

When in Newport

Strategic Innovation

4. Strategic Innovation paradigm





When In Newport Stopover

OUTLINE. Strategic Innovation

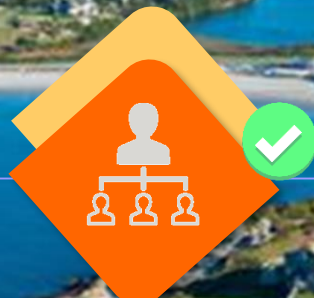
01

Innovation 101



02

**Innovation vs
Invention**



03

**Strategic Innovation
Context
Industry 4.0**



04

**Strategic
Innovation
Paradigm**



↑
We are here

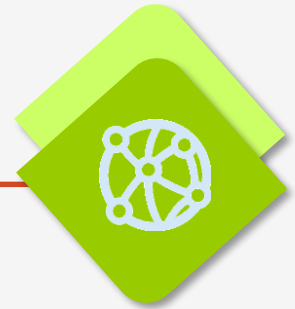
05

**Summary and
Conclusions**



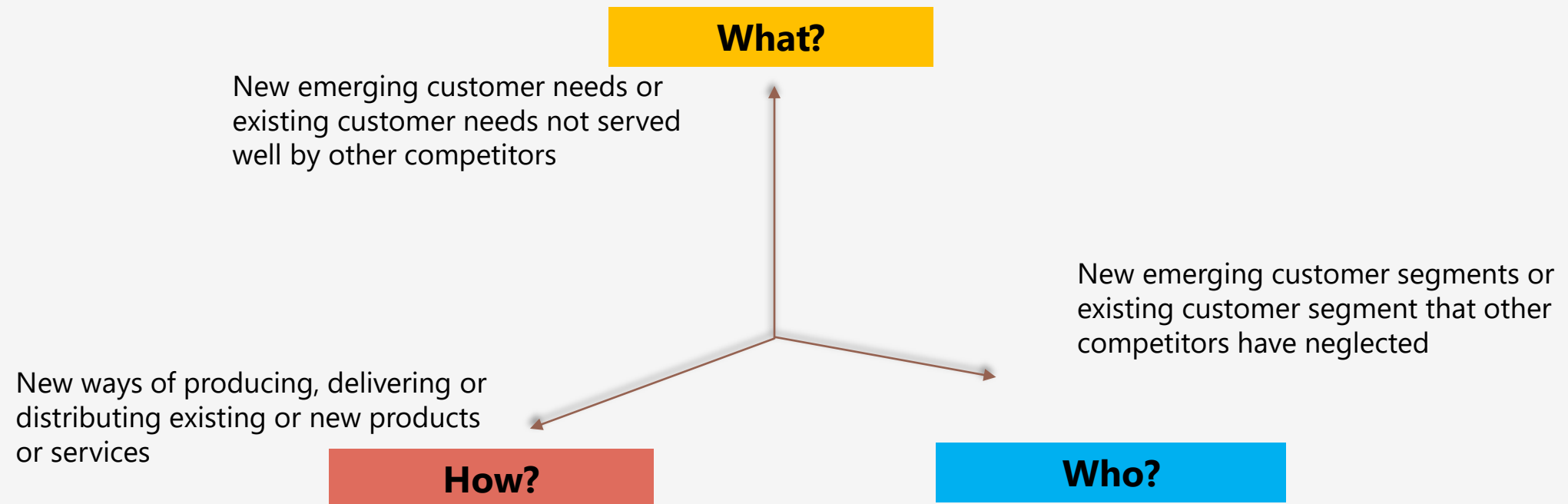


When In Newport Stopover. Strategic Innovation



Strategic Innovation Paradigm

Markides (1997) original framework of Strategic Innovation for Growth involved three elements:



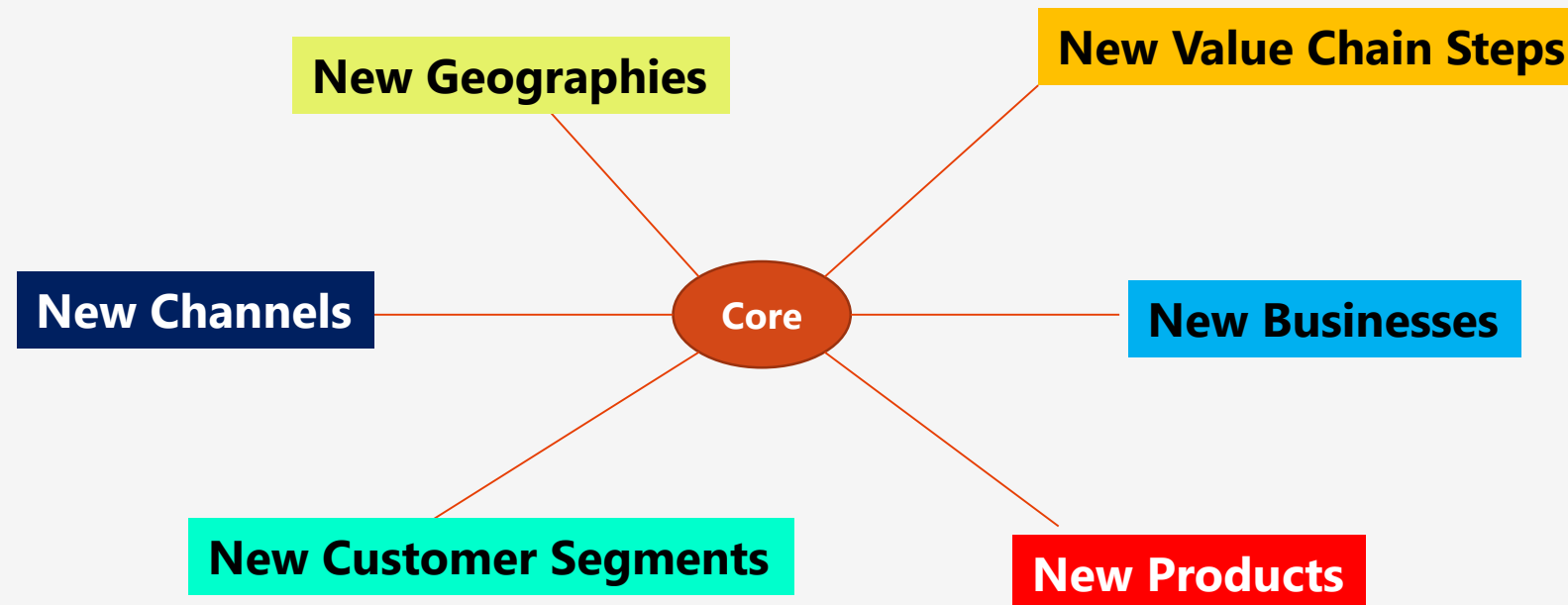


When In Newport Stopover. Strategic Innovation



Strategic Innovation Paradigm

*Zook (2004) Expansion Growth Model is a relatively simple interpretation on how a business boundaries can be pushed out through **six** primary ways or vectors...*



