

Innovators' DNA



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INNOVATOR'S DNA

READINGS:

BASIC: Survey, http://www.innovators.org/docs/IA_survey.pdf

Concept from

<http://knowledge.insead.edu/innovation-innovators-dna-091221.cfm?vid=358>

ARE INNOVATORS BORN OR MADE?

- Research involving identical twins suggests that only about 20-25% of our creativity ability is genetically driven...

... this means that the other 75-80% comes from the world we live in.



THE FIVE KEY SKILLS

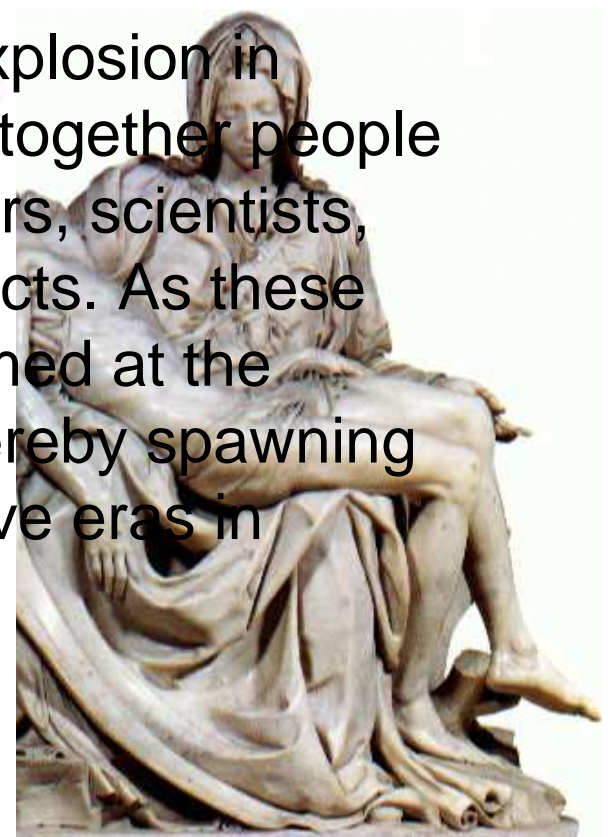
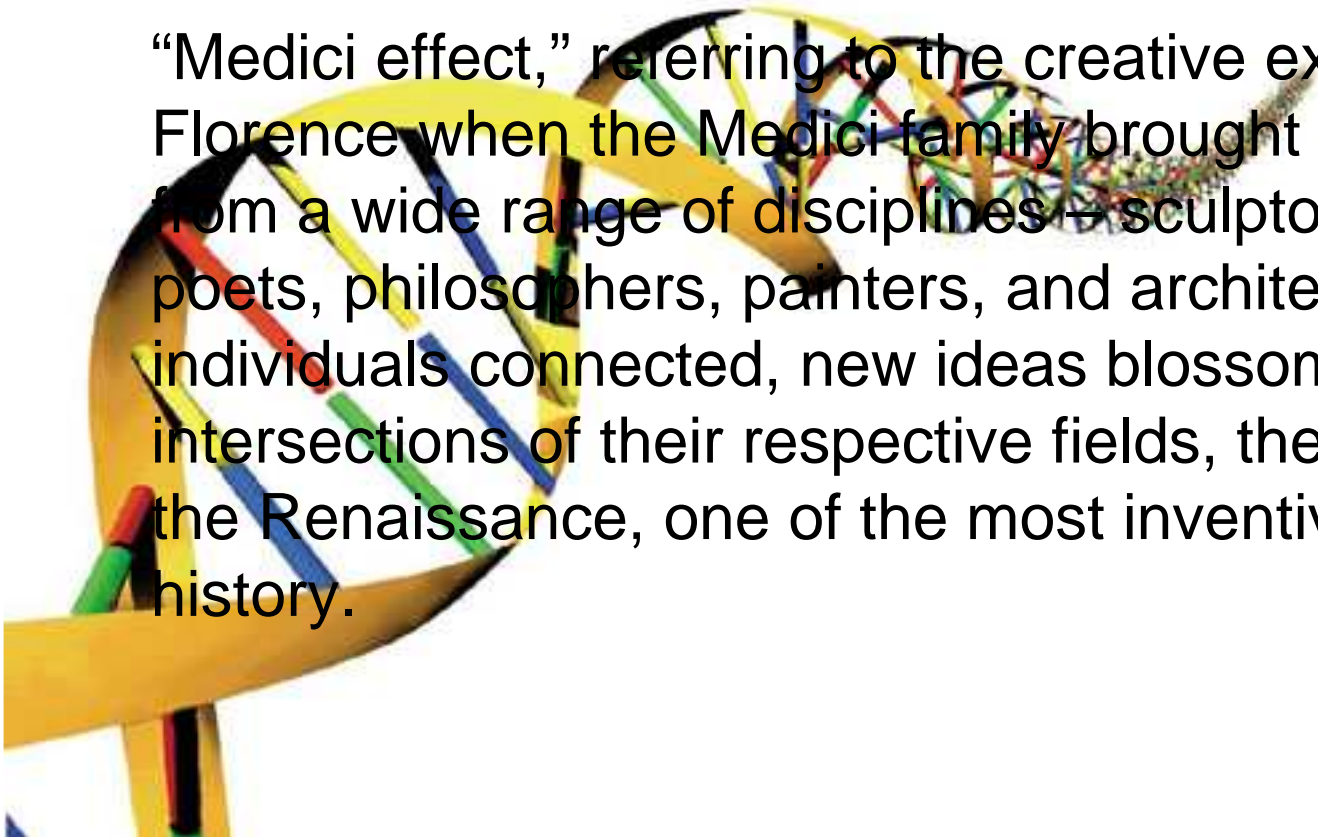
- Associating
- Observing
- Experimenting
- Questioning
- Networking



