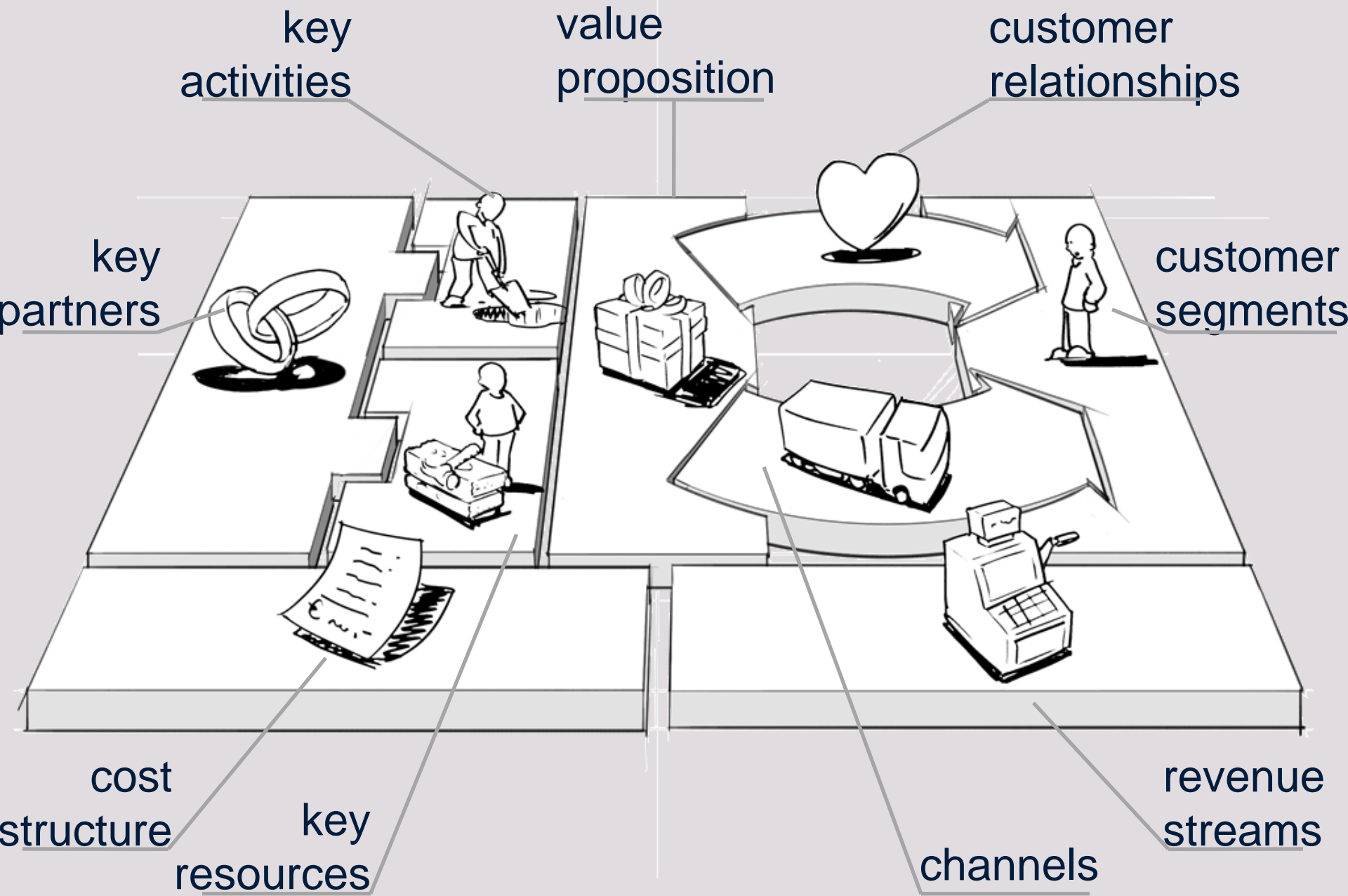


Paradigm Shifts

A Paradigm shift is a change in the basic assumptions within the ruling theory of science

Thomas Kuhn (1962)





