

THE PARADOX OF SKEPTICISM AND INNOVATION

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Agenda

- Engineer Stereotypes
- Disconnect
- Innovation
- Considerations
- Call to Action

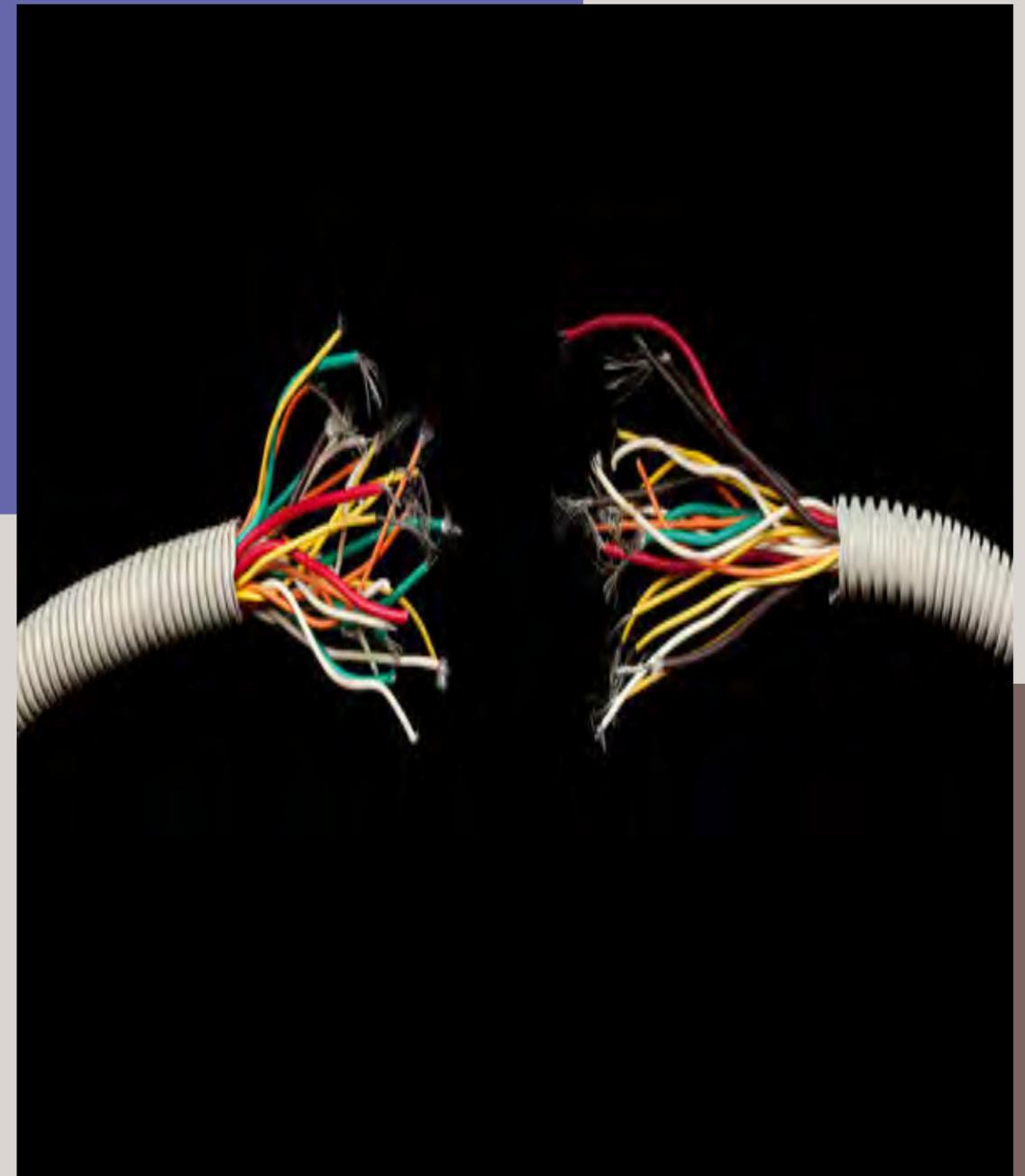
ENGINEER STEREOTYPES:

- Skeptics
- Risk averse
- Curious
- Fixers
- Smart
- Lacking business acumen
- Lacking creativity



DISCONNECTION

- Organizations put us in a box
- Talk and actions not aligned
- Set up a us vs. them operating model
- Think that we don't understand the business side of business