ASSOCIATING

Creative entrepreneurs “connect the dots” to make unexpected connections

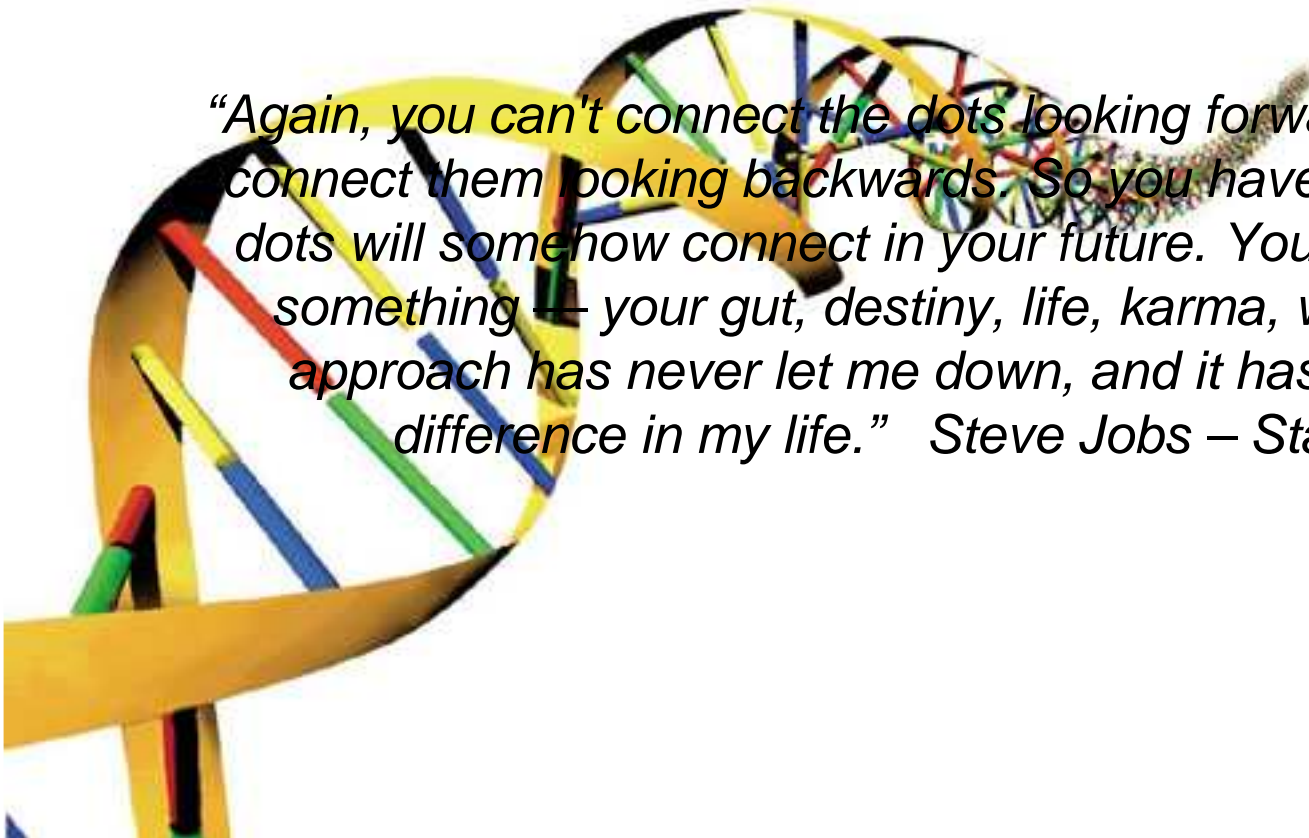
“Medici effect,” referring to the creative explosion in Florence when the Medici family brought together people from a wide range of disciplines – sculptors, scientists, poets, philosophers, painters, and architects. As these individuals connected, new ideas blossomed at the intersections of their respective fields, thereby spawning the Renaissance, one of the most inventive eras in history.



