

Metamorphosis




From a Linear to a Non-Linear Mindset

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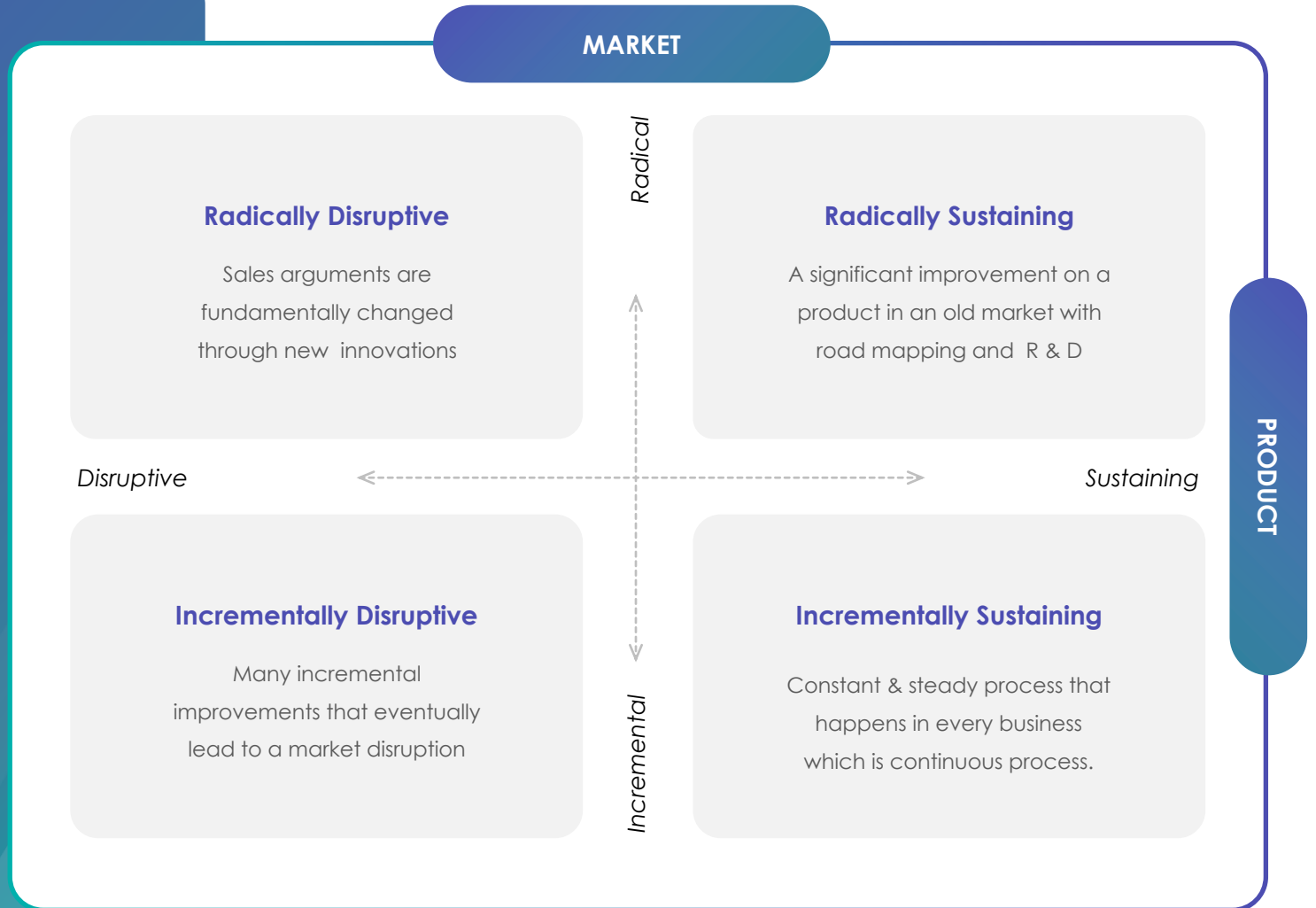
Metamorphosis:

From Linear.....to a Non-Linear Mindset

 AVOID ENTRAPMENT	 YOUR TABLE	 Non-Linear Necessity
<p>How to avoid transformation entrapment "as is" undertow</p>	<p>Who you should target hanging out with</p>	<p>Linear versus Non-Linear</p>
<ul style="list-style-type: none">• What is the undertow?• How do you know if you are swimming against it or caught in it• Post-Industrial revolution hangover• KPIs, ROIs, Metric comatose	<ul style="list-style-type: none">• Guard your table• It's not a "fit in crowd"• Diversity and dexterity seekers• Your electrolytes• 360 lens and perspectives – industry, function, capabilities• Embrace the Liberal Arts mindset• C-Suite mindset and how to weave into the linear thinking with non-linear freedom	<ul style="list-style-type: none">• Conditioning of mindset• Linear patterns and short comings• How to inject non-linear mindset• Why non-linear thinkers are so important• Why you should identify and focus on finding non-linear thinking• Outliers and creating inclusion and space for non-linear

The Innovation Matrix

The Innovation Matrix simplifies and structures innovation management and strategy. It can be used on organizations of any size – whether a startup, a corporation, an institute, or social establishment.



The Kübler-Ross Change Model Curve

Create Alignment

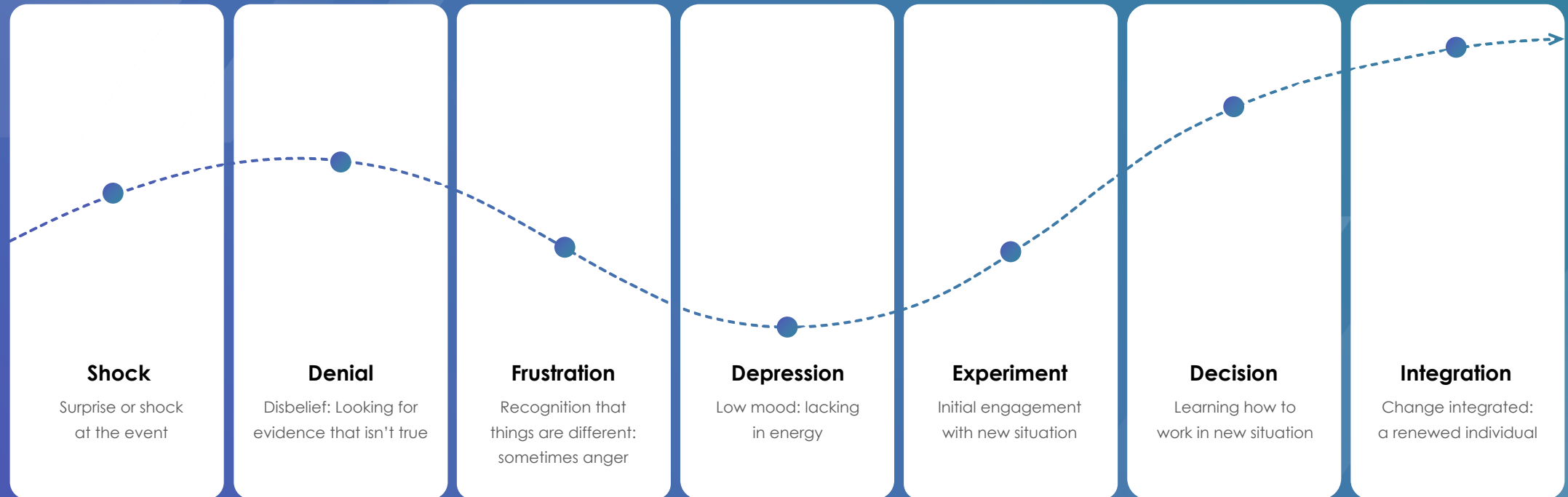
Maximum Communication

Spark Innovation

Develop Capability

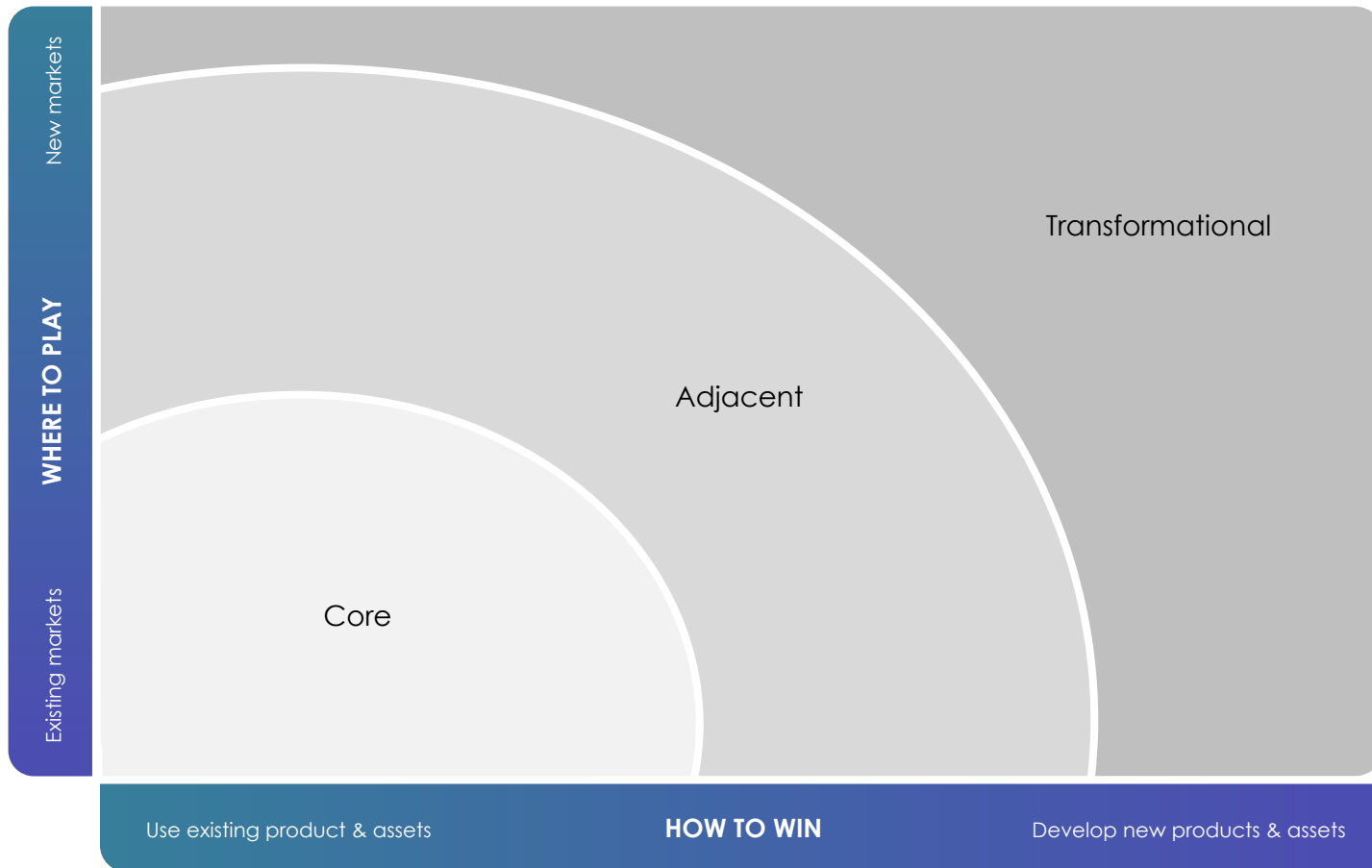
Share Knowledge

MORAL & COMPETENCE



TIME

Innovation Ambition Matrix



CORE

Optimize existing products for existing customers

70%

Allocation of resource

