The world is changing!

Intrapreneur = Inside Entrepreneur
“Intrapreneurs recognise corporate innovation opportunities and rally the resources to go after them”

Companies encouraging Intrapreneurship

Apple, 3M, Intel, Atlassian, Google, Virgin
Quotable Quote

“Virgin could never have grown into the group of more than 200 companies it is now, were it not for a steady stream of intrapreneurs who looked for and developed opportunities, often leading efforts that went against the grain.”

– Sir Richard Branson

UNSW Collaborative Innovation

Opportunity hunting
Active listening
Observation
A day in the life of a customer

Focus statement
Define boundaries and scope
What will success look like?

Creative thinking
Individuals and teams
Define validation tests
Shortlist ideas

Test assumptions
Validates with customers and end users
Scope R&D project

Scale up and capture value
Impact happens here!

Conduct research and development
Address core research questions

Implement

Empathise

Define

Ideate

Prototype

Test
Empathise

- The Unexpected
- The Existing
- Incongruity
- Industry Change
- Demographic Shifts
- Altered Perceptions
- New Knowledge

Systematic search for innovation opportunities

Challenge the Status Quo

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UNSW Collaborative Innovation

Empathise
Define
Ideate
Prototype
Test
Implement
How can the tracks be made safer for trains to ride on?
How can the wheels be made to stay on the track more securely?

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Define validation tests
Spotlight ideas

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Scope R&D project

www.innovate.unsw.edu.au
Ideation

“If you always do what you always did
You will always get what you always got”
Definitions

“Creativity means not copying”

- Jacques Maximin – French Chef

This quote famously inspired Ferran Adria to become one of the most innovative chefs in the world. Adria runs El Bulli, arguably the best restaurant in the world.

Where do you have your best ideas?

A: Work  B: Shower/Bed  C: Home office  D: Don’t have any
... because your Mind Wanders off the beaten path

How do we think?

~80 Billion
Your brain ...

Potential solutions

Logical Solution

A network of networks

Sign here
Why we need patterns of thinking

Imagine …

• 11 items of clothing

• **39,916,800 combinations!**

• **462 days** at one per second!

- Edward de Bono
Your brain ...

Potential solutions

Innovative Solution

Logical Solution

A network of networks

Creative Thinking Activity

Summary

- Be “en-garde” for opportunities
- **Carefully** define the problem/opportunity
- Anyone can learn to think creatively *again*
  - Use formal brainstorming and creative thinking sessions
- Practice, practice, practice
- Have FUN!

**Take Time To Think – T4**
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