Impact of Failure To Innovate

Ben Gibson Sr.

Owner – Solution Architect

SyrRoc Systems

Thank You!

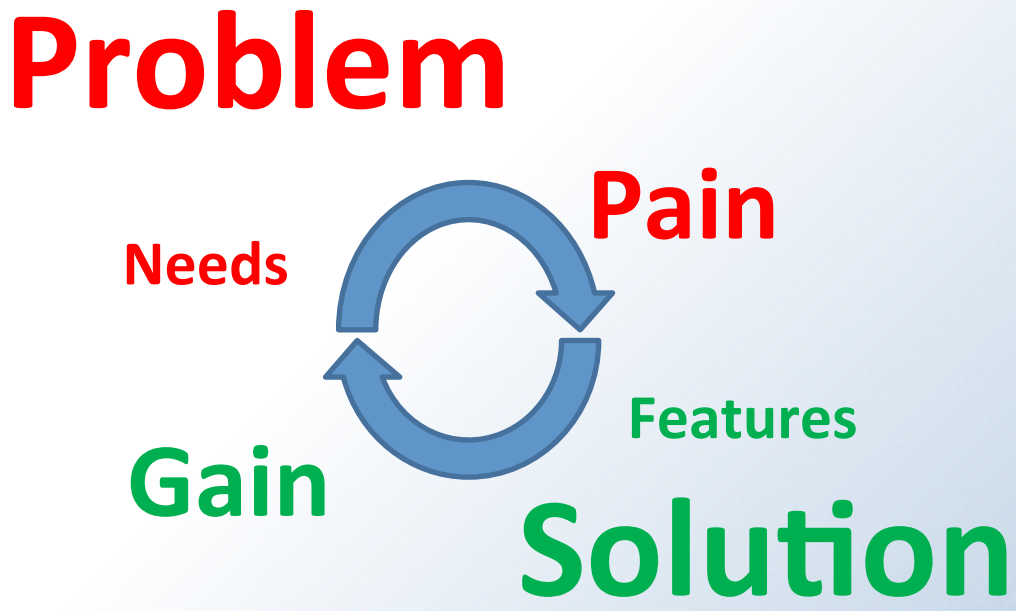
Stipulations!

- Executives and Investors want innovation and spend money on it!
- Workers have the will and the talent to innovate!
- Today, we are as technologically poor as we will ever be!

Let's Discuss

- The company lifecycle transforms the business model.
- Innovation as the business model transforms.
- "Out of the Box" thinking.

Innovation



1955 – Philadelphia

Paleofuture.gizmodo.com

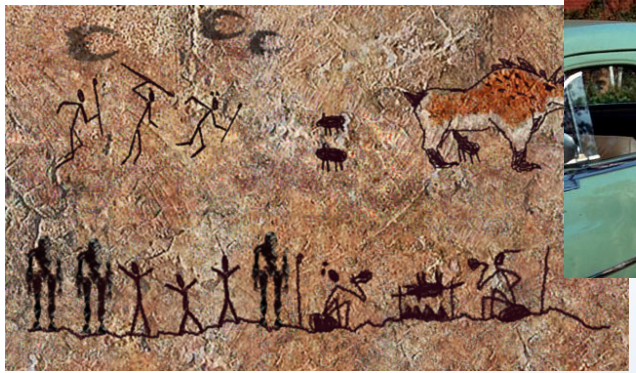
Not Always for the Better

"... REMEMBER WHEN YOU ASKED ME WHO WOULD MISS NEWS PAPERS? ..."

