

Programma

- ▷ 16.00-16.30 Introductie door Ed en Dorien – lessen van innovators en denkmodel
- ▷ 16.30-17.30 Iwan Gobel – Burton Carcompany & innovator
- ▷ 17.30-18.00 Paiam Dianati - ASML
- ▷ 18.15- 19.00 Buffet NKH
- ▷ 19.15 – 19.45 Gert Roeckx - Signify
- ▷ 19.45-20.30 De gouden lessen: 1-2-4-plenair (niet gericht op elkaar overtuigen en te komen tot consensus maar op ophalen van verschillende perspectieven)
- ▷ 20.30- 21.30 Borrel

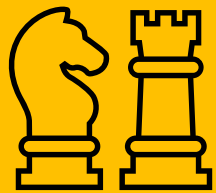
Innovatieteam 2030

Lessen van top innovators

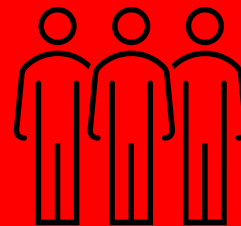


Agenda

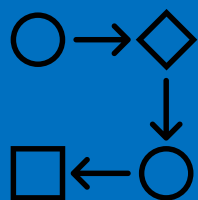
- ▷ Ons denkmodel - Op zoek naar jouw gouden lessen
- ▷ Netflix
- ▷ Google
- ▷ BYD
- ▷ AliBaba
- ▷ Next Gen Innovators



STRATEGIE



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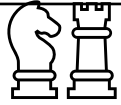
STRUCTUUR



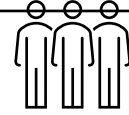
CULTUUR

DE GOUDEN LESSEN VOOR HET INNOVATIETEAM VAN 2030

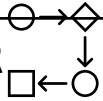
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EN OOK NOG.....

NETFLIX – No Rules Rules

NETFLIX

The NETFLIX Cycle

1

*BUILD UP
TALENT
DENSITY*

2

*LOOK TO
INCREASE
CANDOR*

3

*FIND WAYS TO
REMOVE
CONTROLS*

NETFLIX

The NETFLIX Cycle

1

**BUILD UP
TALENT
DENSITY**

2

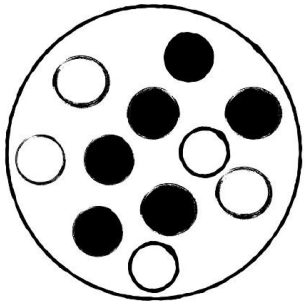
**LOOK TO
INCREASE
CANDOR**

3

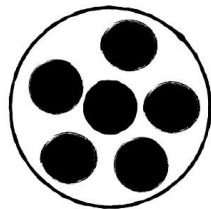
**FIND WAYS TO
REMOVE
CONTROLS**



THE TALENT DENSITY ILLUSTRATION (NOT BOBA)



"MOST COMPANIES"



"COMPANIES WHO GET IT"



4A

give feedback

aim to assist

actionable

receive feedback

appreciate

accept or discard

FEEDBACK @
NETFLIX



Candor @ Netflix

The Netflix employees is required to *"say exactly what they really thought, but with positive intent—not to attack or injure anyone, but to get feelings, opinions, and feedback out onto the table, where they could be dealt with."* The management team observed that candor is an amplifier for

Realiseren van een cultuur van Vrijheid & Verantwoordelijkheid

1

- **Bouw talentdensiteit op** door een personeelsbestand van toppers te creëren
- **Introduceer openhartigheid** door feedback aan te moedigen
- **Schaf controles af** zoals vakantiedagen en onkostenbeleid

2

- **Versterk de talentdensiteit** door de hoogste marktconforme salarissen te betalen
- **Creëer meer openhartigheid** door de nadruk te leggen op transparantie in de organisatie
- **Laat nog meer controle los** zoals goedkeuring bij besluiten

3

- **Maximaliseer talentdensiteit** door de 'keepertest' te implementeren
- **Maximaliseer de openhartigheid** door cirkels van feedback te implementeren
- **Elimineer de meeste controle** door leiding te geven door context in plaats van controle

Netflix innovatiecyclus



DE GOUDEN LESSEN VOOR HET INNOVATIETEAM VAN 2030

STRATEGIE

- Innovatie en creativiteit zijn de basis voor ons succes
- Navigeren op de poolster

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- Talentdensiteit
- Openhartigheid

STRUCTUUR

- Besluitvorming door projectleider
- Cirkels van feedback
- Transparante informatie
- Leiding geven door context
- Keepertest
- Los-gekoppeld

