

The VINCO logo is displayed in a bold, white, sans-serif font in the top-left corner. The background of the entire slide is a low-angle photograph of a modern building's glass and steel facade, with lines converging towards the top right, set against a clear blue sky.

VINCO

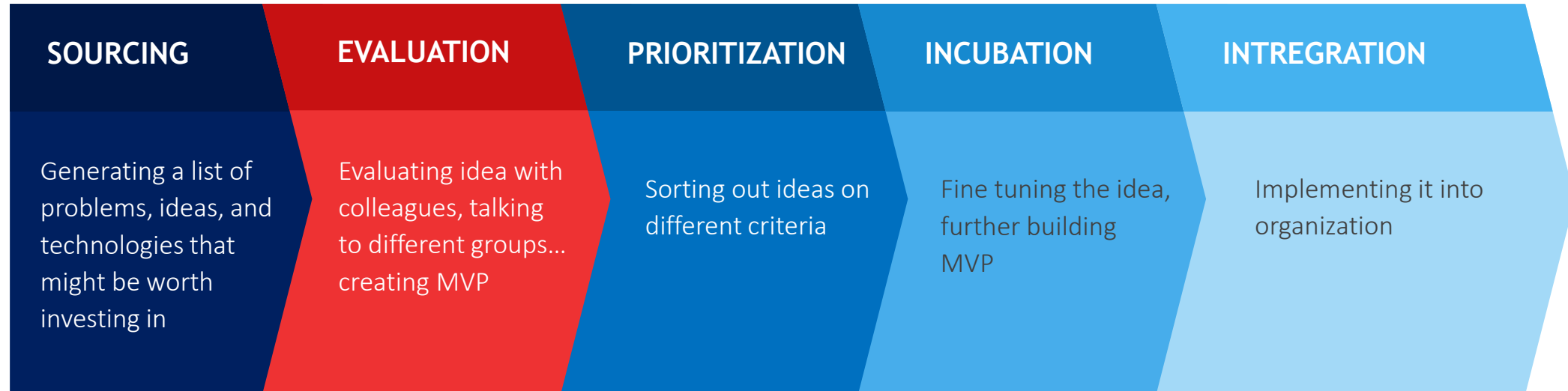
"Workshop on Investment Readiness of Innovation
Projects in South East Europe"

Zagreb

4-5 July, 2018

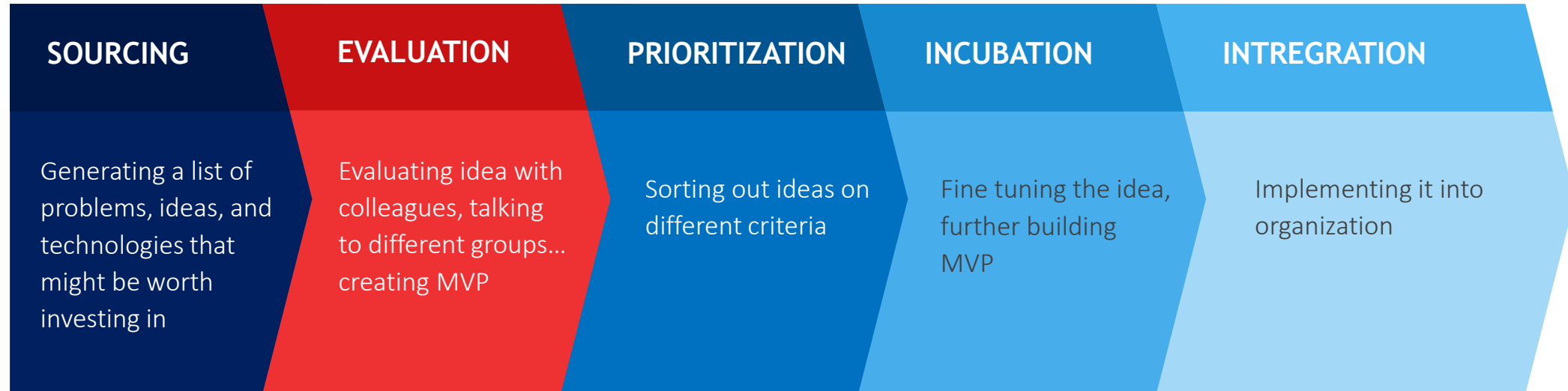
Leading Innovation

Innovation process phases



A method however is not a guarantee for innovation.