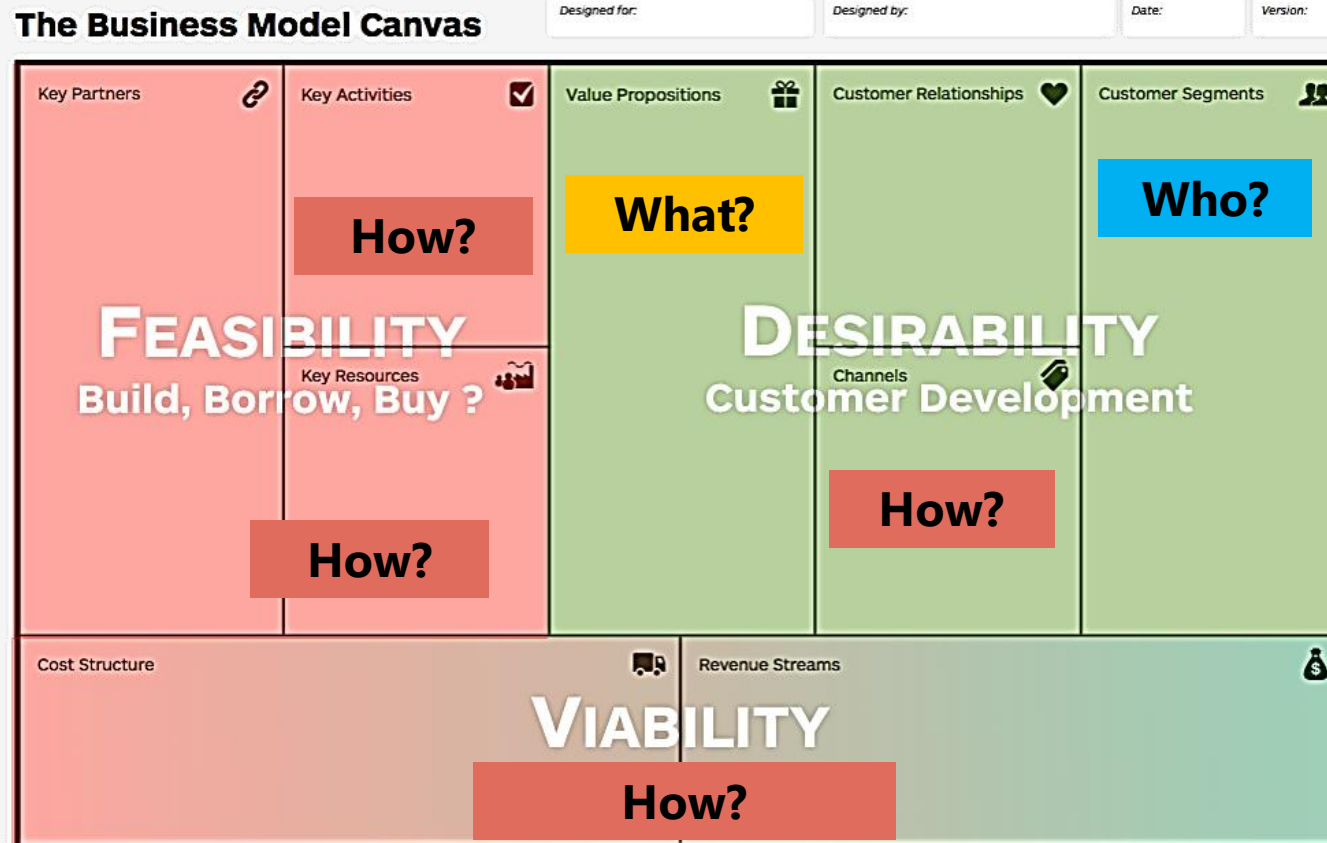


When In Newport Stopover. Strategic Innovation



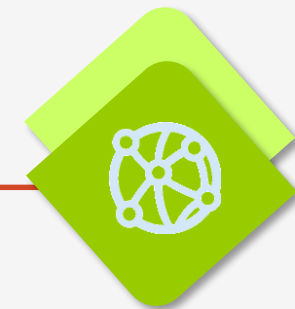
Strategic Innovation Paradigm

Alex Osterwalder Business Model Canvas is a wonderful tool for business models innovations, and if we observe it with detail, it includes the 3 elements of original Markides Strategic Innovation Model.





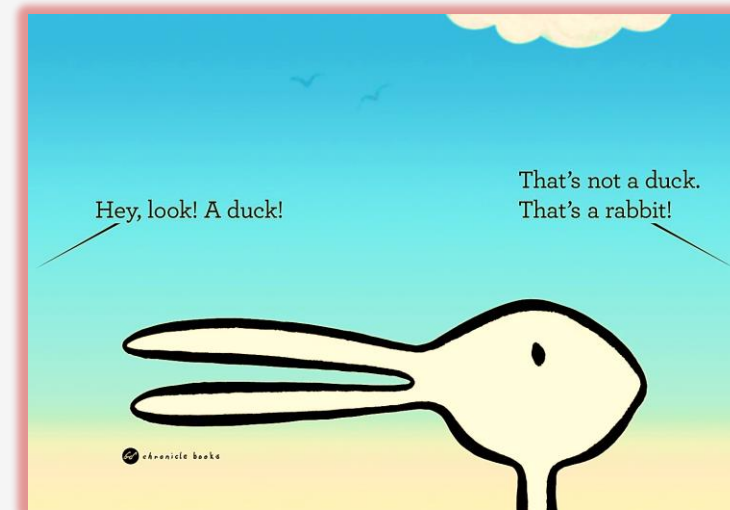
When In Newport Stopover. Strategic Innovation



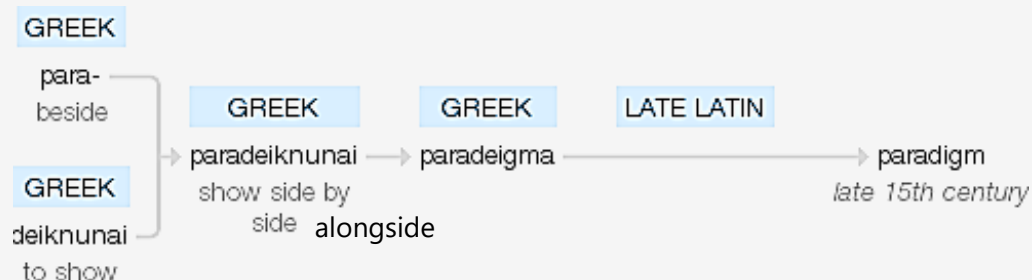
Strategic Innovation Paradigm

What is a paradigm?

