

INNOVATION CULTURE AND COMPETENCES

WEBINAR – APRIL 21ST 2022



THE **FOURTH** IN A NEW SERIES FOR 2022

WEBINAR ONE // JANUARY 27
INNOVATION STRATEGY

WEBINAR TWO // FEBRUARY 17
PORTFOLIO MANAGEMENT

WEBINAR THREE // MARCH 17
ORGANIZATION OF INNOVATION

WEBINAR FOUR // APRIL 21
INNOVATION CULTURE AND COMPETENCES

* WATCH OUR OTHER WEBINARS ON OUR WEBSITE:
<https://www.revelx.co/previous-webinars/>



BEST-IN-CLASS INNOVATORS

- ✓ **Have a well-defined innovation strategy & roadmap**
- ✓ **Manage their innovation portfolio professionally**
- ✓ **Embed innovation in their organization**
- ✓ **Continuously develop their innovation competence, culture and leadership**



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

<https://www.linkedin.com/in/marc-douma-revelx/>

<https://www.linkedin.com/in/matthijsrosman/>



IN TODAY'S WEBINAR

1

**The importance
of innovation
competences
and culture**

2

**The role of
leadership**

3

**The DARE
mindset**

4

**Innovation
culture**

5

**Innovation skills
and
competences**



THE IMPORTANCE OF INNOVATION **CULTURE** & **COMPETENCES**

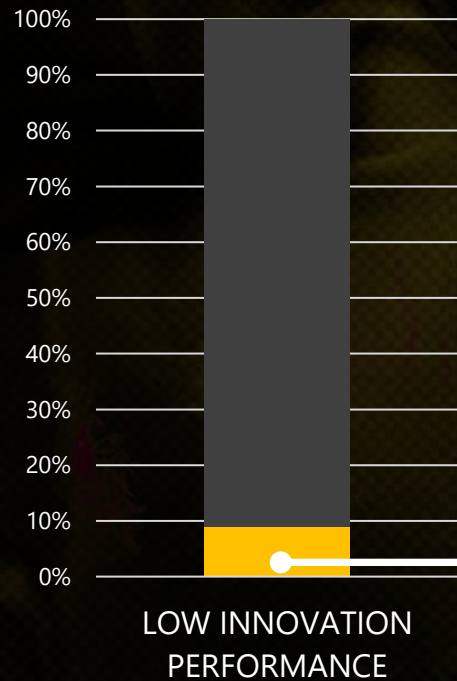
THE 'SOFT' ELEMENTS THAT
ARE HARDEST TO DEVELOP



WHY BOTHER ...
WITH INNOVATION
CULTURE
AND COMPETENCES?



WHY BOTHER WITH COMPETENCES

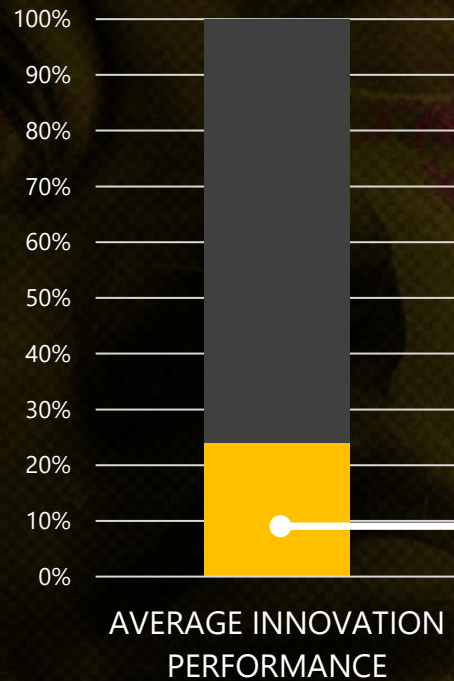
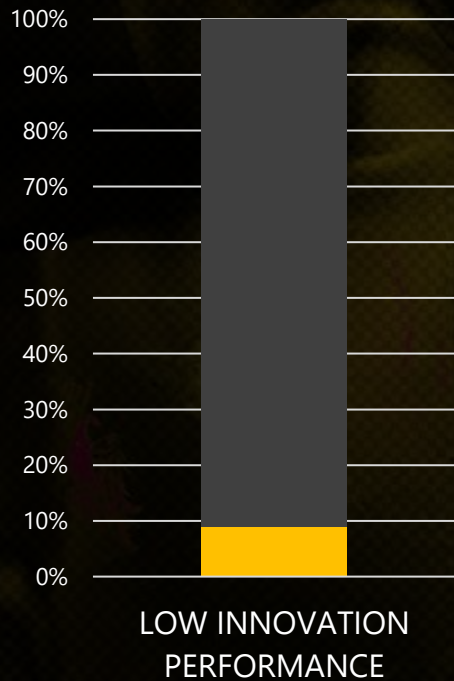