toonpool.com

Personal Story Telling

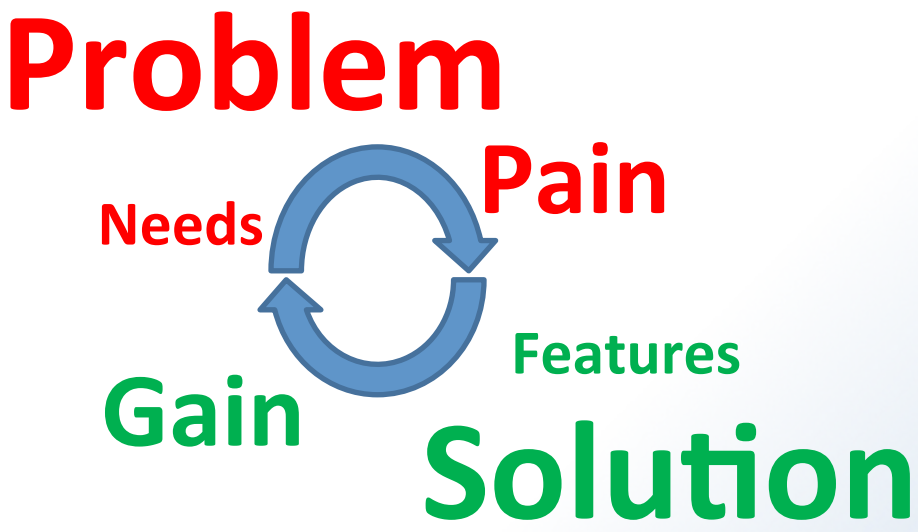
Caves



Kodachrome

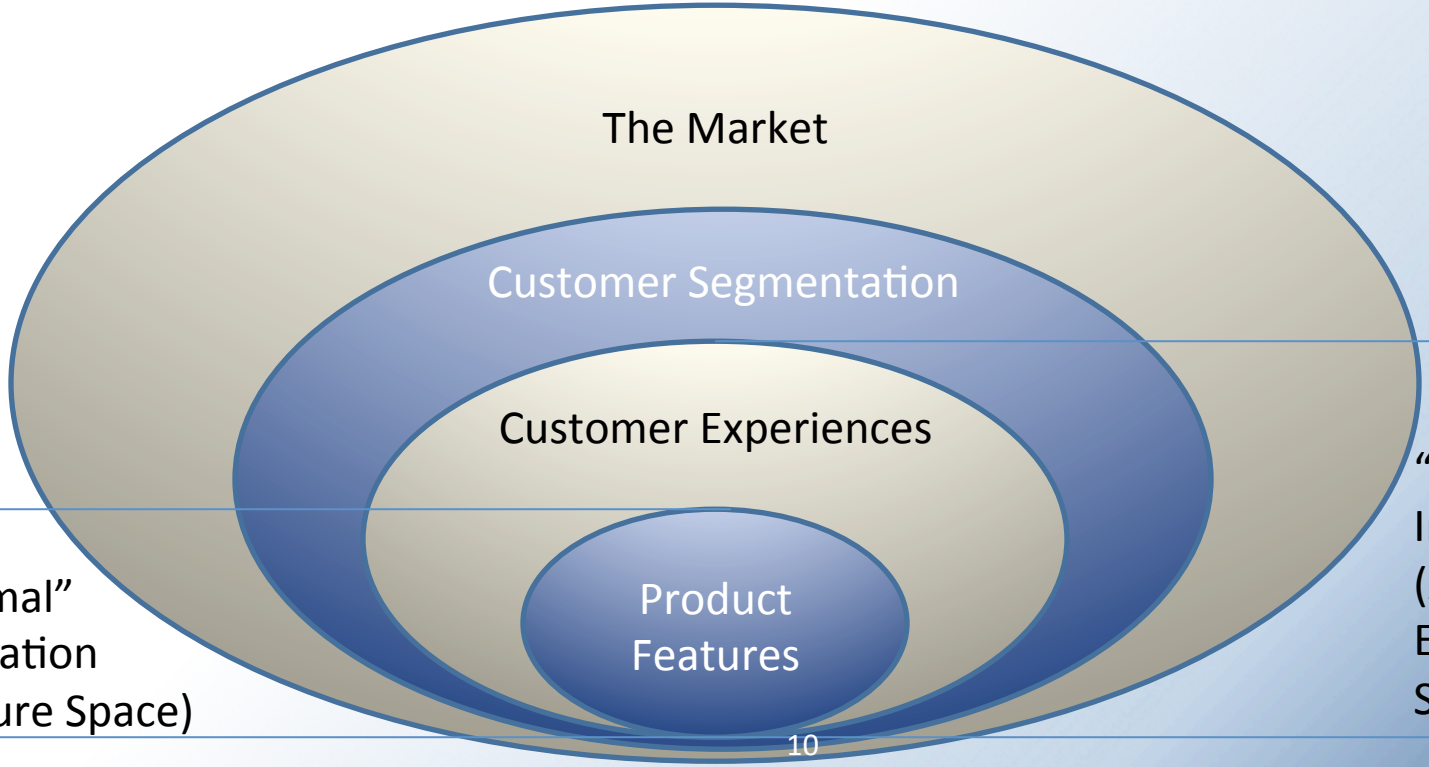
Social Media

