



TTM associates

insight that moves

Wednesday 6th April 2016

With Dr Magdi Ismail



“Innovation & Entrepreneurial Leadership”

Webinar will begin shortly



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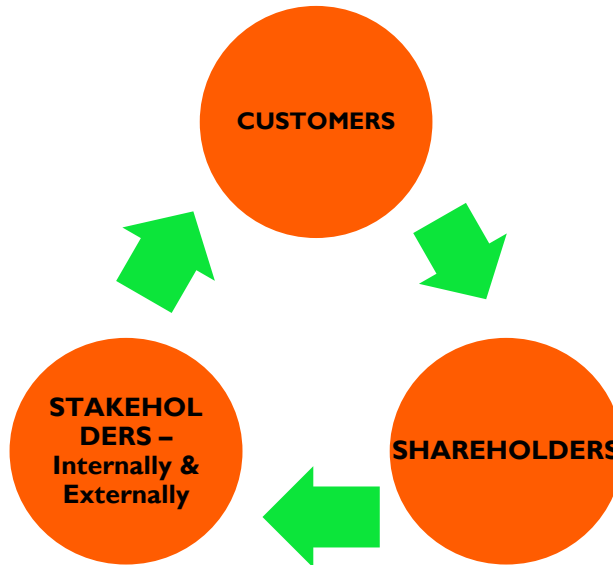
Webinar Outline

- Innovative leadership - why bother?
- Innovation, creativity, entrepreneur - what is the difference?
- Examples of creativity & innovation that made a difference in people's lives.
- What are innovative entrepreneurial leaders' behaviours all about?
- Methodologies of TTM associates to build these skills and behaviours.

Innovation: The Business Case?

What ever idea one may generate, or a process put in place to innovate, at the end of the day it has to **CREATE and LEVERAGE the TOTAL Customer Value** compared to any other offerings in the market

Innovative ideas have got to be embraced by the vast majority of stakeholders involved in implementing it! The difference between being Innovative (Finding the idea) and being Creative (implementing the idea) is how will you carry the rest of stakeholders to follow you and apply what you think is creative into actions. Many ideas die because the owner of the idea has not managed to influence the rest of the organisation to follow it – This is the process needed to apply, the influencing skills needed to get the buy in.



Innovative ideas have got to be accepted by the shareholders and have a meaningful objective – This is more than often to generate revenues & profitability – In few occasions it has its social impact



What is Innovation?

"The enterprise that does not
innovate
inevitably ages and declines.
And in a period of rapid
change such as the present..
the decline will be fast."
-Peter F. Drucker

“**INNOVATION** comes
from people meeting up in
the hallways or calling each
other at 10:30 at night with a
new idea, or because they
realized something that
shoots holes in how we've
been thinking about a
problem “

-Steve Jobs

The term **Innovation** may refer to both the **RADICAL** and the **INCREMENTAL** changes to products, or services. The Unspoken goal of innovation is to solve a problem (problem for customers or end users of the product or the service) – This is why innovation is an important topic in nowadays business, economics. Technology and engineering. (Wikipedia)

What is Creativity?

Creativity on the other hand is the process of **CREATING** a product or a service solution that delivers significant new **CUSTOMER VALUE**.

This process begins with the identification of the customers and market and includes the selection and prioritisation of opportunities and ends with the creation of an innovative product or service