9%
OF THE
LOW PERFORMERS
RATES HIGH ON SKILLS
AND COMPETENCES

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER WITH COMPETENCES

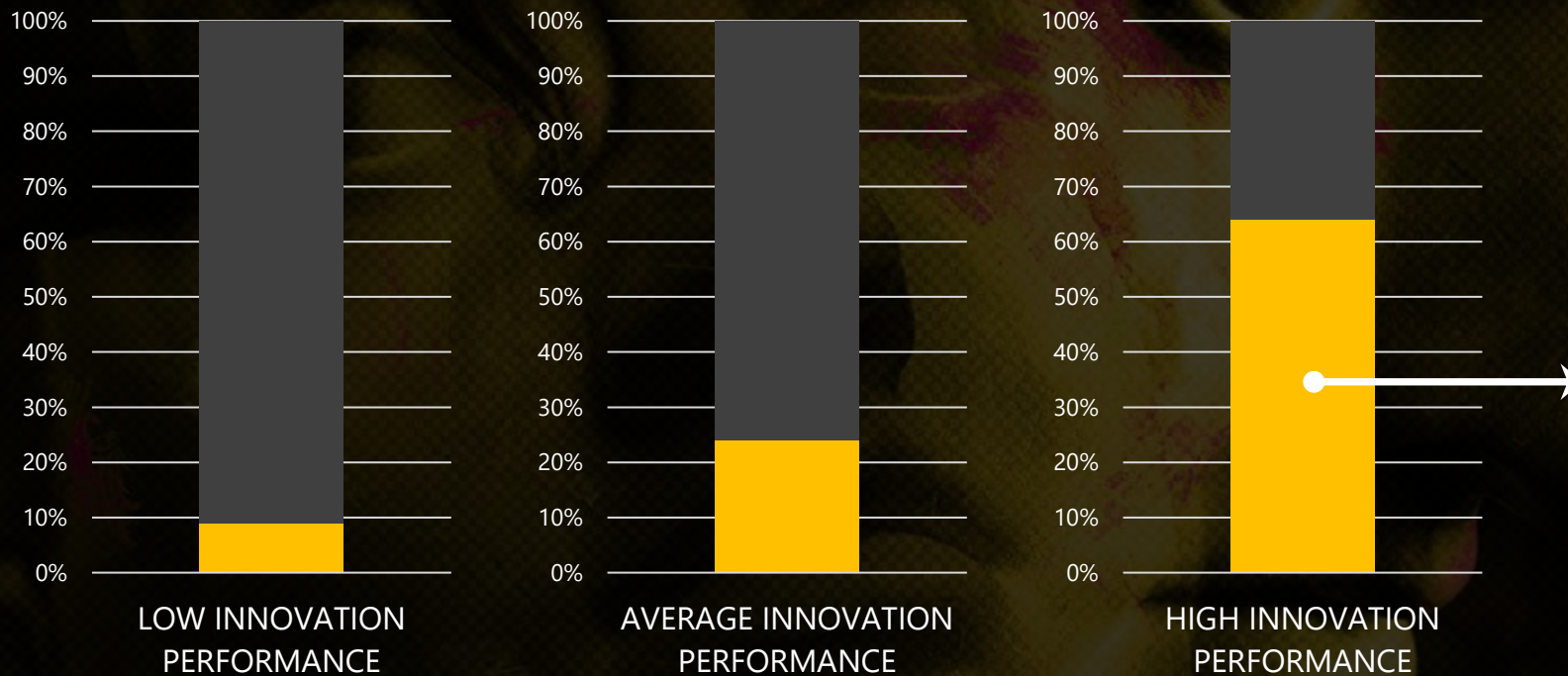


24%
OF THE
AVERAGE
PERFORMERS
RATES HIGH ON
SKILLS AND
COMPETENCES

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER WITH COMPETENCES