Innovation



- Understanding
- Technology
- Thinking

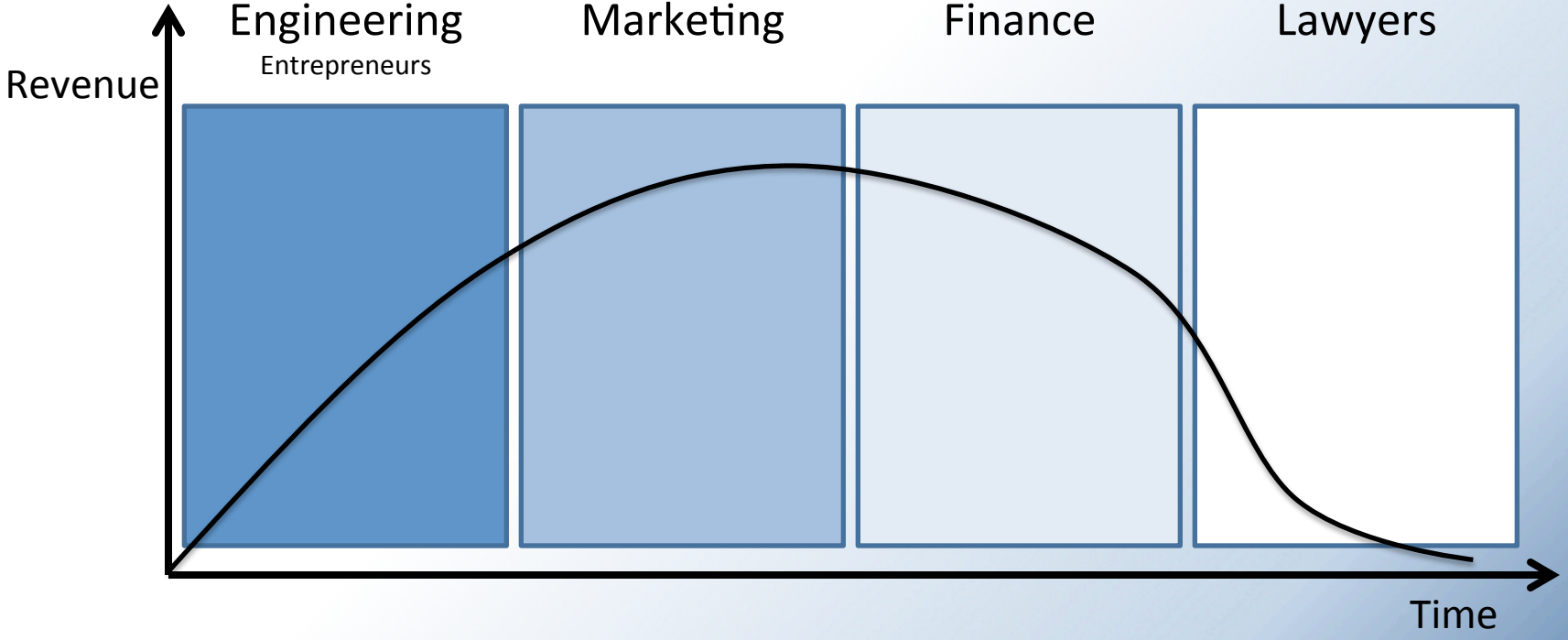
Innovation Space



"Normal" Innovation (Feature Space)