INNOVATION





INNOVATION

You start out on a path, a new process, product, or paradigm

START

GROW

You arrive and enter a steady state, but then value begins to diminish

MATURE

(re)DREAM

DECLINE

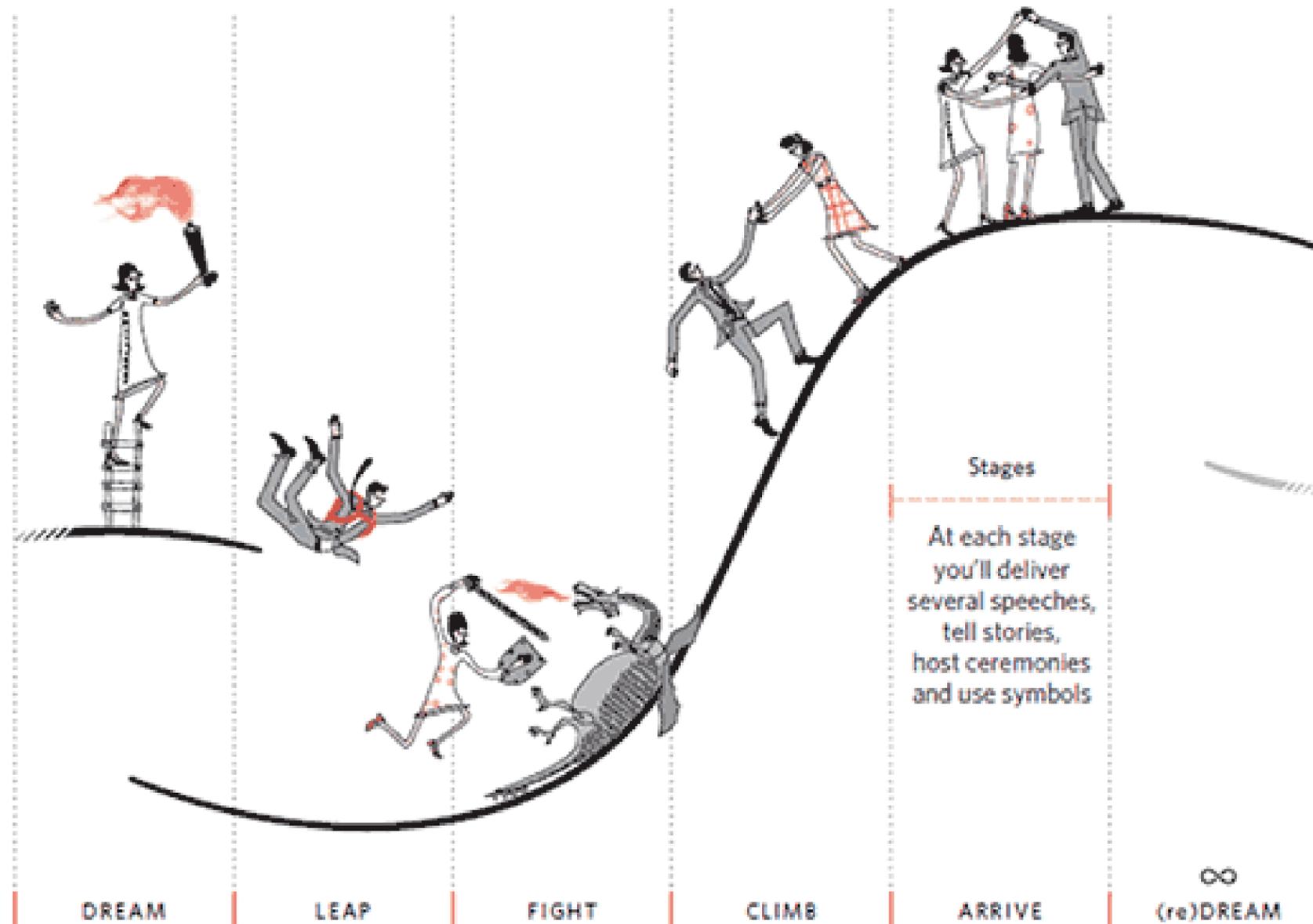
You need a new dream and reinvention to thrive in the future

DEATH

TIME



Anatomy of a Venture Scope



CONSIDERATIONS

- Leaders who facilitate strategic innovation
- Organizational Integration
- Financial Commitment
- Learning / Growth Mindset



CALL TO ACTION

- Change minds / culture / perception
- Get involved in the business of business



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