Impact of Failure To Innovate

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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.
Problem

Gain

Needs

Pain

Features

Solution

Innovation
Not Always for the Better

“... REMEMBER WHEN YOU ASKED ME WHO WOULD MISS NEWSPAPERS? ...”

toonpool.com
Personal Story Telling

Caves

Kodachrome

Social Media
Innovation

- Understanding
- Technology
- Thinking

Problem

Needs → Pain → Features → Gain → Solution
Innova-on

The Market

Customer Segmentation

Customer Experiences

“Normal” Innovation
(Feature Space)

“Expanded” Innovation
(Application, Experience Space)

Product Features

10
The Company Lifecycle

- Engineering
- Entrepreneurs
- Marketing
- Finance
- Lawyers

Revenue

Time
Business Model
(Using The Business Model Canvas)
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

(+) Customer Value

(0)

Pain

(-) Premium

Kodak Film
1880 - 2001

Kodak EasyShare
2001 - 2008

Kodak Film
2001 - 2015
Business Model
(Using The Business Model Canvas)
Which Box are You In?
“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?)