- Client = Employee → Co-creation (Key Resources, Channels)
- Competitor = Colleague → Open Innovation
- Stranger = Strategic Partner → Combinatoric Innovation
- Crisis = Opportunity → Restructuring
- Succes = Danger → Disruptive Innovation
- Change = Fun → Fashion
- Knowledge = Commodity → Rising Knowledge Economies
- Valuable = Free → Free Content (Revenue Streams)
- Client = Account Manager → Qiy (Customer Relationships)
- Authority = Powerless → Publishers (Knowledge Resources)
- Best Practices = Worst Practices → Land Lines
- Money & Sustainability = Good pair → Green Energy
- IP = Outdated → Open Source
- Diversity = Asset → Ideo
- Certainties = Fake → Portfolio Management
- Risk = Attractive → Insurances
- Poor = Rich → Bottom of Pyramid (Customer Segment, Cost Structure)
- Small = Big → Crowdfunding (Cost Structure)
- Play = Serious → LEGO Serious Play (Customer Segment)
- Failure = Blessing → Brilliant Failures

- THE ESSENCE
- THE PROMISE
- THE APPLICATIONS
- THE EXPERIENCE
- THE PRODUCTS
- HOW TO ORDER
- HOW TO GET IT
- TRADEMARK GUIDELINES
- CONTACT

LEGO SERIOUS PLAY - THE ESSENCE

GET TO THE REAL ISSUES OF YOUR TEAM FASTER

TAP INTO THE HIDDEN EXPERTISE OF YOUR ORGANIZATION

**TRANSFORM INSIGHT AND AWARENESS
INTO COMMITMENT AND SHARED GOALS**

A powerful tool designed to enhance innovation and business performance

LEGO® SERIOUS PLAY® is an innovative, experiential process designed to enhance innovation and business performance. Based on research that shows that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities, LEGO® SERIOUS PLAY® deepens the reflection process and supports an effective dialogue – for everyone in the organization.



"With captivating simplicity, the workshop was a powerful approach to unlock the full creativity of staff. The progression of skill building exercises creates a uniquely grounding

"You can learn more about a person in an hour of play than you can from a lifetime of conversation"

Who owns Who?

CRM: Customer Relationship Management

OR

CMR: Customer Managed Relationship ?

New Model: Crowdfunding

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)


KICKSTARTER Discover great projects Start your project

BLOG FAQ SIGN UP LOG IN

TikTok+LunaTik Multi-Touch Watch Kits

Project by [Scott Wilson](#)

PROJECT HOME UPDATES 36 BACKERS 13512 COMMENTS 3775



13,512
BACKERS

\$941,718
PLEGGED OF \$15,000 GOAL

0
SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on December 16.

PLEDGE \$1 OR MORE
Every dollar counts. If your dollar helps make this a reality you will be able to buy the TikTok or LunaTik online or hopefully someday, if successful, at an Apple Store near you. Be a part of making a cool product that no one else would take the risk on and enabling a design firm to produce its own undiluted product.

SHARE THIS PROJECT WITH YOUR FRIENDS
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<http://kok.st/a18N3p>

Entrepreneurs...

1



- ... seek for **alternative forms of financing**
- ... aim for a **rapid, widespread market presence**

Investors...

2



- ... seek for **alternative investment opportunities** and - methods
- ... feel the need for **transparency and involvement**

Web 2.0...

3



- ... **lowers transaction cost** through online service
- ... **matches info**, demand & supply

Crowdfunding...