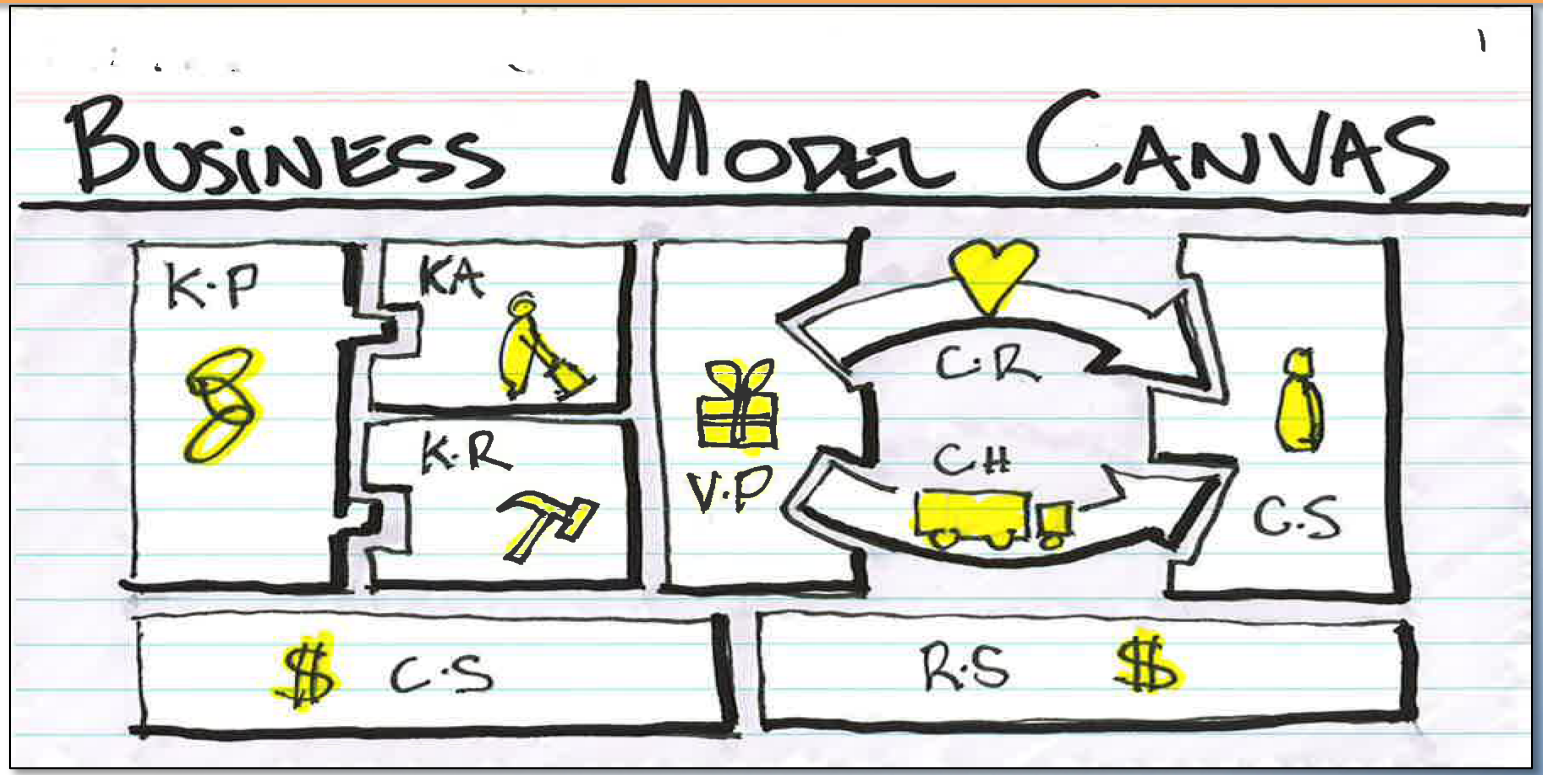
"Expanded" Innovation (Application, Experience Space)

