New-World Innovation Rules

Darrell Mann

RDI Hub Pivot Series Webinar, 25 June 2020
We Saw This Coming

“som w h b w 2000-2005 there will be an event that will change the mood of society d ig g h C isis P i od”

“ov h p i od 2020-2025 h C isis wi ch i s c im x”
We Saw This Coming II

“...in the Crisis Period, many of Society’s issues will begin to wobble ...

...of these, Domino Effect will cause others to follow”
There Are Always Winners In A Crisis

Crisis Periods spark enormous amounts of innovation.

Successful innovation attempts during the Crisis will reap tremendous rewards in the following Period of Stability.
98% of QFD-sparked innovation attempts fail
98% of Lean-sparked innovation attempts fail
98% of 6Sigma-sparked innovation attempts fail
98% of Design-Thinking innovation attempts fail
98% of JTBD-sparked innovation attempts fail
98% of OBI-sparked innovation attempts fail
98% of WOIS-sparked innovation attempts fail
98% of Blue-Ocean innovation attempts fail
98% of K-T-sparked innovation attempts fail
98% of Agile-sparked innovation attempts fail
98% of Scrum-sparked innovation attempts fail
99.5% of Open Innovation attempts fail
There Are Always Winners In A Crisis II

Disaster Cycle:

- **Phase 1: Pre-Disaster**
  - Emotional Highs
  - Warning
  - Threat

- **Phase 2: Impact**
  - Inventory
  - Trigger Events

- **Phase 3: Heroic**
  - Community Cohesion
  - Honeymoon

- **Phase 4: Disillusionment**
  - Up to One Year
  - Anniversary Reactions
  - Working Through Grief

- **Phase 5: Reconstruction**
  - A New Beginning
  - Coming to Terms

- **Phase 6: Consolidation**
  - Setback

**Keys:**
- EXPEDIENT INVENTION
- CONTRADICTION-SOLVING INNOVATION
- CONSOLIDATION INNOVATION

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What Did The 2% Do?

Innovation Capability Maturity Model: An Introduction

Darrell Mann

22 years. 11 million case studies. 38 years of innovation battle scars.

Trademark of the hero's (start-up) journey

growing smes & micro-businesses from start to sustainable success

Darrell Mann

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Most people overestimate what they can do in one year and underestimate what they can do in ten years.

— Bill Gates —
stuff we’d like to improve

STRIKE

STRUGGLE

STUCK

time
First Principles
Think Of A Film…
COLLECTED WORKS

JOSEPH CAMPBELL®

THE HERO WITH A THOUSAND FACES

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Ordinary World

Call To Adventure

Meeting The Mentor

Refusal Of The Call

Crossing The Threshold

Tests, Allies And Enemies

Approach The Inmost Cave

The Ordeal

Reward

Road Back

Return With Elixir

Death & Resurrection

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Meeting The Mentor
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Return With Elixir
Resurrection
Road Back

Invasion of Poland, Sep 1939
Pearl Harbour, Dec 1941
Hiroshima & Nagasaki, Aug 1945
Covid-19, Jan-Mar 2020
TBD 2024-5

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Special World

Approach The Inmost Cave

The Ordeal

Reward
Optimisation versus Innovation Mindset

**Ordinary World: Optimisation**
- Everything’s working
- Feels good
- Clear rules
- Clear Direction (‘Progress’)  
- Knowledge exists
- Routine
- Measurable/KPIs/ROI
- Manage-able
- Controllable

94%

**Special World: Innovation**
- Nothing seems to work
- Uncomfortable/horrible
- Confusion
- Find ‘new rules’
- Challenge assumptions
- Knowledge has to be found
- Creativity
- Not measurable
- Not manage-able
- ‘Out of control’

6%
The Ordeal

Contradiction Matrix
6Cs Of Start-Up Success

The Right Solution:

Compass

Contradiction
6Cs Of Start-Up Success

The Right Context:

- Complexity
- Compass
- Contradiction
6Cs Of Start-Up Success

The Right Execution:

Complexity
Compass
Contradiction
Community
6Cs Of Start-Up Success

The X Factor:

- Complexity
- Compass
- Contradiction
- Community
- Charisma
6Cs Of Start-Up Success

The Learning Loops:
- Complexity
- Compass
- Contradiction
- Community
- Charisma
- Calibration
6Cs Of Start-Up Success

Complexity
The Hero’s Journey

System

Ordinary World

Crossing The Threshold

Disintegration Line

Ashby Line

AntiFragile Line

External Environment

SIMPLE

COMPLICATED

COMPLEX

CHAOTIC

The Inmost Cave

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<table>
<thead>
<tr>
<th>Always Win</th>
<th>Likely Winners In This Crisis Period</th>
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</thead>
<tbody>
<tr>
<td>Food &amp; Essentials</td>
<td>(Low End) AI</td>
</tr>
<tr>
<td>Local/Community</td>
<td>Education Disruptors</td>
</tr>
<tr>
<td>Low-Cost Alternatives</td>
<td>Healthcare Disruptors</td>
</tr>
<tr>
<td>Security</td>
<td>(Community) Finance</td>
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<tr>
<td>Little Luxuries</td>
<td>(Local) Tourism</td>
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<tr>
<td>Banks</td>
<td>Older Consumers</td>
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<td></td>
<td>Sustainability</td>
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Thanks