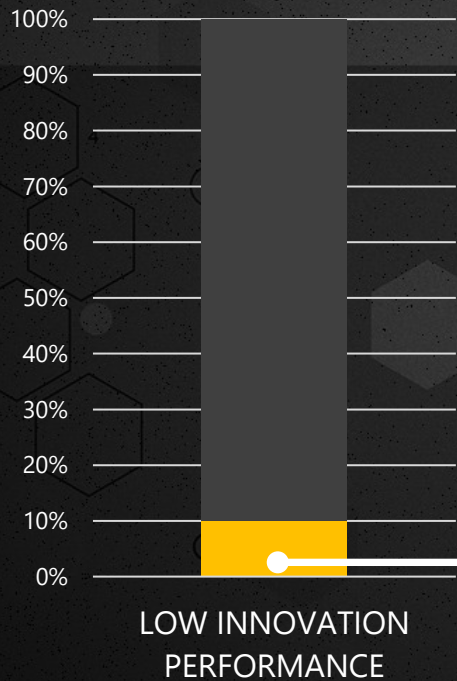


64%
**OF THE
HIGH PERFORMERS
RATES HIGH ON
SKILLS AND
COMPETENCES**

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER WITH INNOVATION CULTURE

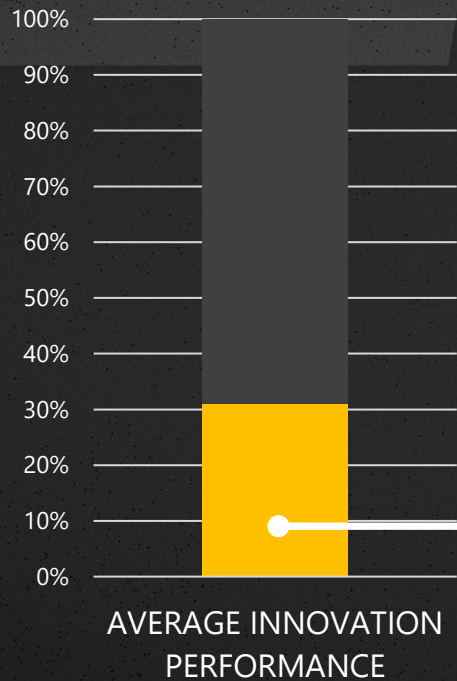
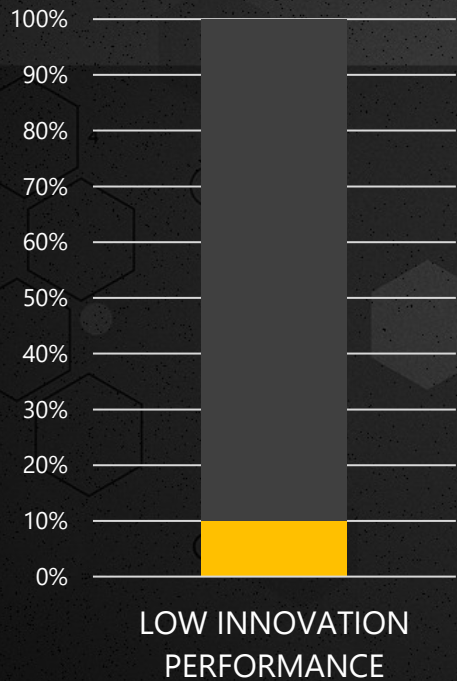