The Company Lifecycle

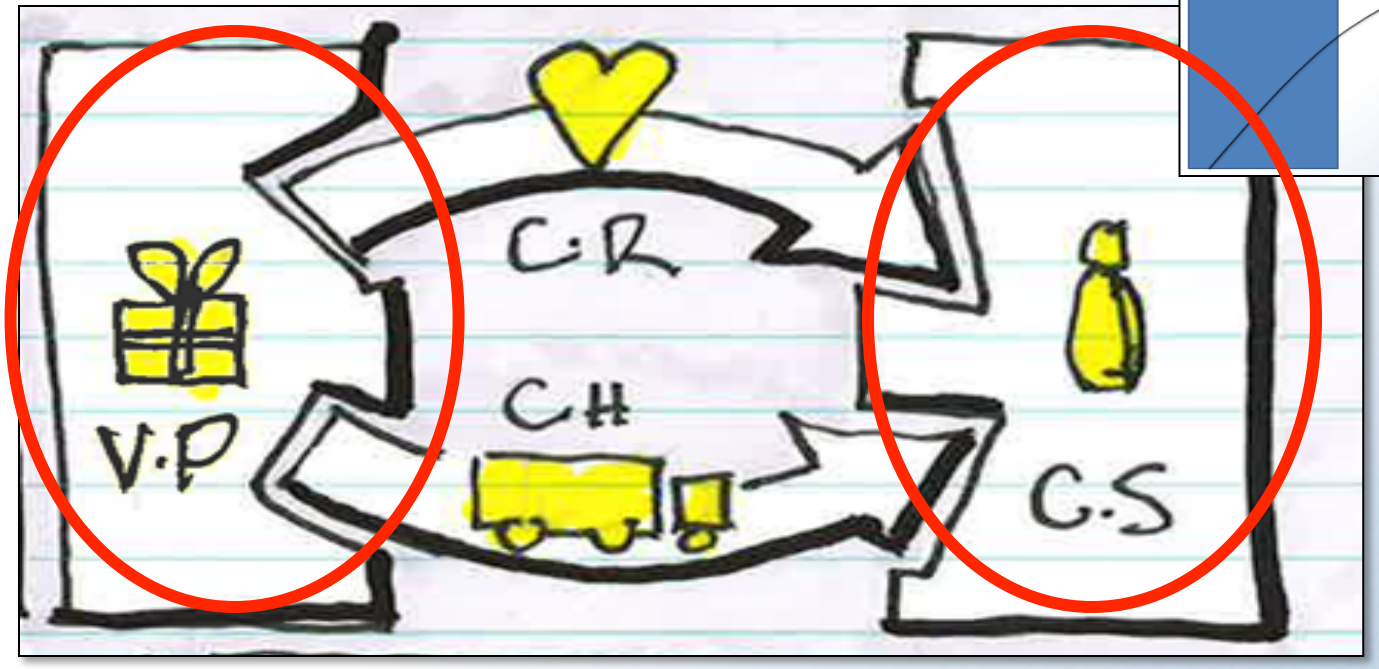


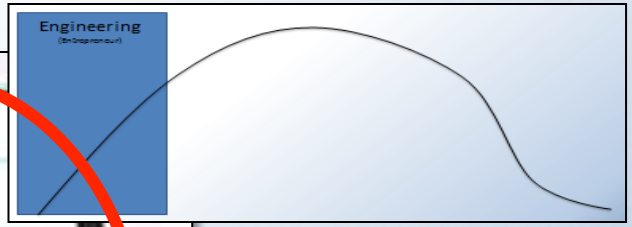
Business Model

(Using The Business Model Canvas)