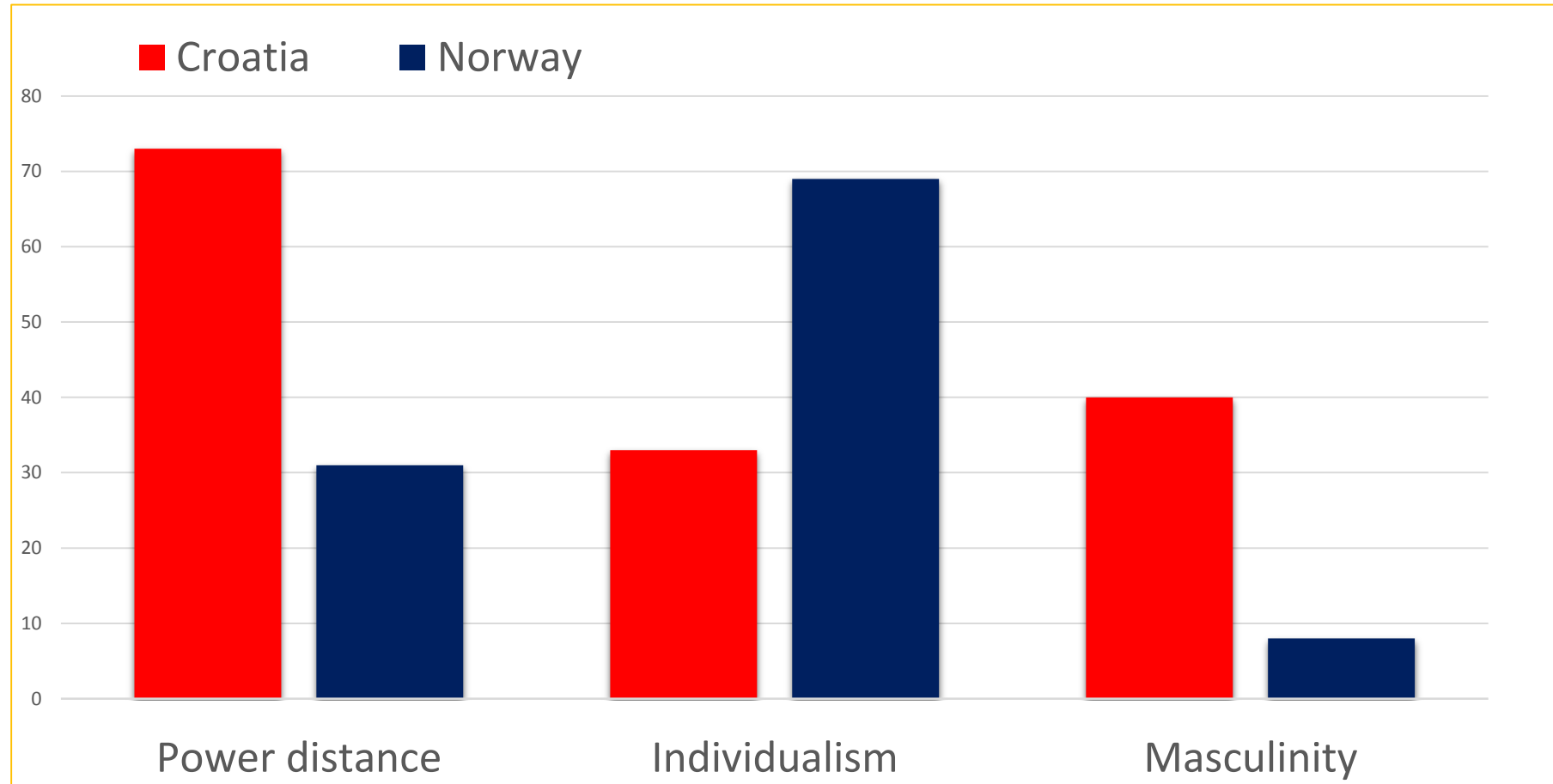
Innovation process phases



Elements of innovation process:

1. DIVERSITY
2. QUESTIONING
3. OBSERVING
4. EXPERIMENTING
5. NETWORKING

Cultural dimensions



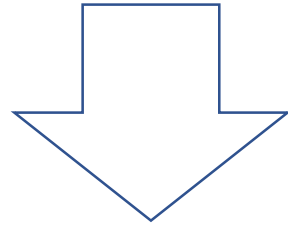
Source: geert-hofstede.com

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Elements of innovation process

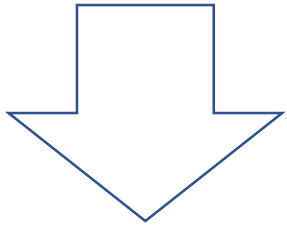
Psychological safety: the belief that you won't be punished when you make a mistake



- Risk taking
- Speaking your mind
- Creativity
- Sticking your neck out

Elements of innovation process

Psychological
uncertainty:



- Do not report new ideas
- Reject and
- Discourage ideas

1. A method is not a guarantee for innovation.
2. Neither is an innovative individual.
3. It is the culture that matters. A culture where it is allowed to do mistakes, a culture of diversity and curiosity. A culture open for new things. A culture that cherish experimenting and learning.
4. Every single individual is responsible for creating and for contributing to this culture.
5. We need to help each other, team up, in order to succeed.

Thank you!



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