4



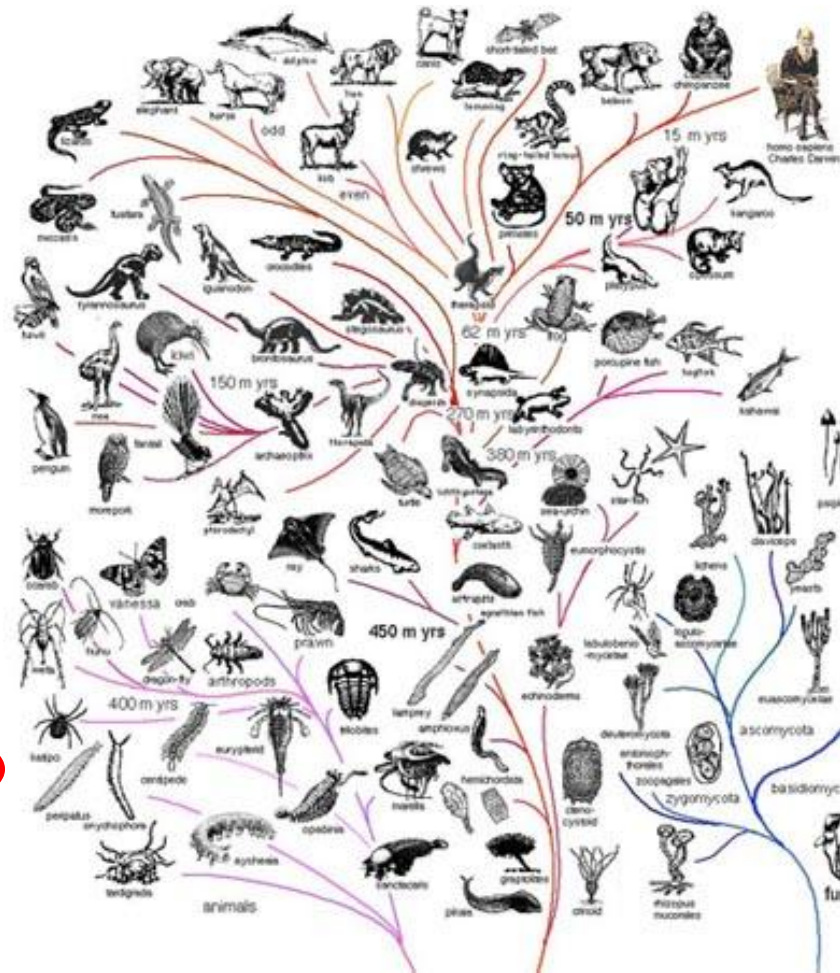
- ... quickly **grows in popularity**
- ... partly **lacks professionalization**

Creativity, Entrepreneurship are Spontaneous



Environments for Innovation (C. Leadbeater)

1. Diversity
2. Selection
3. Perpetuation
4. Co-evolution
5. Unlearning
6. Disruption
7. Simplicity
8. Spare capacity
9. Timing



Perspectives



Our beliefs ...



"We are fully in control"

Business Case

A business case is a set of lies that make management decide what we want them to decide



Before I make my decision, I'd like to see those meaningless statistics again

Multi-perspective Business Case



easyJet *Plus!*

What's in it for you? 

- Speedy Boarding on EVERY flight
- The best choice of seats
- Control over your flight costs
- Fewer booking steps
- Exclusive member offers

Get it now »

