



ASA

**Innovate is a Verb**  
**Scott Andersen**

# What does it mean to be an innovator

- I innovate
- We innovate
- We innovated
- I innovated
- But nothing changed

Why is it a problem?



Both sides have to listen



# So?

- Which is better?
  - Being told something won't work
  - Learning something won't work
  - Collaborating on reasons why something didn't work and fixing it?

# The questions

- Has this been tried before?
  - Who tried? Can we talk to them?
  - What went wrong?
  - What went RIGHT!
- Has part of this been tried before?
  - Who tried? Can we talk to them?
  - What went wrong?
  - What went right?

# The mantra

- Its OK to fail
- Its OK to ask if its been done before
- Its OK to do something that failed before, again differently

It is OK to fail!!!!





In fact its ok to continue to fail!!!!



# Let's define what innovations are. . .

| Capability  | Replaced by                              |
|---|--|
| Dark Room   | Digital Camera                           |
| Clay and Ceramic modeling                                 | 3d printers                              |
| Flatbed Scanners  | Cellular Phones                          |
| Planning, hosting and managing a physical conference room | Anytime, anywhere video conference rooms |
| Symposiums and conferences devoted to innovation          | Innovation communities on the Internet.  |

■ Change over time. . .

■ Change over no time.

■ Change

■ Something new

■ Reworking something old

■ Something better

# John Boyd's OODA Loop as a Starting

## The OODA "Loop" Sketch



### Insights:

Note how orientation shapes observation, shapes decision, shapes action, and, in turn, is shaped by the feedback and other phenomena coming into our sensing or observation window.

Also note how the entire "loop" (not just orientation) is an ongoing many-sided implicit cross-referencing process of projection, empathy, correlation, and rejection.

## ■ Ozymandias

■ *I met a traveller from an antique land  
Who said: "Two vast and trunkless legs of stone  
Stand in the desert. Near them on the sand,  
Half sunk, a shattered visage lies, whose frown  
And wrinkled lip and sneer of cold command  
Tell that its sculptor well those passions read  
Which yet survive, stamped on these lifeless  
things,  
The hand that mocked them and the heart that  
fed.  
And on the pedestal these words appear:  
'My name is Ozymandias, King of Kings:  
Look on my works, ye mighty, and despair!  
Nothing beside remains. Round the decay  
Of that colossal wreck, boundless and bare,  
The lone and level sands stretch far away".*

■ Ozymandias a poem by Percy Blythe Shelley

## Innovation doesn't wait

Innovators don't stand around wondering  
if the statue they see connects to more.

They charge ahead!

■ **Andersen's law of innovation:** *The rate of innovation remains constant until there is a change in pressure applied or capabilities available.*

- *Corollary 1: The trail blazed by innovators isn't always easy.*
- *Corollary 2: The rate of innovation adaptation can impact the rate of new innovation significantly.*
- *Corollary 3: The commitments to failure impact the rate and type of innovations.*
- *Corollary 4: If the starting point for innovation is moved upward the rate of innovation will increase dramatically.*
- *Corollary 5: The stickiness of an innovation is proportional to the severity of the problem solved.*
- *Corollary 6: When innovation is about manufacturing capability those with deep pockets win.*
- *Corollary 7: The rate of technology adoption can remove change the rate of innovation faster than anything else.*
- *Corollary 8: Actions drive ideas as much as funding. Ideas are innovations in the pupa stage.*
- *Corollary 9: Knowing it has been done shortens the time from idea to reality.*

## My law of innovations

Sometimes the hardest part of change is realizing you missed the train.

- Failure = stop
- Failure = store idea and stop
- Failure = try things differently
- Failure = try again
- Failure = keep trying ad infinitum

## Why do organizations struggle with innovation?

Option 1 failure - stop

## ■ Kickstarter:

■ [Http://www.kickstarter.com](http://www.kickstarter.com)

■ Fixed campaign length and the only way for the campaign to be funded is to meet their original campaign goal. (if you ask for 50,000 dollars and raise 49,999 you don't get the money and have to start over.

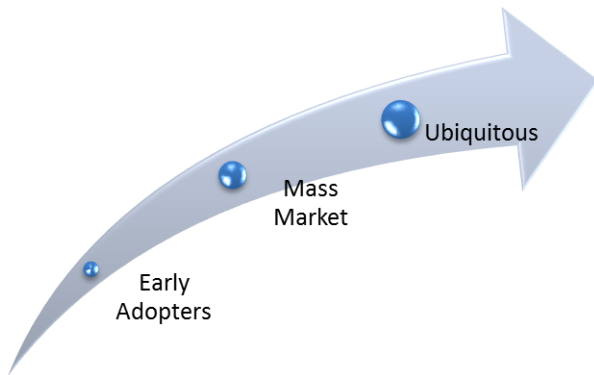
## ■ Indiegogo:

■ [Http://www.indiegogo.com](http://www.indiegogo.com)

■ Fixed campaign lengths but there are two ways for your innovation to get funded. The first is just like Kickstarter (fixed) and if you reach your goal you get your money. The second option is a flexible funding model where no matter how much you raise you get the money. The second is the greatest risk for crowd funders and often reduces your potential earnings. A number of campaigns have used this for their second run campaigns (first campaign was funded and they start a second one with flexible funding).

## Innovation engines

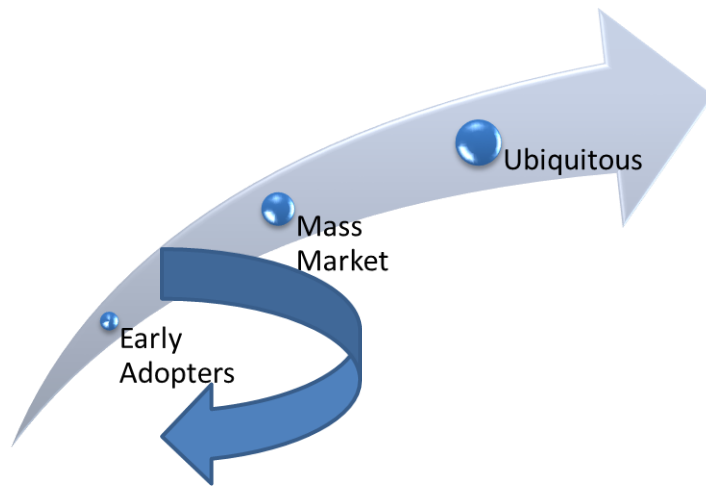
The new world isn't R&D and then release, it is crowfund!



## Ubiquitous is the goal

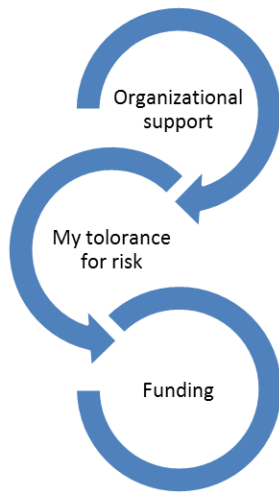
Why doesn't everyone get there?





## When innovations get stuck

Never make it past the early adopters stage and then either reappear or disappear.



## Innovation cycle

If you crowdfund, you have organizational support.

If you are willing to take on risk, crowdfunding works.

If you fail; to reach your goal do you come back?



## What can we do to innovate?

Organizational innovation is harder than personal innovation.

Be fair, be honest and be aware.

If you can share the risk, share the risk.

Things that are puzzling?  
wondering?

■ Questions?