10%
OF THE
LOW PERFORMERS
RATES HIGH ON
INNOVATION CULTURE

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER WITH INNOVATION CULTURE

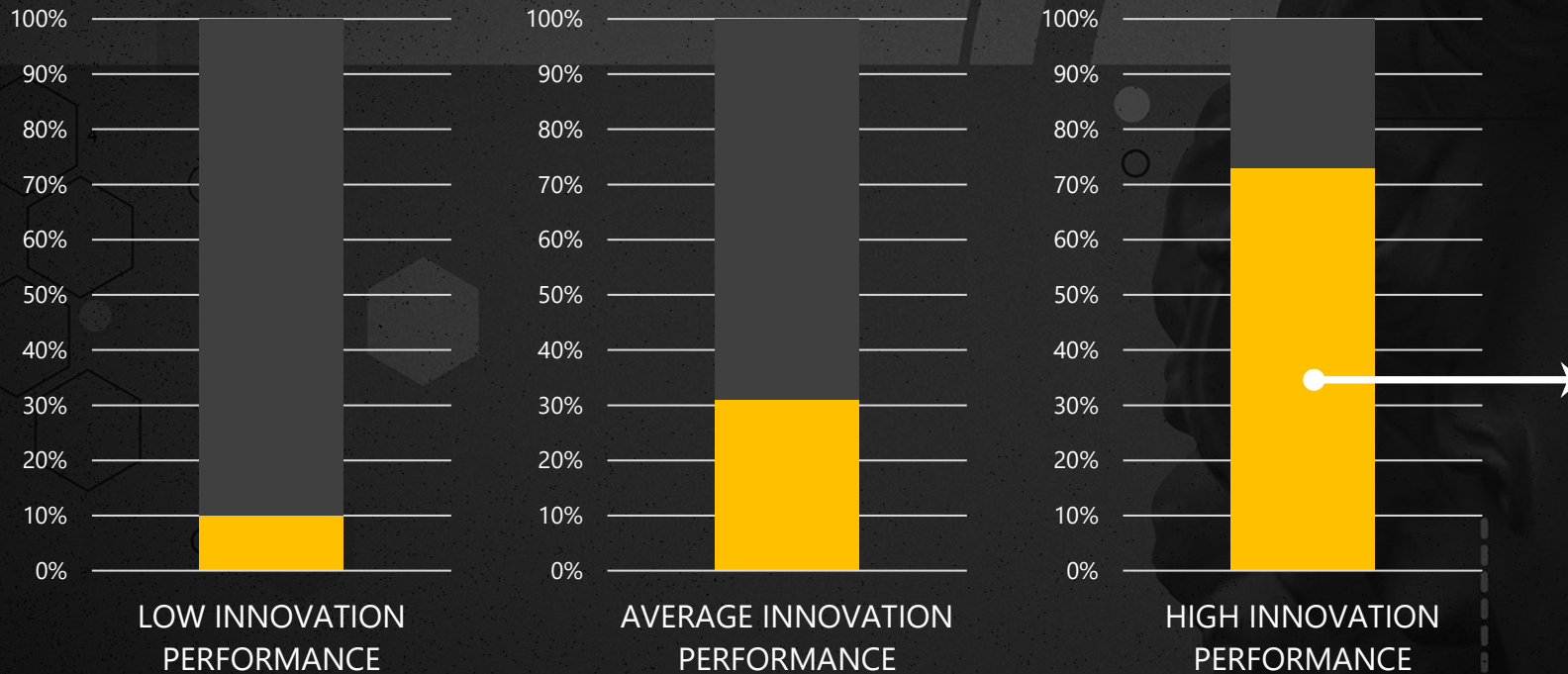


31%
OF THE
AVERAGE
PERFORMERS
RATES HIGH ON
INNOVATION
CULTURE

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER WITH INNOVATION CULTURE



73%
OF THE
HIGH PERFORMERS
RATES HIGH ON
INNOVATION
CULTURE

SOURCE: REVELX IRB 2018 - 2022



INNOVATION **READINESS** BENCHMARK

Gain valuable insights into how to increase your innovation power.
Our Innovation Readiness Benchmark will help you to assess your innovation strengths and weaknesses and to improve your innovation performance.

START THE BENCHMARK

BASED ON
7 INNOVATION
BEST PRACTICE AREAS

>350 COMPANIES
IN OUR DATA SET



INNOVATION LEADERSHIP



LEADERS **INVOLVED** IN KEY INNOVATION PROJECTS

**Strong
performers**



**Weak
performers**



Average rating from 1 (entirely disagree) to 5 (entirely agree)



