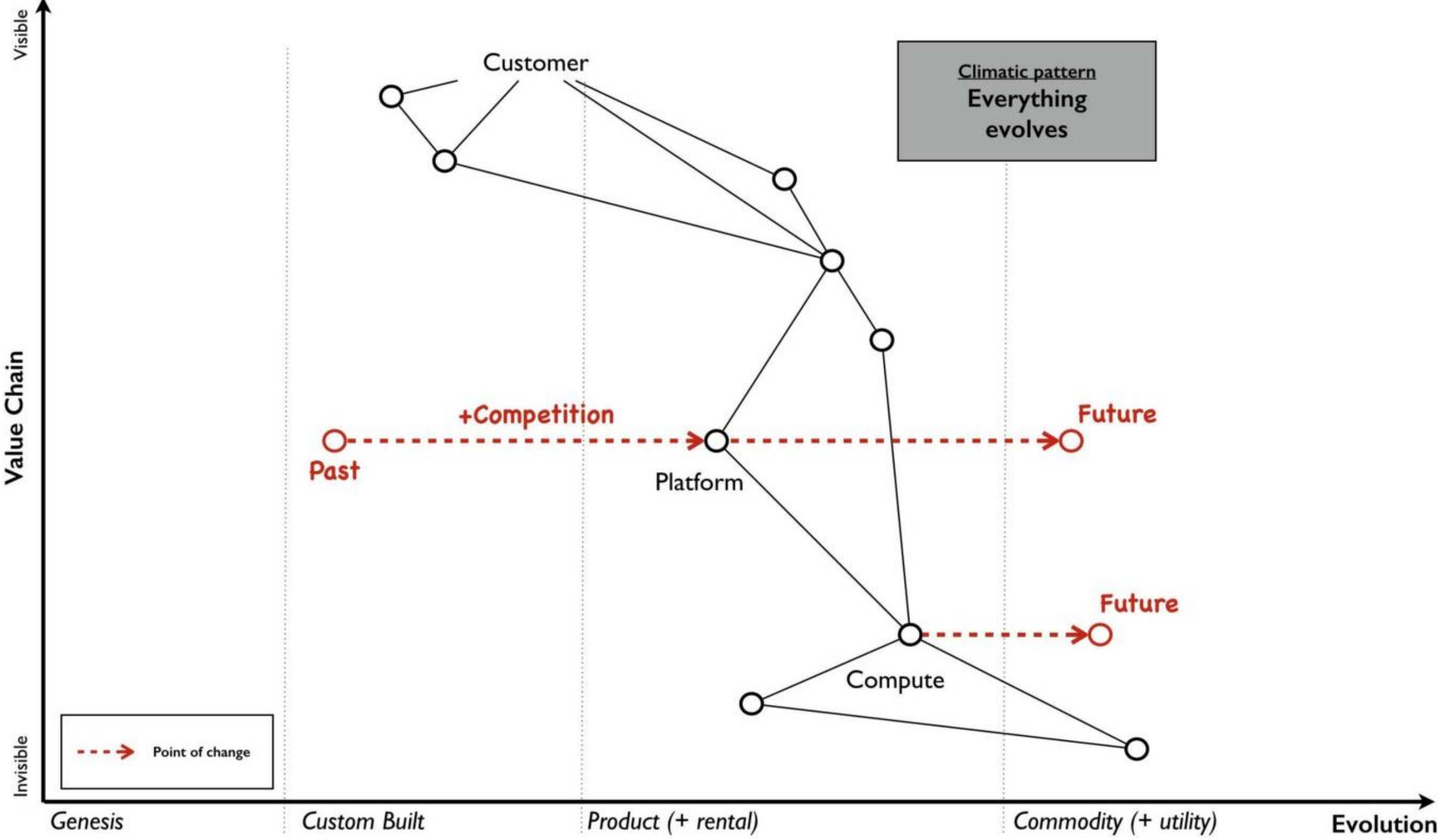


# Innovation

**Georgi Swanepoel**  
Manager, Solution Consulting

Over time all components of a complex system move towards becoming a commodity



It's becoming harder for companies to find a sustainable competitive advantage.