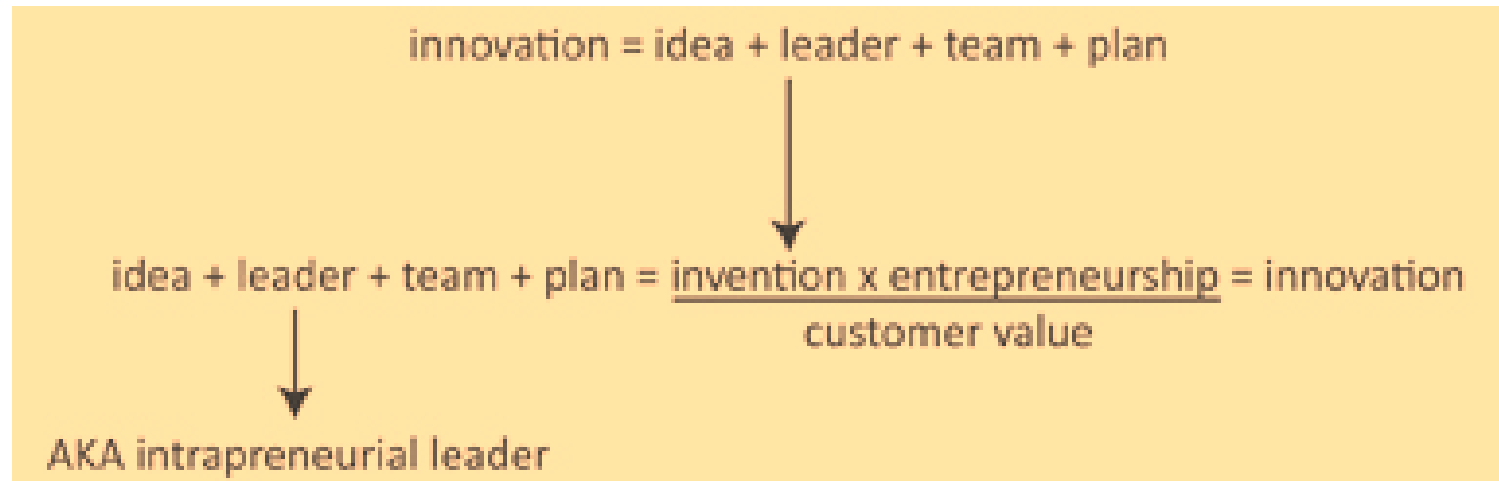
(Maciej Solsfki, Innovation CC)

Have a Look at Solar Bulbs and how Observation of an old Villager Made a Difference to Millions of people

<https://www.facebook.com/video.php?v=610985005697889>



What is Innovative Entrepreneurial Leadership?



An entrepreneur is someone who creates something new or different, transmuting or changing values, shifting resources from low to high productivity (Drucker 1985).

Correspondingly, innovation is, “driven by the ability to see connections, to spot opportunities and to take advantage of them” (Tidd et al. 2005, L 165). Innovation can range from **incremental** through to **radical** product, process, position or paradigm change and is about reshaping the status quo to create value (Tidd et al. 2005). One is an innovator if they, through entrepreneurial activities, have found utility for their invention in a market (Lafley & Charan 2008, p 25) with Drucker (1985, p 36) stating that innovation is the knowledge base of entrepreneurship.

Source: Adapted from Govindarajan & Trimble (2010, L 439), Kim & Mauborgne (2005) and Pinchot & Pellman (1999)

So, What's The Difference?

INNOVATE

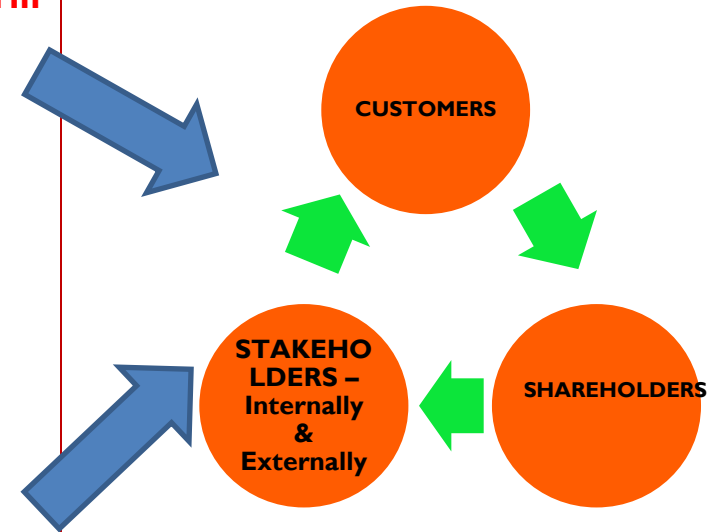
Inventing new things from scratch

CREATE

Pulling all resources, processes & mobilizing people to believe in your innovative ideas..

