THE PARADOX OF SKEPTICISM AND INNOVATION

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

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

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

You need a new dream and reinvention to thrive in the future.
Anatomy of a Venture Scope

Stages

At each stage you’ll deliver several speeches, tell stories, host ceremonies and use symbols

DREAM | LEAP | FIGHT | CLIMB | ARRIVE | ∞ (re)DREAM

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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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