- 1 An example that serves as pattern or model. ✓
- 2 The conceptual framework that permits the explanation and investigation of phenomena or the objects of study in a field or inquiry.
- 3 A set or a list of all the inflectional forms of a word used to illustrate the conjugation or declension to which it belongs. ✓
- 4 A set of assumptions, concepts, values, and practices that constitutes a way of viewing reality for the community that shares them, especially in an intellectual discipline. ✓



“For me Strategic Innovation Paradigm is the mental model framework utilized to do strategic innovation”. Eleonora Escalante



<https://ahdictionary.com/word/search.html?q=paradigm>





Strategic Innovation Paradigm

The Strategic Innovation Paradigm has to evolve. For the new era of Industry 4.0 has to include other elements outside the common ones illustrated from Markides, Zook or Osterwalder.

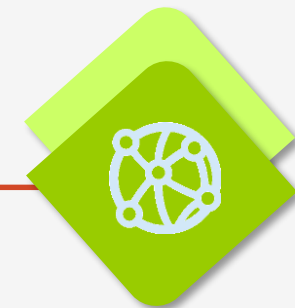
- Whatever the framework you have chosen to use as a strategic innovation tool, it is important to add new vectors (in Bain's vocabulary buzzword) or new elements beyond the existing ones used until now.

My own proposal of a Strategic Innovation Paradigm for Industry 4.0 is as follows:

1. It has to include New Talent Development (education) – **Talent Development Included? For our employees, our clients, our sponsors and ourselves.**
2. It has to include a Purpose - **Why?**
3. It has to include an human ethical awe - **Is it a force for noble human good? Does it cause awe for humanity?**
4. It has to include a generational integral legacy – **Is it going to improve the life of the next 4 generations? In every aspect: quality of life, environmental, social, financial, spiritual, etc.**