ENTREPRENEURSHIP

Innovating & creating value

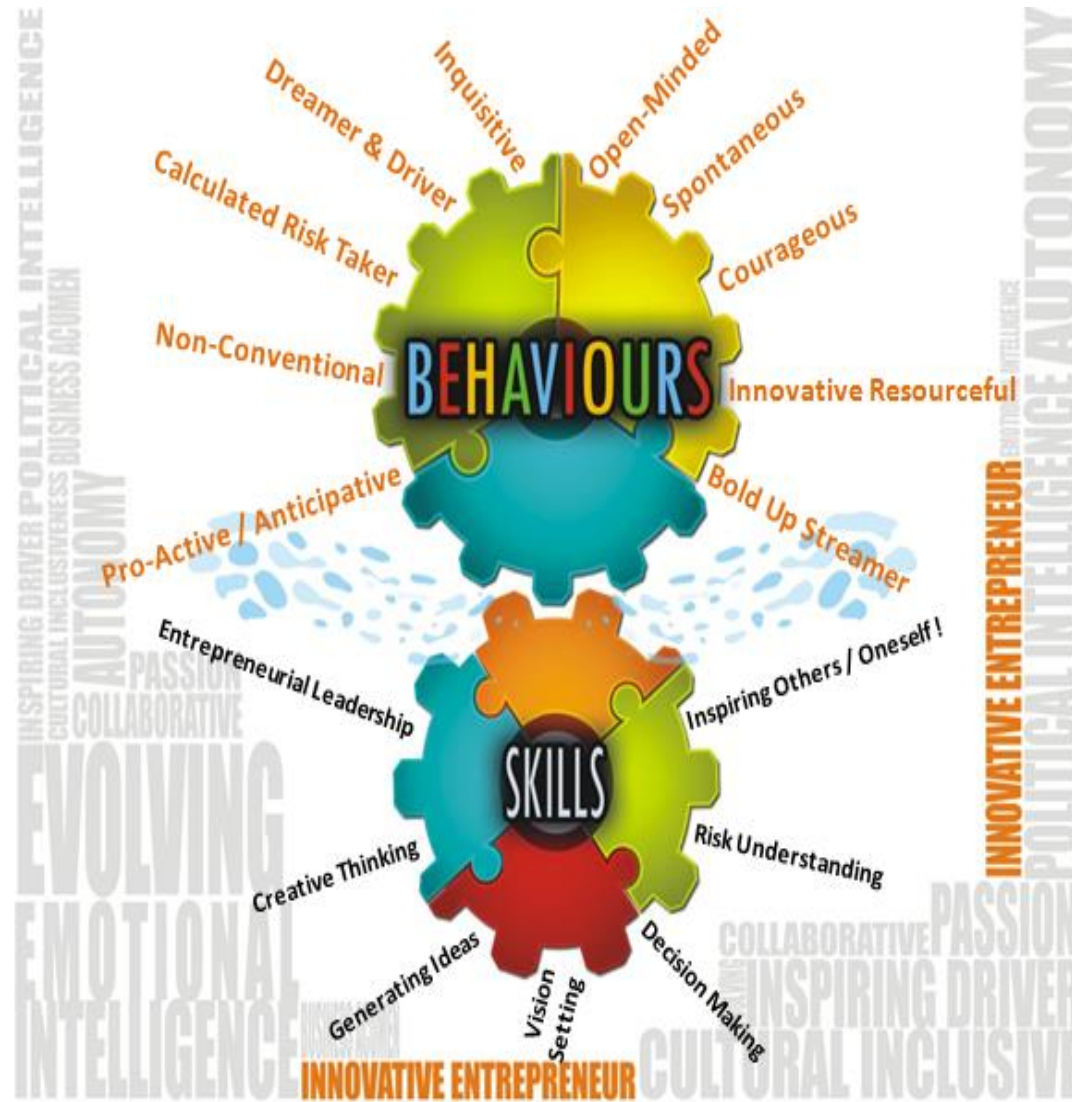


Innovative Leaders – Skills and Behaviours



