

2019 Teaching and Learning Conference

INSPIRE | TRUST | EDUCATE

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Keynote Presentation

Creativity, Innovation and Enterprise –
What Could Possibly Go Wrong?

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ENTERPRISE INNOVATION CREATIVITY

Creativity, Innovation & Enterprise

What could possibly go wrong?





Everyone is doing it !

What does “it” mean?



- **Creativity**

Making connections others cannot see

Normal, natural - forgotten

- **Innovation**

Ideas to reality

What does it look like – do as I do

- **Entrepreneurship**

Creativity + Innovation

Mindset + Behaviours – celebration of success



Entrepreneurship



A capacity for risk management
not
reckless speculation.



Mindset

The **only** constant is change.



The way it really is

We live and operate in an imperfect world.

The market place is chaotic & out of control.

It is in this chaos that uncertainties arise.

It is in this chaos that **opportunities** arise.





Can you see this?

Got innovation?

- Competition
- Technological change
- Power of mass communication
- Shorter product life cycles



Got innovation?

- Diffusing innovation accelerating
- Product life cycles compressing
- Information and choices are limitless



Creativity Blockers

Habit

Fear

Prejudice

Blind Acceptance

Stress



Real or imagined?

Poor / no time allocation

“Not invented here syndrome”

Poor communication

No recognition

Low / no morale



Innovation Blockers

Insecurity

Tribalism

Financial constraints

Politics

Change policy or lack of

No / little risk taking



Innovation Blockers

Bureaucracy & structure

Culture or lack of it

Hierarchy, power & status

Misplaced individuals

Motivational mismanagement



Lets invent something & dominate the market!



The last two inventions I was **really** impressed with







Things can be really simple



Only **three** ways to compete

Exceptional **customer service**

Exceptional **processes**

Exceptional **product or service or both**



You only have **three** things

People

Processes

Product or Service or both



A customer only needs **three** choices

One choice – no

Two choices – no

Three choices - **yes**



We do not listen

Tell them what are going to talk about

Tell them again

Tell them what you have just told them

3 times!



Who's really busy?

Why are things so hard?

What's holding us back?



Why Should We listen?

- Regard any new idea from below with suspicion – because it's new and it's from below.
- Insist that people who need your approval to act first go through several other levels of management to get their signatures.



Modern leadership

- Ask departments or individuals to challenge and criticise each others proposals. This saves you the job of deciding - you just pick the survivor!
- Express your criticisms freely, and withhold your praise. (It keeps everyone on their toes) Let them know they can be fired at any time.



You want creativity?

- Treat identification of problems as signs of failure, to discourage people from letting you know when something in their area isn't working.
- Control everything carefully. Make sure people count anything that can be counted frequently.



Transparency

- Make decisions to re-organise or change policies in secret, and spring them on people unexpectedly.
- Make sure that requests for information are fully justified, and make sure it is not given out to managers freely.



You are leading now

- “Delegate” to lower-level managers responsibility for figuring out how to cut back, lay off or otherwise implement threatening decisions you have made.
- Above all, ***never forget*** that you, the higher-ups, already know everything important about this business



Myths

Only some:

- people (High IQ) are creative
- functions of a company are creative
- industries are creative

Creativity:

- cannot be managed
- does not tolerate mistakes
- is not a part of thinking



So all you need is this

- Highest level of commitment.
- Best practice and quality.
- The development of new capabilities & original ideas.
- Measure, celebrate & reward
- Maintain the passion



So all you need is.....

The latest facilities





Electricity coming soon

Well trained and motivated staff





I wonder if the wind direction has changed?

Great research and really understanding your customer





Where is the market?

Luck has little to do with it

Great research
High energy
Fabulous service





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