LEADERSHIP INVOLVEMENT



CHARACTERISTICS OF INNOVATION LEADERS



CHARACTERISTICS OF
INNOVATION LEADERS

ENVISIONING



CHARACTERISTICS OF
INNOVATION LEADERS

WALKING THE TALK



CHARACTERISTICS OF
INNOVATION LEADERS

PERSISTENCE



CHARACTERISTICS OF
INNOVATION LEADERS

MAKING (TOUGH) DECISIONS



CHARACTERISTICS OF
INNOVATION LEADERS

ENABLING



CHARACTERISTICS OF
INNOVATION LEADERS

COACHING



MINDSET





DA **VERSUS** RE



DEFIANCE



ADVENTURE



REALISM



ENDURANCE





HIPSTERS



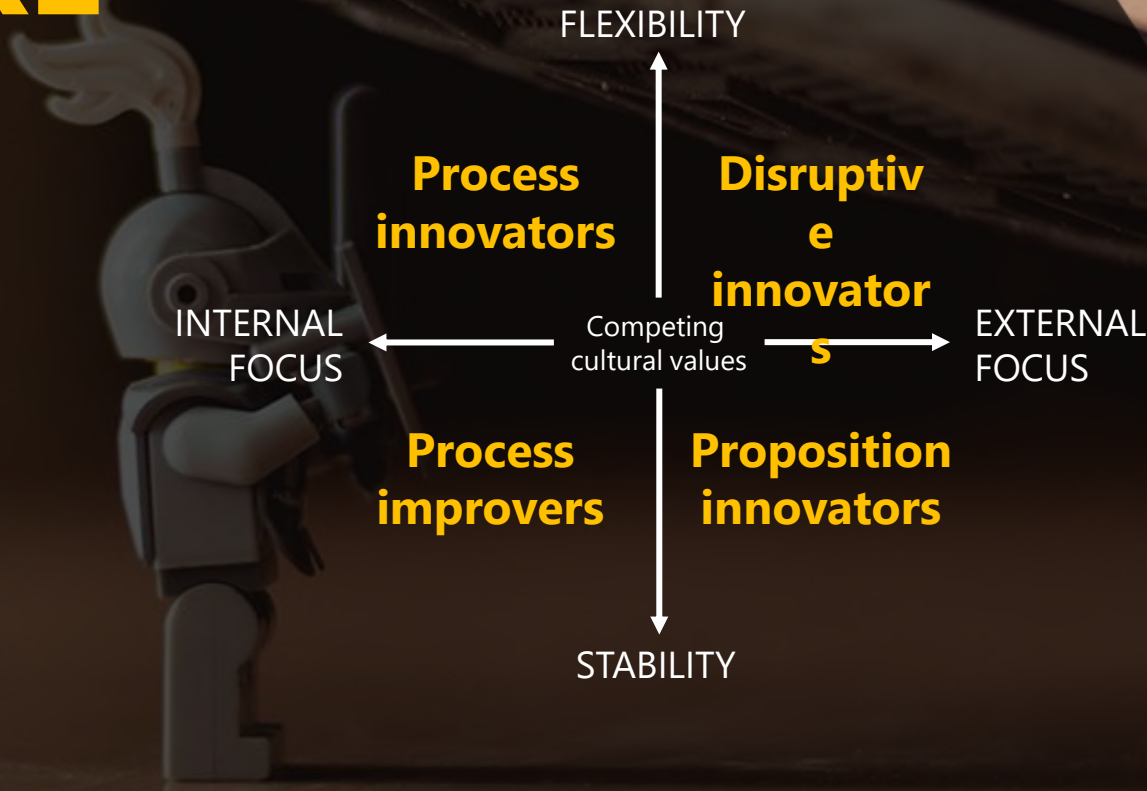
HACKERS



HUSTLERS



INNOVATION CULTURE



DEVELOPING SUBCULTURES



FORGET THE STEREOTYPES



BALANCE FIVE PARADOXES



PARADOX 1

TOLERANT
FOR FAILURE

YET

INTOLERANT
FOR INCOMPETENCE



PARADOX **2**

**WILLINGNESS
TO EXPERIMENT**

YET

**HIGHLY
DISCIPLINED**



PARADOX **3**

PSYCHOLOGICALLY
SAFE

YET

BRUTALLY
CANDID



PARADOX 4

COLLABORATION **YET** INDIVIDUALLY
ACCOUNTABLE



PARADOX 5

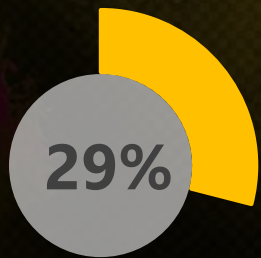
FLAT **YET** STRONG LEADERSHIP



BALANCING THE PARADOXES



DEVELOPING SKILLS AND COMPETENCES



OUR PEOPLE ARE WELL TRAINED IN
INNOVATIVE THINKING AND
INNOVATION TOOLING



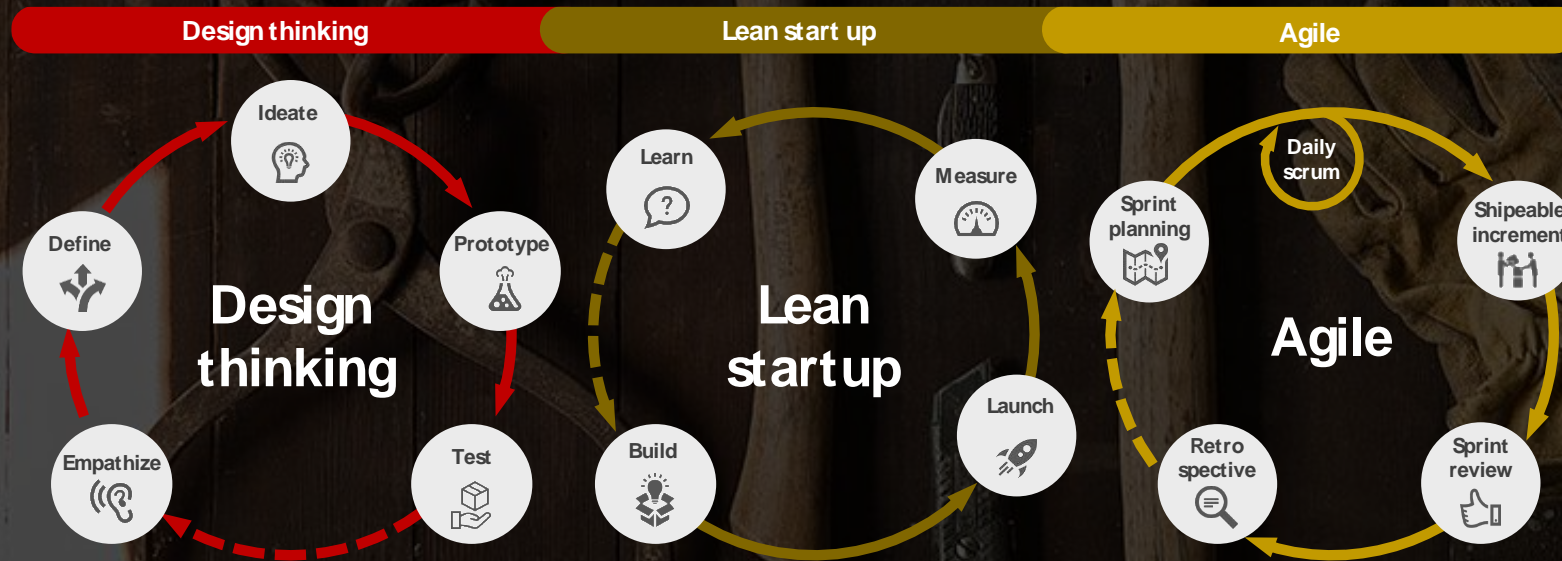
WILLING **AND** ABLE



TWO THINGS TO GET RIGHT



MASTER THE METHODOLOGIES



TRAIN THE TOOLS

LIKE FOR EXAMPLE.....

- » INNOVATION STRATEGY CANVAS