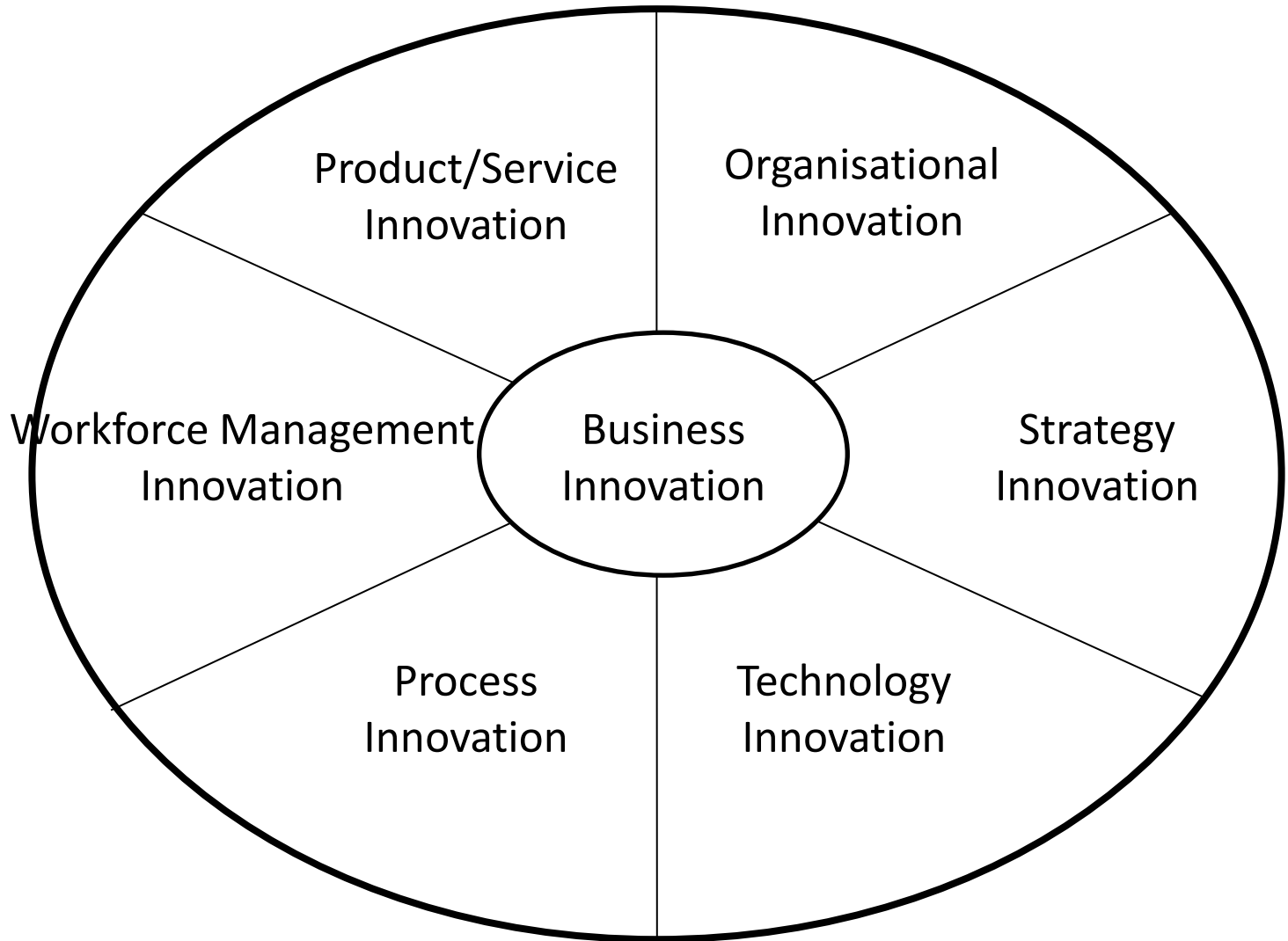
What Are Innovative Entrepreneurial Leadership Skills All About?