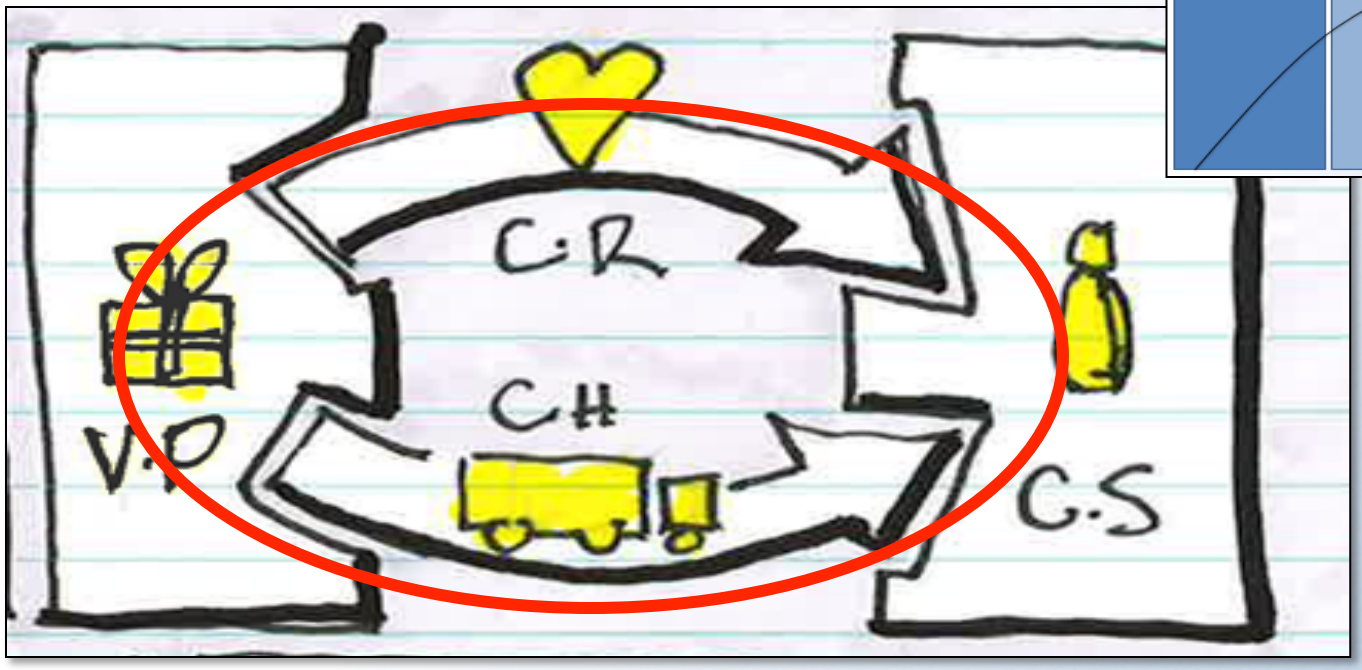


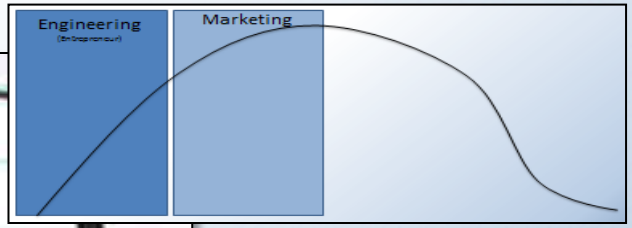
Entrepreneurs Engineers





The SWEET SPOT!





Business Model Derailment

- Brand Success
- Business Success

Self Deception

"Face reality as it is, not as it was or as you wish it to be."

–Jack Welch

Self Deception

- In the Box Thinking (Self Deception)
  - Defined by labels, concepts and assumptions. (Biases)
  - Assumptions Provide Justification for action.

- Out of the Box Thinking
  - Defined by first hand knowledge and understanding.
  - Understanding Drives actions.

Will Customers Buy?

(+) Customer Gain

Kodak Film
1880 - 2001

Kodak EasyShare
2001 - 2008

(0)

(+)