**Key point:**

**Owning a mature innovation  
capability enhances your  
competitive advantage**

*Innovation is  
not invention*

# Innovation is the creation of a viable new offering

*Innovations  
have to earn  
their keep*

*Very little is new  
in innovation*

*Think beyond  
products*

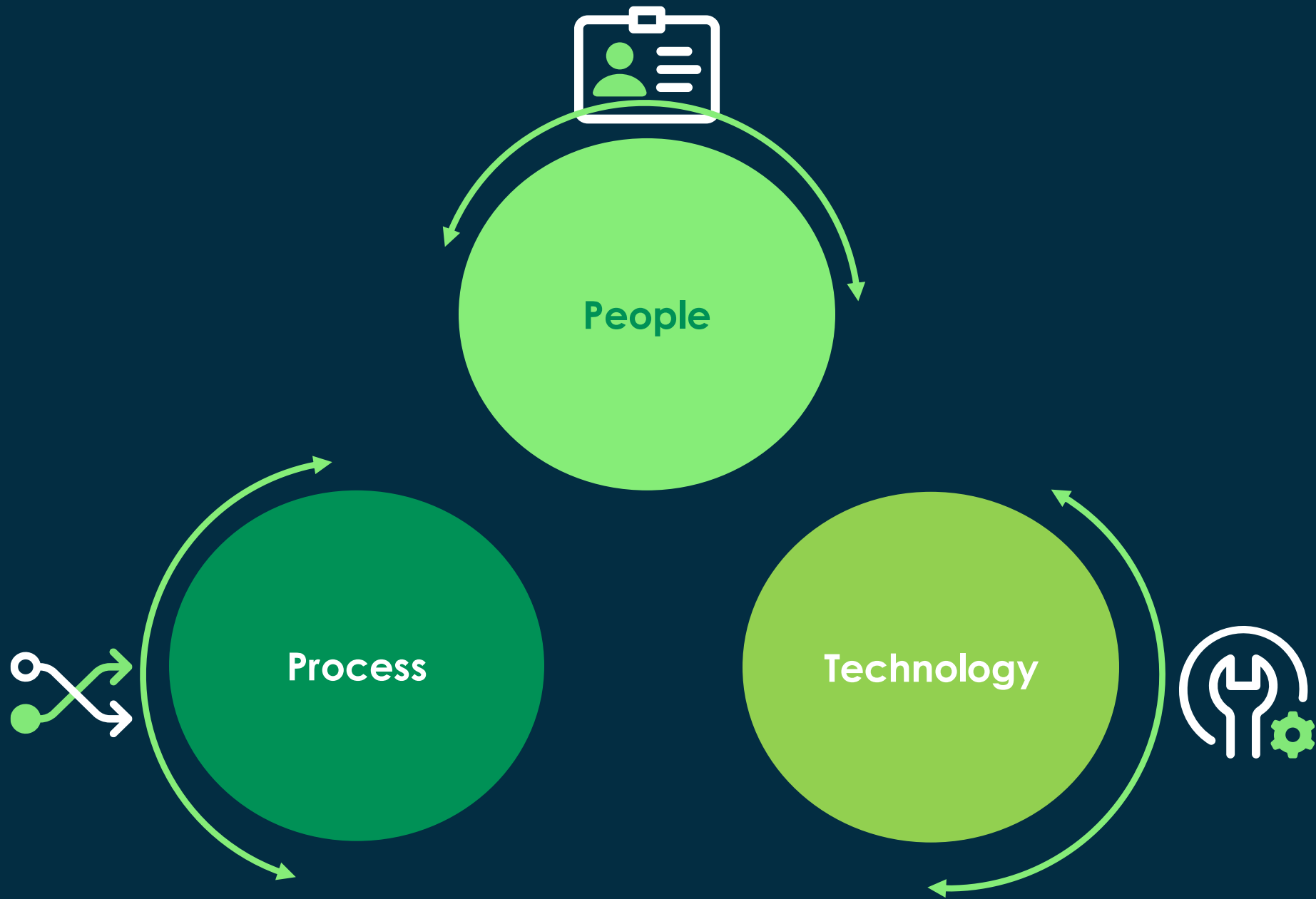


# STORY TIME

"There is no better experience than giving someone a piece of technology that lets them do something they never thought they could do."

-Fred Luddy







# Innovation: The Culture

- Tolerance for failure **but** no tolerance for incompetence
- Willingness to experiment **but** highly disciplined
- Psychologically safe **but** brutally candid
- Collaboration **but** with individual accountability
- Flat **but** strong leadership

<https://hbr.org/2019/01/the-hard-truth-about-innovative-cultures>

**In summary:**

**Innovation is not invention**

**It is a business capability that can be observed, measured and improved**

**People, Process, Tools & Culture**

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Thank you