INNOVATION & ENTREPRENEURIAL LEADERSHIP



TTM associates – Innovative Entrepreneurial Leadership Skills & Behaviour Model ©

How to Approach Innovation



Source: Vadim Kotelnikov



Creating Total Value For All Stakeholders

THE VALIDATING PART

DEFINING THE BOUNDARIES and THE BARRIERS that MIGHT HINDER OUR INNOVATION BEING SEEN BY OTHER STAKEHOLDERS. MANY INNOVATION FAILS AT THIS POINT..

VALIDATING IDEAS, CALCULATING RISKS, SOLVING PROBLEMS CREATIVELY

THE INNOVATIVE IDEA

Defining WHAT SUCCESS & INNOVATIVE IDEA LOOKS LIKE - Whether this Idea is inspired by the CUSTOMERS, THE INTERNAL PROCESSES, THE SHAREHOLDERS or NEW TECHNOLOGICAL ADVANCEMENT

THIS IS THE INSPIRING PART OF THE INNOVATION PART.. COURAGEOUS, RISK TAKING & ADVENTEROUS

THE IDEA PROCESSING & IMPLEMENTATION

DEFINING STEPS, MILESTONES, IMPACT, CAUSAL EFFECT, CONTINGENCIES & COMPENSATION of DEFECTS DURING EXECUTION..

MEASURING & CONTROL PART OF THE INNOVATION.. ALERT, NEAT, DETAILS, CHECK, ACT and CONTROL...

THE SUPPORTING CHANGE PART

HERE LEADERS will NEED TO SUPPORT THE The PEOPLE, & The INDIVIDUALS to Cope with the NEW INNOVATION

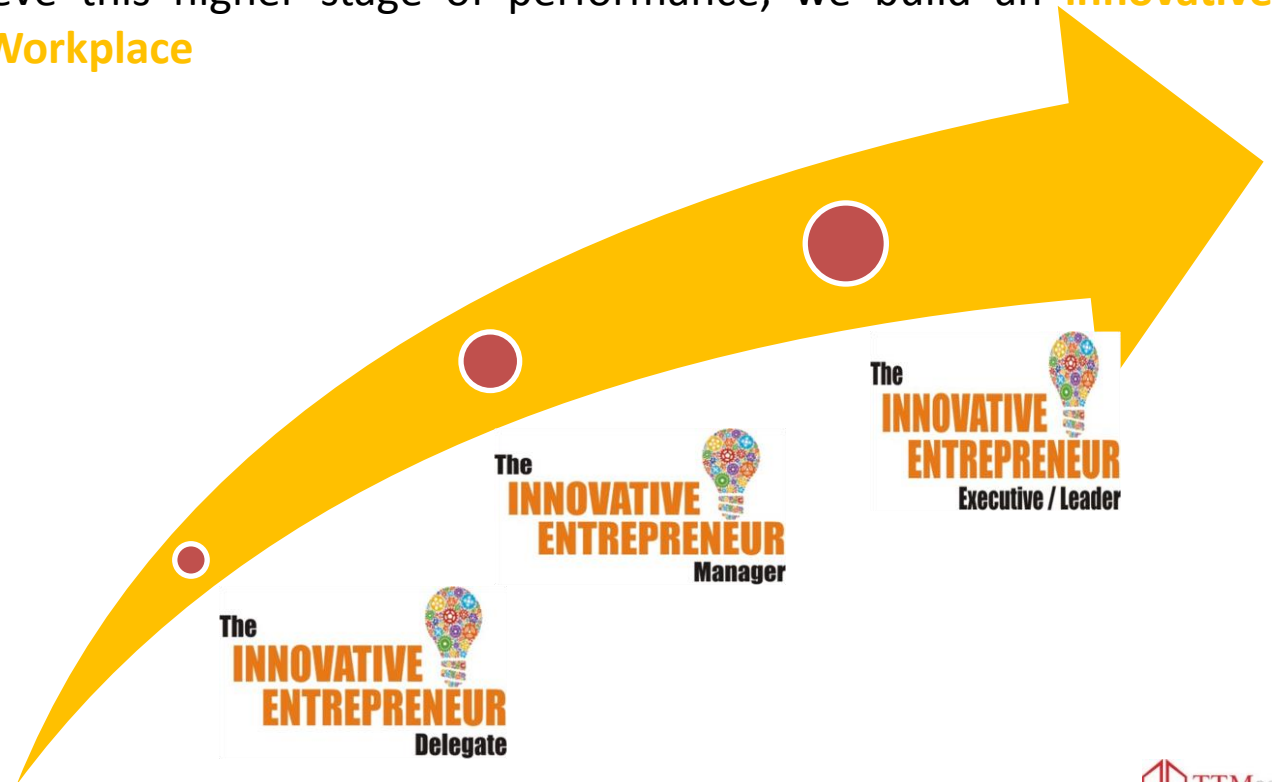
COMMUNICATING, COLLABORATING, CARING, COACHING, CELEBRATING SUCCESSES & REWARDING INNOVATION BEHAVIOURS DURING IMPLEMENTATION PHASE