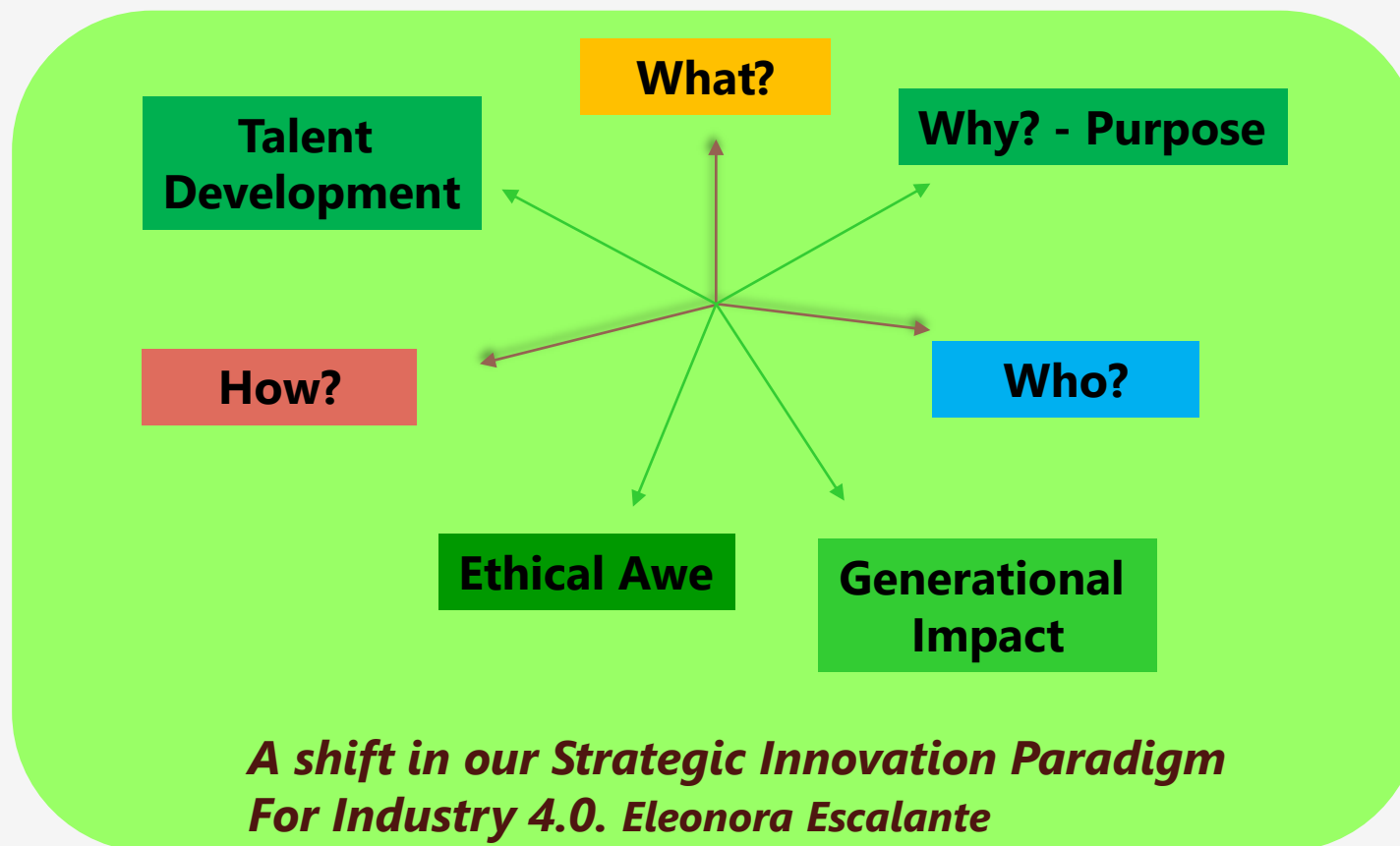


When In Newport Stopover. Strategic Innovation



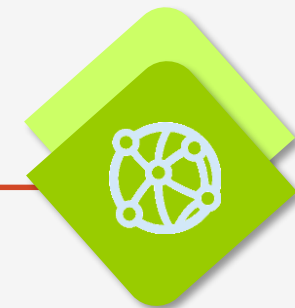
Strategic Innovation Paradigm

*If I use the original Strategic Innovation Positioning Map (from Markides, 1997), we need to add **at least 4 new elements or vectors**:*





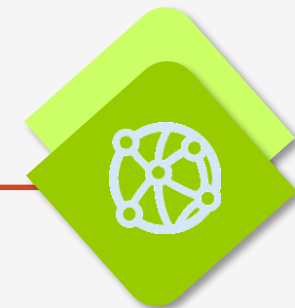
When In Newport Stopover. Strategic Innovation



Strategic Innovation Paradigm

*If I use the Zook Expansion Growth tool (adjacencies), we need to add **at least 4 new elements or vectors**:*





Strategic Innovation Paradigm

*Whatever your preference in using the model or framework that fits better for your strategic innovation process, it is important to start **adding** at least the **4 elements described**. Don't forget it please.*

Talent Development

- What will be do to educate ourselves, teams, stakeholders?
- How to keep ourselves learning from it?

Why? A purpose

- Does the value proposition has a purpose?
- Why are we doing it?
- Purpose to transcend more than just money

Ethical Awe

- Is the value proposition ethical?
- Does it cause awe?
- Is the value proposition moral enough?

Generational Impact

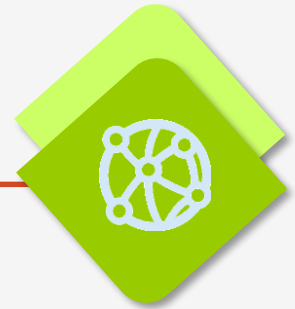
- Does our customer offer provide a benefit for at least 4 generations?
- Is it going to improve the life of the next 4 generations? In every aspect: quality of life, environmental, social, financial, spiritual, etc.

Thank you!





When In Newport Stopover. Strategic Innovation



Strategic Innovation Paradigm

The Strategic Innovation Process has to be holistic and integral. It must include a new purpose beyond making money, it must include innovation in talent development, ethical awe and generational impact. Eleonora Escalante (2018)



Thank you!