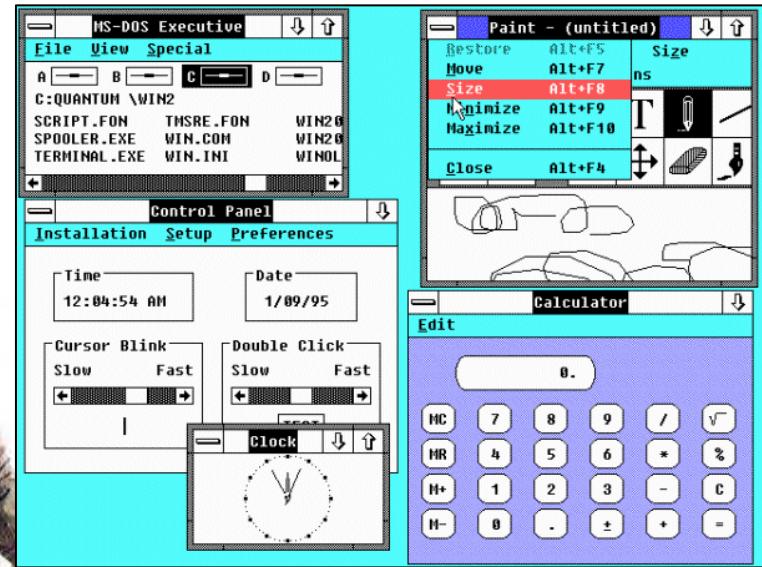
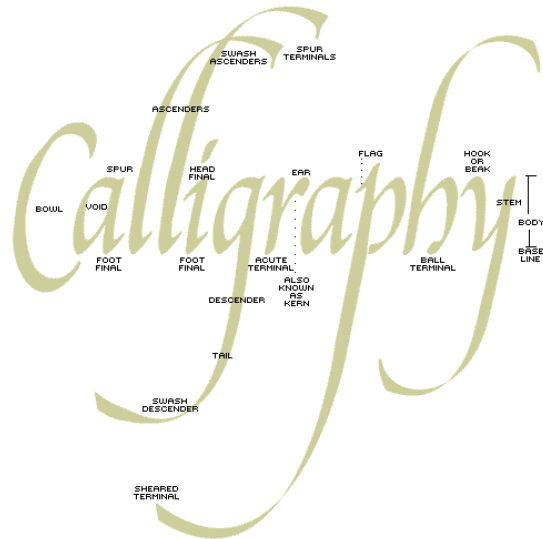
ASSOCIATING