TTM associates Methodology

At TTM associates, we believe that **innovative entrepreneurial leadership** establishes the values that underpin the core mission and vision of the organization.

This leadership competency is one of the driving forces that transforms vision into actions!

In order to achieve this higher stage of performance, we build an **innovative entrepreneurial Workplace**



Embedding INNOVATION Per Org. Layers

The Innovation process will be rolled out at various levels of the organization; Please see the chart below:

	INNOVATION	VALUE	INFLUENCE
EXECUTIVE Directors & leaders	Tackling radical innovation. Learn to spot valuable creative ideas and follow through to reach innovation	Leveraging the Value triangle and keeping the balance between risk and reward	Manage change and inspire people to embrace innovation
Mangers & Managers of Managers	Find creative ways to deploy Innovative projects and achieve result	Ensuring that internal and external stakeholders benefit from the value of Innovation	Influence and Motivate their own team members to drive innovation
Professional delegates & Executives	Making creativity and innovation an integral part of the way they operate on a daily basis	Delivering the value to internal and external customer while preserving the integrity of the innovation	Embracing and actively participating in the innovation culture

**Innovation is achieved in a matrix where by creativity run top down,
bottom up and across YOUR ORGANISATION**

Innovation Cases

HSBC

Sharia-compliant banking, green banking, self-service banking in branches and borderless banking - To improve customer experience, meet demands of new markets while reducing costs and environmental impacts.

Clarks

Development and introduction of 3D foot scanning technology to replace existing foot measurement equipment at the end of its useful life, to reduce costs and determination to create a leading retail experience.

Fujitsu

Moving from technological solutions to business-based outcome services company culture and strategy with foresight - searching for trends and tipping points, to reduce costs, requests for innovation from clients, to differentiate themselves from the competition.

KPMG

Developing a new internal innovation framework incorporating skills, behaviour and process to help them keep ahead of a rapidly changing business environment where some traditional services have become commoditized and clients are more demanding.

Nike

Unique brand experience from social networking to a service allowing customers to design their own footwear process of mass customization. Company culture, which promotes innovation as one of four core values to create a brand that enhances the customer experience and grows Nike's market-leading position.

GoCycle Electric Bike

Think your town is too hilly -- and your legs too weak -- for biking? Karbon Kinetics solves these problems with the lightweight, foldable GoCycle electric bike. The 18-month-old U.K.-based company has racked up awards for the bike, which has a range of 20 miles and recharges in three hours.

Apple

Apple didn't invent the touch screen. But its made vastly more money than anyone else on it by focusing on how people use it, and being better than anyone else at delivering that experience.

Samsung

Samsung wouldn't have jumped 5 spots in 3 years on the ranking of the world's most innovative companies delivering bad copies of an [iPhone](#). It creates compelling new versions of products, times them well, and adds to them. Pulling that off is an innovative and difficult strategy in its own right.

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