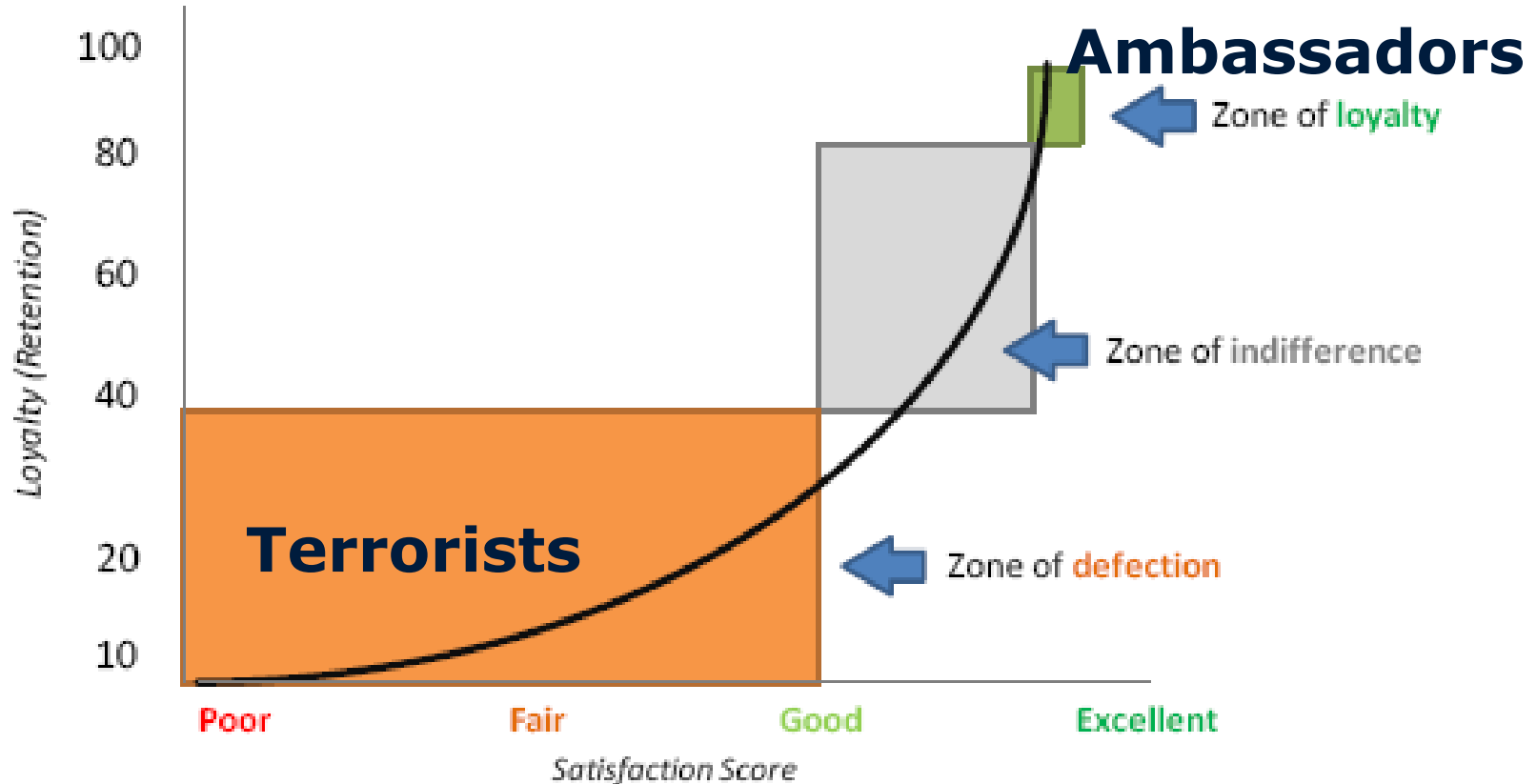
A well-known formula

$$NT + OO = EOO$$

New Technology
Old Organisation

----- +
Expensive Old Organization

Loyalty vs. satisfaction



Source: J.L. Heskett, *The Service Profit Chain*; The Free Press; New York 1997

9 PRINCIPLES FOR ENTHUSIASM (B. Mager)

- **Relief:** unexpected help, getting rid of tasks, getting rid of responsibilities, decision support, saving time
- **Flexibility:** spontaneous reaction, adaptiveness, differing from standards, caring for individual needs
- **Prudence:** thinking outside the box, being one step ahead, consideration of circumstances
- **Generosity:** excess, lavish, more than the necessary
- **Authenticity:** sincerity, honesty, transparency, confidence
- **Belonging:** interaction, synergistic effect, being a part, feeling supported
- **Exclusiveness:** rareness, limitation, luxury
- **Success:** pride, reached aims, affirmation
- **Completion:** beauty, virtuosity, perfection, 'the divine'

FAILURE SUCCESS



NEXT EXIT





INSTITUTE OF BRILLIANT FAILURES

MOST RECENT:



YACHT

Failure Added: 25-05-2009

category: Business

Viewed: 2925 times

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In the 2nd half of the 1990s Randstad Holding set a goal of taking a strategic position in The War for Talent.

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BEKIJK OOK IN DEZE CATEGORIE



Bekijken

Einsteins Grootste Blunder



Bekijken

Ether feesten en de ontdekking van anesthesie



Bekijken

19de eeuwse foto's van de kosmos?



Bekijken

Infrood straling



Bekijken

Viagra

Mislukking toegevoegd 10-10-2007

Aantal keer bekeken 6410 keer

Categorie: Wetenschap

Waardering: ★★★★★

COMMENTAAR / REACTIES

Plaats hier je reactie op artikel: Viagra

INSTITUTE OF BRILLIANT FAILURES

THE NORWEGIAN LINIE AQUAVIT



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Steve Jobs a
brilliant failure?



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CONCLUSIONS

- **CREATE THE RIGHT, OPEN ENVIRONMENT FOR INNOVATION**
- **SERENDIPITY IS A CRUCIAL BUSINESS PROCESS**
- **INNOVATION BY COMBINATION OPENS NEW POSSIBILITIES**
- **THIS REQUIRES TRUST, MORE THAN CONTROL !**
- **FAILURE IS AN OPTION!**



Thank you!



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