Creative entrepreneurs “connect the dots” to make unexpected connections

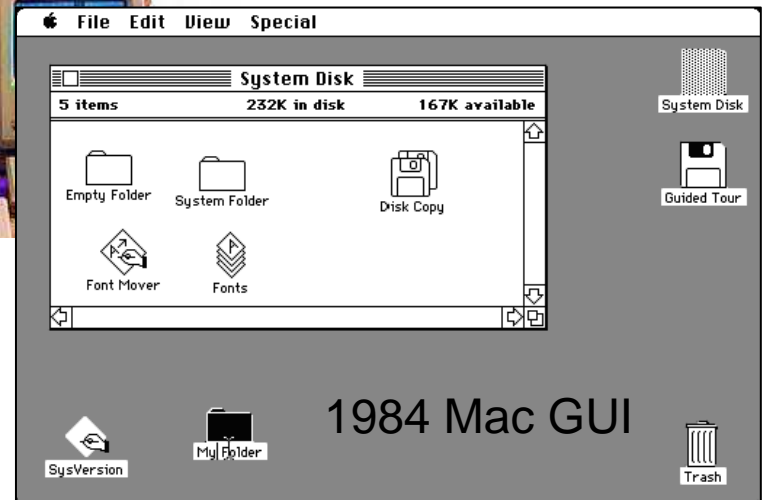
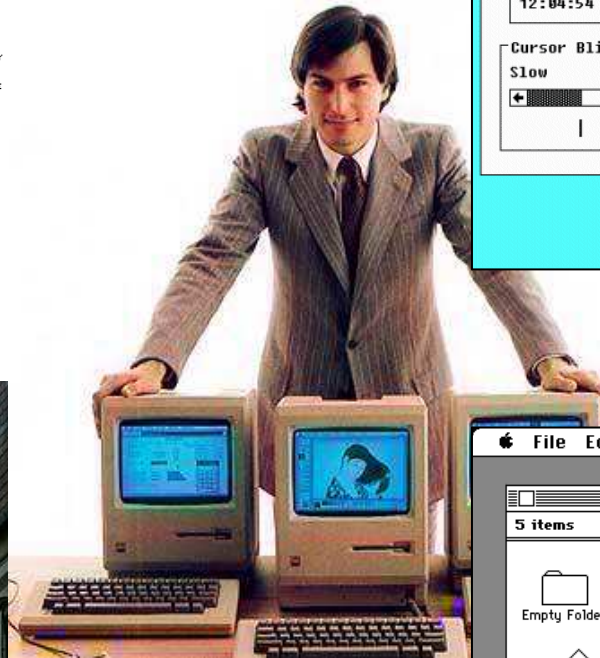
“Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.” Steve Jobs – Stanford'05



ASSOCIATING



1987 Windows 2.0



1984 Mac GUI



REED COLLEGE

ASSOCIATING



ineffectiveness
of local classified ads



Pierre Omidyar

Previous internet hot startups



In 1999, Omidyar married his girlfriend, who now has more than 400 Pez dispensers in her collection.

OBSERVING

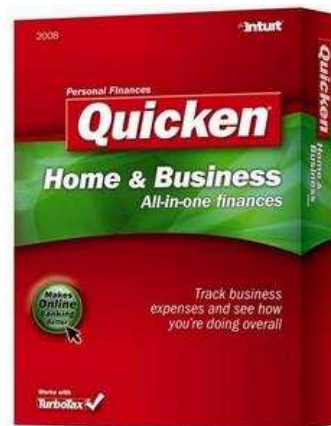
Creative entrepreneurs are “intense observers”

Scott Cook



Wife's frustration on keeping track on their finances

- Apple Lisa



intuit.