Customer Value

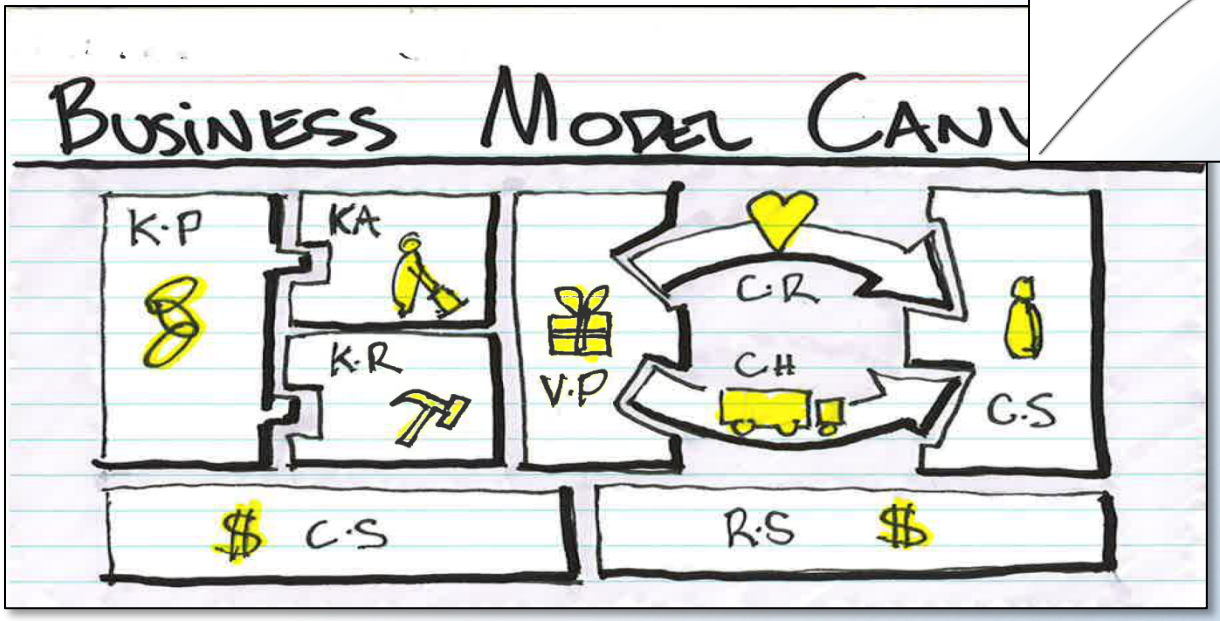
Premium

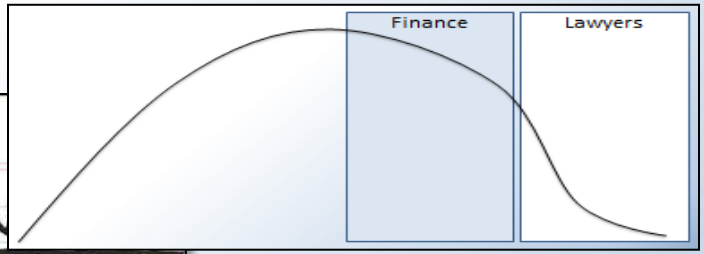
Kodak Film
2001 - 2015

(-) Pain

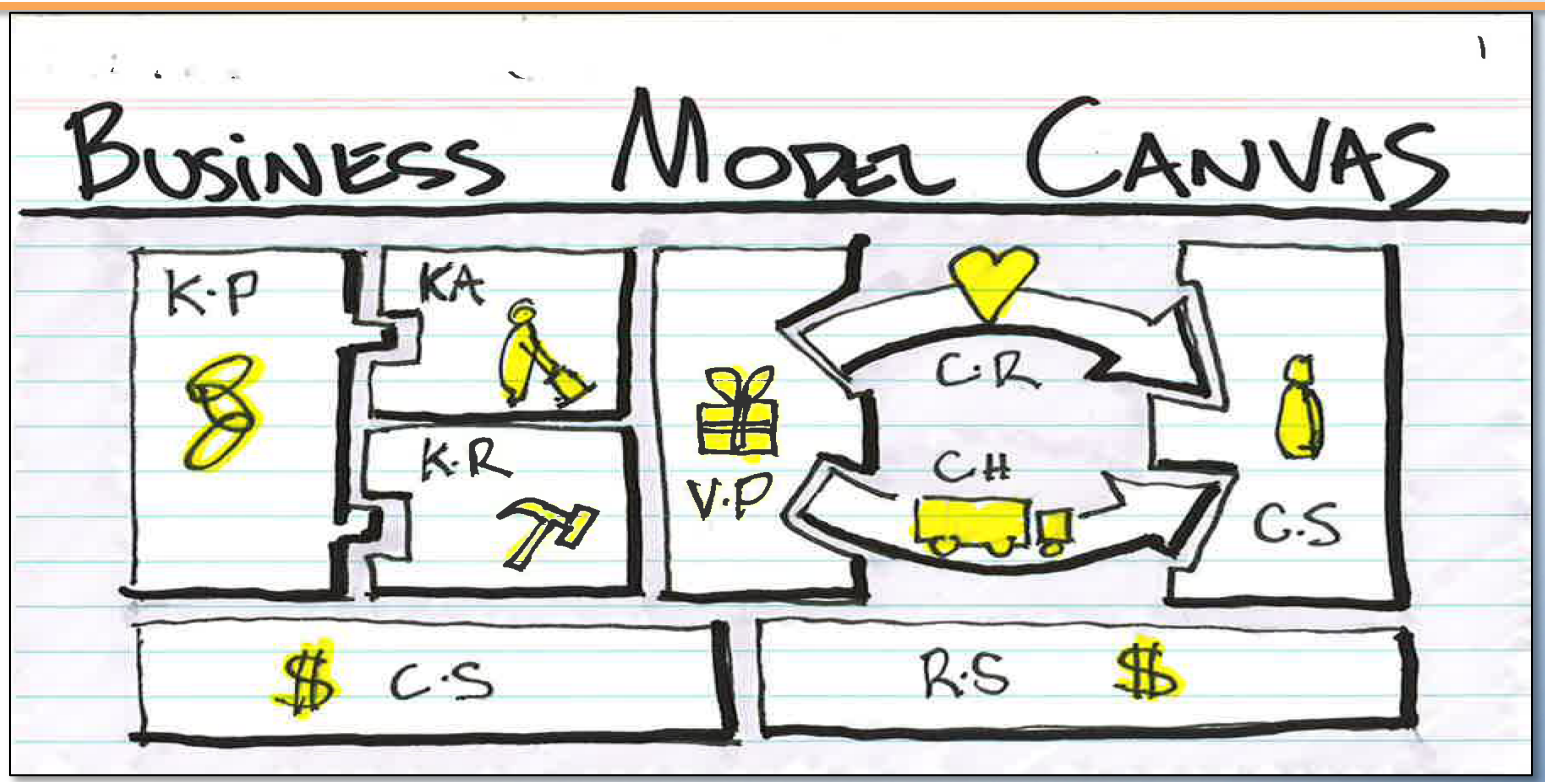
Business Model

(Using The Business Model Canvas)





Which Box are You In?



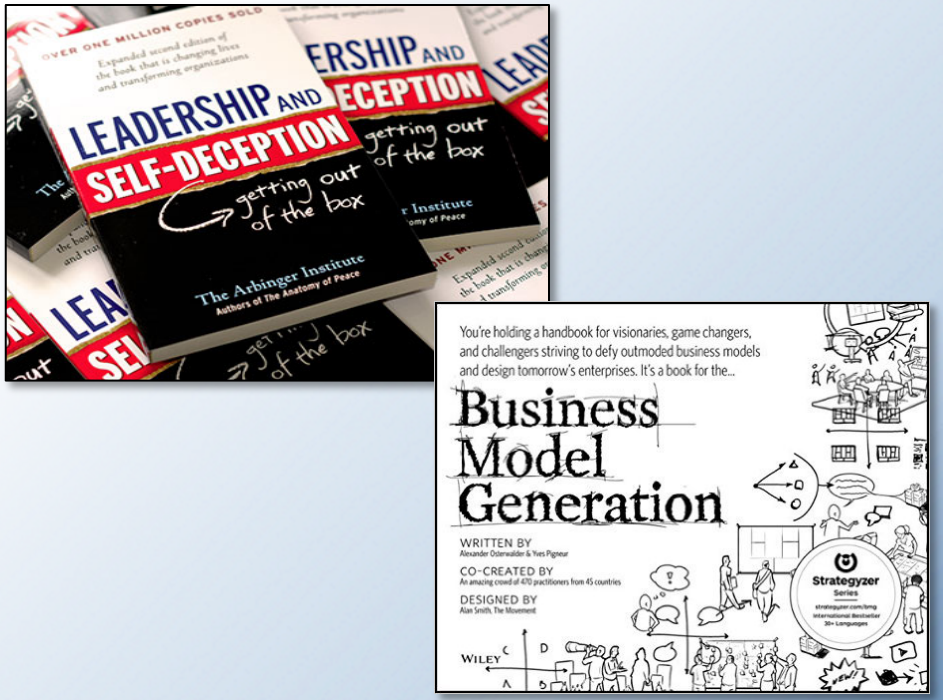
Reading

"Leadership and Self Deception"

- The Arbinger Institute

"Business Model Generation"

- Osterwalder & Pigneur



What Should You Do?

- Don’t let what you want to happen get in the way of what is happening! (GET OUT OF YOUR BOX!)
- Talk to People: Don’t ask if they like what you are doing, ask them about their pain!
- Sometimes innovation is about understanding what is NOT changing.

THANK YOU!

(Questions?)