

## Keynote: The Road To Repeatable Breakthrough In Technical, Business & Social Innovation

**Darrell Mann / Systematic Innovation Ltd / CEO**

### Biography of the Speaker:

With over 800 papers and articles to his name, plus the best-selling 'Hands-On Systematic Innovation' and TrenDNA books, Darrell is now one of the most widely published authors on innovation in the world. Featured in 'Who's Who in the World', Darrell is also recognised as one of the world's most prolific inventors. His consulting clients include Procter & Gamble, Siemens, Petronas, RioTinto, Eli Lilly, Nestle, Oman government and, through EU-supported research and dissemination programmes, a wide roster of SME organisations. His work involves a spectrum of applications from strategy development to IP creation to problem solving in technical, business and behavioural areas. *A true genius on innovation as described by top companies around the world.*



### Abstract:

Based on an analysis of over 3.5 million innovation attempts across every sector of human activity, the likelihood of successfully turning a novel idea into sustainable shareholder value is currently slightly worse than the odds of winning at roulette. Close to 98% of all innovation attempts end in failure. 'Innovation' is perceived by business leaders as simultaneously high risk and an essential part of life in a globalised economy. Those attempts fail because organisations:

- Ask the wrong questions
- Deliver the wrong solutions
- Mis-handle the communication with customers & stakeholders
- Try to fit new things into their current silos and processes
- Give up too soon

Innovation bears all the hallmarks of the most difficult game in the world: if there are 100 activities needed to take the first seed of an idea through all the way to commercial success, get any one of them wrong and your money is lost

For the last decade, when our clients have asked us what they should do to ensure innovation success, we've had to resort to the classic consultants' answer, 'it depends'. Now, finally, we know what it depends on: the Innovation Capability Maturity of the organisation. In this presentation we will demonstrate the five fundamentally different levels of capability, allow organisations to calibrate themselves against the different levels, and explore some of the journey steps required to take organisations on the journey from where they are to where they need to be.