OBSERVING

Creative entrepreneurs are “intense observers”



Genchi Genbutsu
(現地現物)

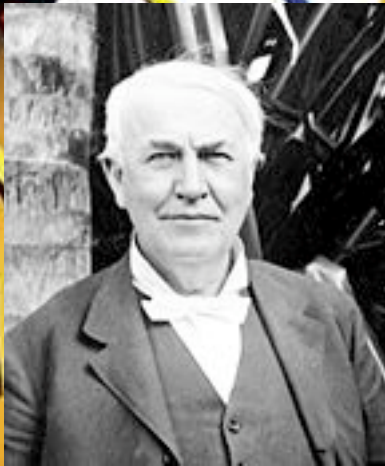
"go and see for yourself"

Ratan Tata got the inspiration that led to the world's cheapest car by observing the plight of a family of four packed onto a single motorize scooter.

EXPERIMENTING

Creative entrepreneurs are open to
“experiment, trying this and that, until it finally
work again”

Thomas Edison



“I have not failed. I've just found
10,000 ways that won't work.”

EXPERIMENTING

“People here like to invent, and as a result other people who like to invent are attracted here. And people who don't like to invent are uncomfortable here.” – Jeff Bezos

Jeff Bezos

- First idea of Amazon was to sell books through Internet without inventory

- It took several years of experimentation to build the capacity to have warehouses full of books-



amazon.com


EXPERIMENTING



EXPERIMENTING



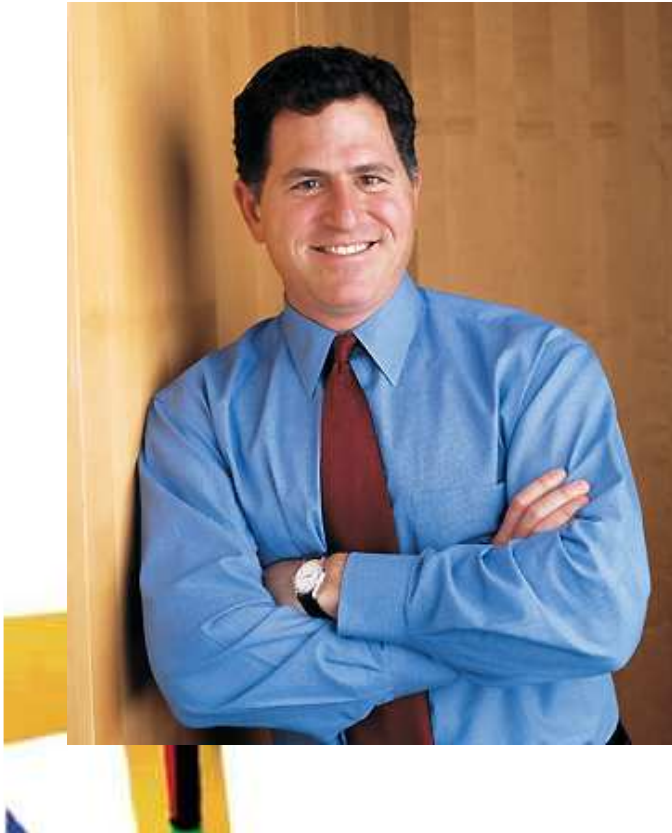
(Picture taken from TechColumbia Innovation Summit 2009)



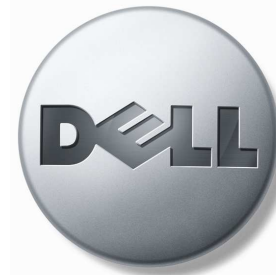
QUESTIONING

“The important and difficult job is never to find the right answers, it is to find the right question”

— Peter Drucker



Michael Dell, for instance, says that his idea for founding Dell Computer sprang from his asking **why** a computer cost five times as much as the sum of its parts.