CULTUUR

- Vrijheid en verantwoordelijkheid

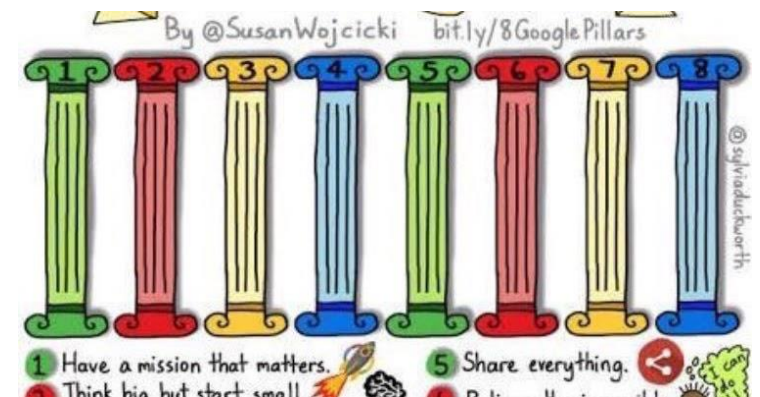
EN OOK NOG.....

Google - The Unique Spirit



- ▷ Have a mission that matters
- ▷ Think big, start small (Google Books)
- ▷ Strive for continual innovation, not instant perfection (Google Glass)
- ▷ Look for ideas elsewhere – being part of the conversations (Google Art Project)
- ▷ Share everything (a problem on the wall at the entrance...)
- ▷ Spark with imagination, fuel with data (hiring Sebastian Thurn, believe in the impossible: self driving car)
- ▷ Be a platform (Android)
- ▷ Never Fail to Fail (YouTube – Google Video Player)

Creativity loves restrictions
Allow people to follow their passion



Google – enkele cultuuraspecten

- ▷ Aandacht voor gezondheid: eten, sport
- ▷ Sociale activiteiten
- ▷ ‘Google in je leven’
- ▷ Google Friday



Google Becomes Your Life



BYD

- ▷ One of the most innovative companies; top 10 position in 2023 (BCG list)
- ▷ High dependence on Chinese market, low brand recognition globally, lack of core competencies and differentiation in some business domains
- ▷ Clear vision and strategy on innovation,
- ▷ Strong culture and capability for innovation
- ▷ **Leveraging external networks and resources**
- ▷ Implementing **various innovation activities and platforms in different domains and stages**
- ▷ Continuous evaluation/monitoring



BYD

Innovation culture

- ▷ A passion for technology & **excellence**, people pursue continuous innovation
- ▷ A spirit of entrepreneurship and experimentation: take risks, try new things, learn from failures
- ▷ A sense of ownership and responsibility: people make decisions, solve problems, take initiatives
- ▷ A culture of collaboration and communication

Training and innovation

- ▷ Incentive and recognition program
- ▷ Creating a conducive work environment
- ▷ Organising various events and activities to showcase innovation, get feedback, celebrate success

Open Innovation - networks

AliBaba

- ▷ Gecommitteerd aan innovatie
- ▷ Experimenteer, neem risico
- ▷ Pursue new ideas as individual
- ▷ Empowering individuals: geef ze de middelen om succes te boeken
- ▷ Top talent aantrekken
- ▷ Samenwerken
- ▷ Groei focus
- ▷ Waardegedreven: klant, sociale verantwoordelijkheid, vernieuw



AliBaba

- ▷ Klein is mooi
- ▷ Blijf agile en humble
- ▷ Mens wees creatief en neem eigenaarschap, autonomie en accountability



Ali Baba

▷ Do what is necessary



Next Gen Innovators

Roman Beranek - Projektil, a dynamic visual arts collective in which design, technology and communication effortlessly coalesce into something both mind-bending and beautiful.

- ▷ Innovation is freedom of creativity.
- ▷ Understanding the actual possibilities of what you're able to do
- ▷ Adapt very fast, the rate of technology is faster and faster
- ▷ Create something exciting when you combine the old and the new stuff in the right way
- ▷ The merging of technologies!

- <https://projektilart.com/>



Next Gen Innovators

Dennis Crowley – Foursquare, a location-based mobile service that uses game mechanics to encourage users to explore cities

- ▷ taking the ideas that you have in your head and finding a way to make it reality
- ▷ feel like having an idea and running into a wall, reinventing it and running into a wall, then reinventing it again, is what innovation is.
- ▷ Cycles of innovation are much faster. And, they are everywhere.
- ▷ It's like you are in a roller coaster and you go down the big dip and put your hands in the air. At a certain point you have to let go.



Next Gen Innovators



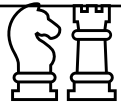
Sara Öhrvall – Bonnier

- ▷ Innovation means re-booting your brain. Redefine the truth about things you know. It is an attitude.
- ▷ Today innovation is also about why you do it
- ▷ We tap on discussions that are going on

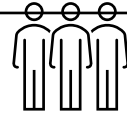
Creativity is most
powerful if it has a
purpose

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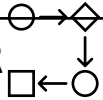
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