10%

Return on investment

ADJACENT

Expand from existing business into new business

20%

Allocation of resource

20%

Return on investment

TRANSFORMATIONAL

Develop breakthroughs yet to exist for the market

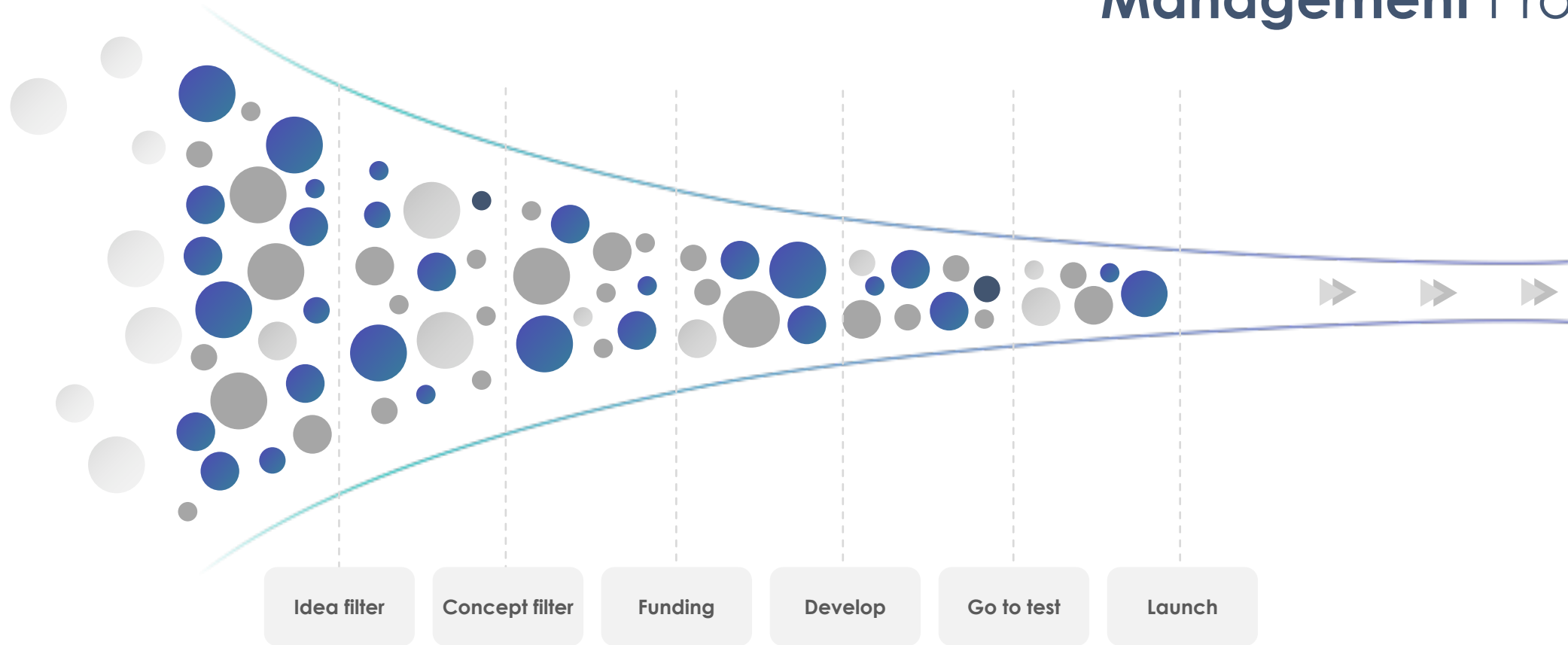
10%

Allocation of resource

70%

Return on investment

Innovation **Funnel** Management Process



IDEA GENERATION

CONCEPT DEVELOPMENT

CONCEPT TO LAUNCH

Three Horizons Model

HORIZON 1

Ideas provide continuous innovation to a company's existing business model and core capabilities in the short-term.

HORIZON 2

Ideas extend a company's existing business model and core capabilities to new customers, markets, or targets.

HORIZON 3

Is the creation of new capabilities and new business to take advantage of or respond to disruptive opportunities?