QUESTIONING

“**Why** are we still loading and upgrading software the way we’ve been doing all this time when we can now do it over the internet?”

Marc Benioff,



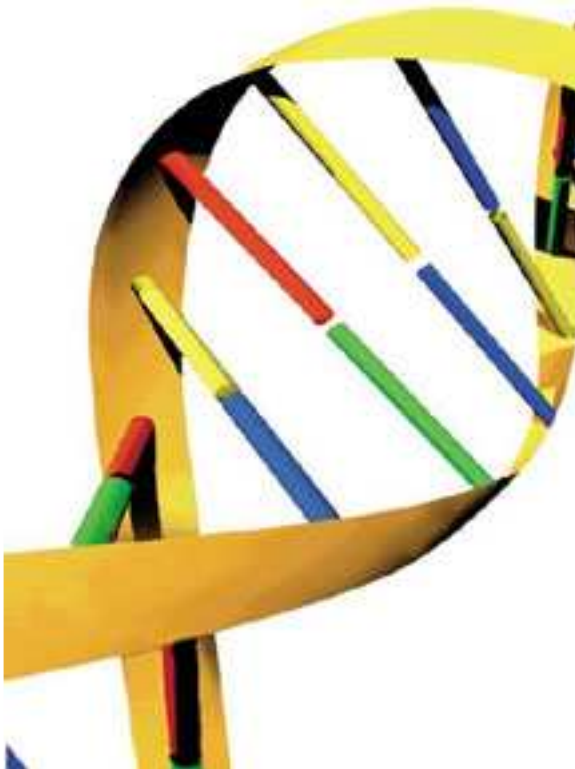
“We are going to show you **why** you don't need to buy a database,” Benioff vows.

AppExchange, he explains, will be the database and the tools all rolled into one

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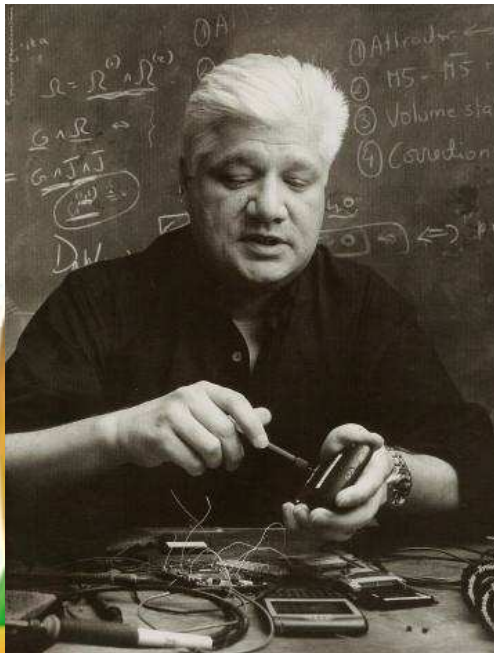
QUESTIONING

Creative entrepreneurs have the ability to ask “*what if*”, “*why*” and “*why not*” that challenge the status-quo and open up the bigger picture



NETWORKING

Creative entrepreneurs look for people who are
“completely different in terms of perspective”



Mike Lazaridis attends a trade show where a company was showing how wireless data technology could remotely manage vending machines and delivery trucks for Coca-Cola. The Coke machines could call home when they needed servicing. Lazaridis realized that's what I wanted to do, and since then, that's all we've done," he said.