- » INNOVATION OPPORTUNITY CANVAS
- » 3X3 GROWTH TACTICS
- » BUSINESS MODEL CANVAS
- » VALUE PROPOSITION CANVAS
- » PORTFOLIO MANAGEMENT FRAMEWORK



HOW TO DEVELOP INNOVATION SKILLS AND COMPETENCES



ACTION LEARNING



BATTLE TESTED ACTION LEARNING INTERVENTIONS

DISRUPTR
GAME

RAPID
INNOVATION
CHALLENGES

INNOVATION
COACHING

INNOVATION
LABS

VANDERLANDE


SPIE

 **dpd**


KLM



INNOVATION PLAYBOOK

ON DEMAND WEBINARS



X Innovation Webinars
IDEATE
How to spot, select and create the most promising innovation ideas?

X Innovation Webinars
VALIDATE
How to avoid unjustified investments in bad ideas or hobby horses

X Innovation Webinars
SCALE-UP
How to turn on the right growth engines?

Hosted by
Matthijs Rosman
Partner, RevelIX

Marc Douma
Partner, RevelIX

X Innovation Webinars
INNOVATION STRATEGY & R&D
Stop investing in a collection of ad hoc innovation projects and make innovation part of your core strategy

X Innovation Webinars
INNOVATION PORTFOLIO MANAGEMENT
Innovation is saying 'no' to

X Innovation Webinars
EMBEDDING INNOVATION IN YOUR ORGANIZATION
Organize innovation by providing structure, but also by bending the rules of the game

X Innovation Webinars
CREATING A CULTURE OF INNOVATION
Download new 'software' into your organization

Hosted by
Matthijs Rosman
Partner, RevelIX

Marc Douma
Partner, RevelIX





**THANK
YOU!**