 **BlackBerry**[®]

NETWORKING

Creative entrepreneurs look for people who are “completely different in terms of perspective”



David Neeleman, founder of JetBlue Airways and now CEO of Azul Airlines in Brazil, got the idea for paperless ticketing or e-ticketing by talking to one of his employees about the frustration of having to carry around paper tickets in order to give them to passengers flying on their planes.

jetBlue
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 **LIVE TV™**
AT HOME IN THE AIR

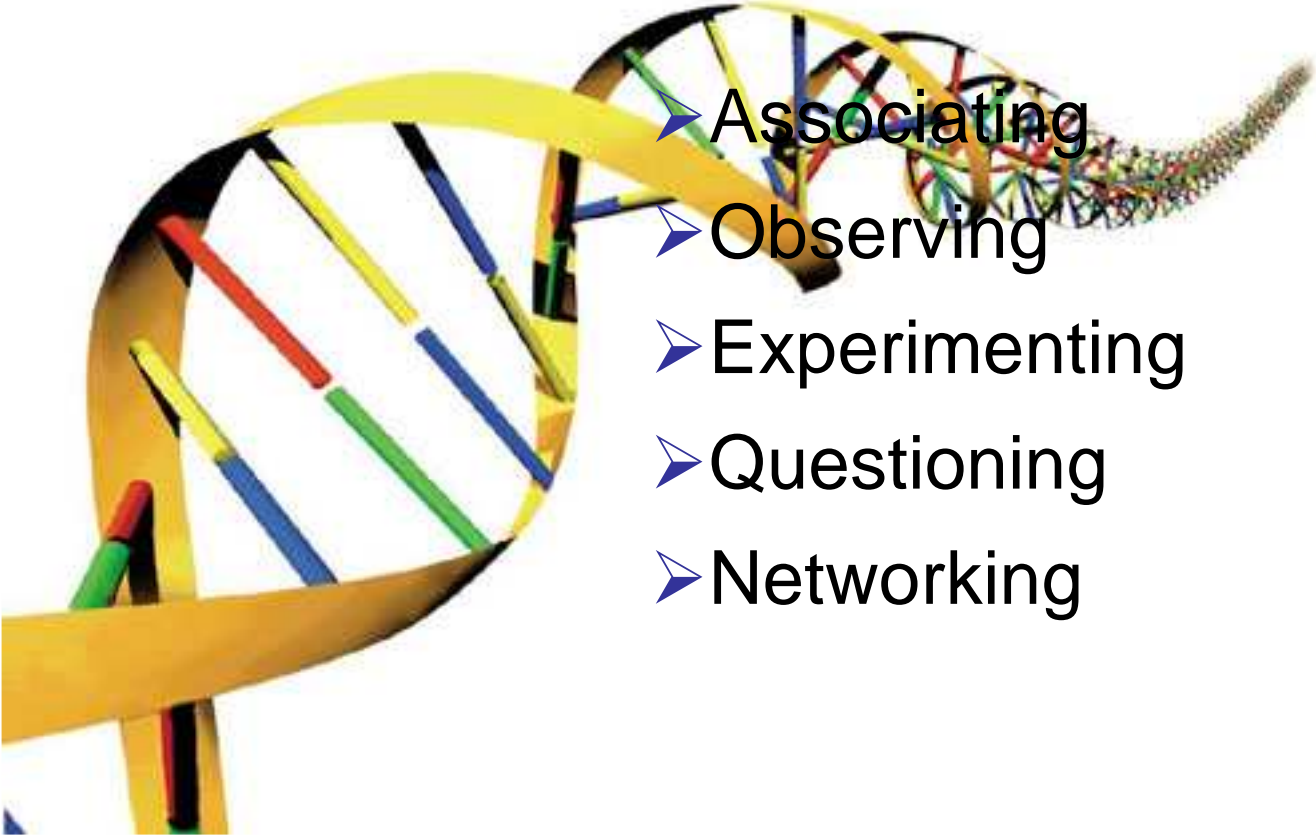
NETWORKING

“The insights required to solve many of our most challenging problems come from outside our industry and scientific field. We must aggressively and proudly incorporate into our work findings and advances which were not invented here.”

Kent Bowen, founder of CPS Technologies



Try spending **15 to 30 minutes each day** writing down questions that challenge the status quo in your company

- 
- Associating
 - Observing
 - Experimenting
 - Questioning
 - Networking



Think different.

