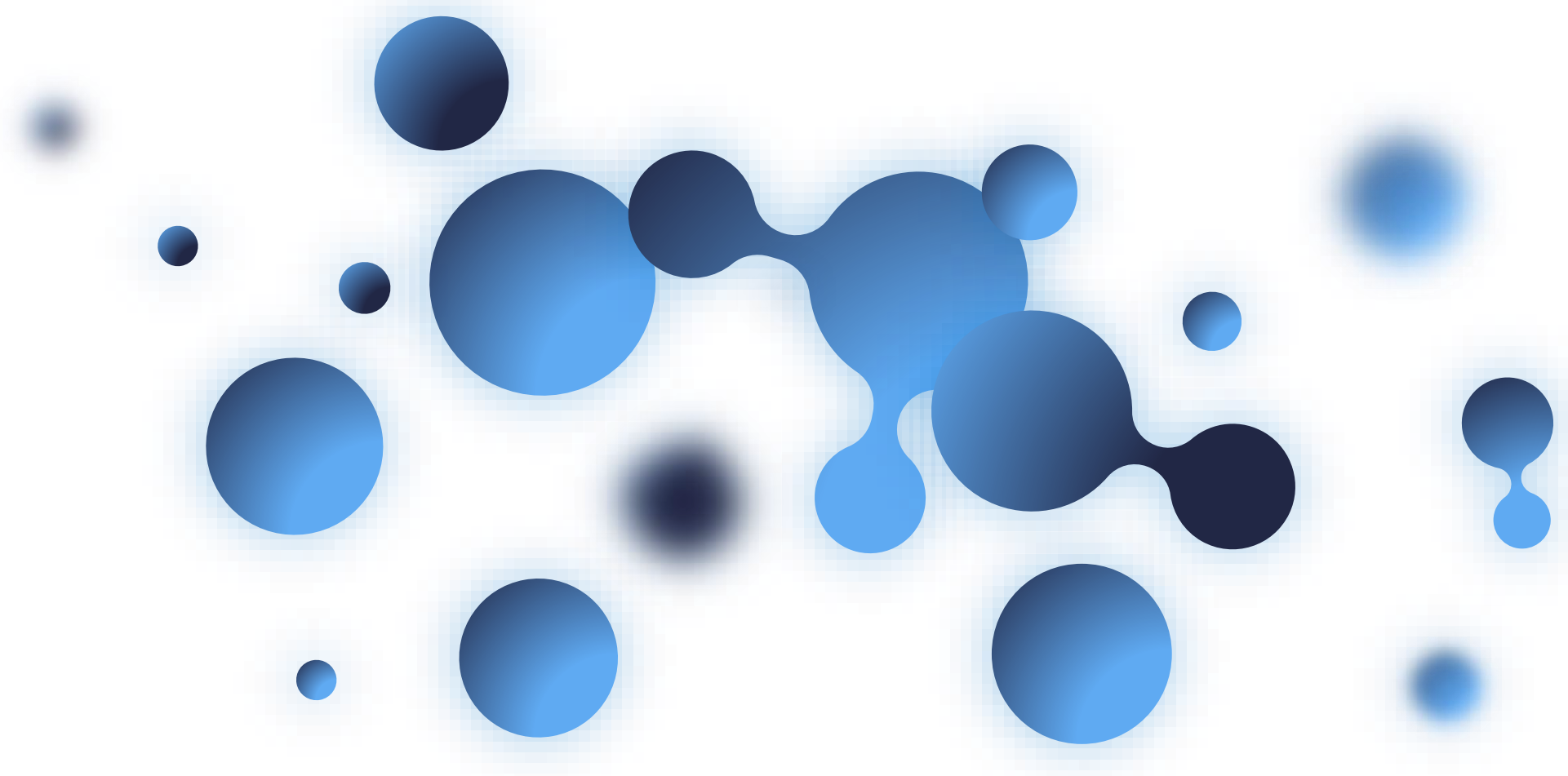




INNOVATION DYNAMICS

Future insights



LAAT 1000 BLOEMEN BLOEIEN

Innovation Dynamics



EVEN VOORSTELLEN



Wilfried Hoffman

Twynstra Gudde

ING 

Hoffman
Krul &
Partners 


TYMLEZ


AXIONOMIC

de Bibliotheek 

BEELD EN GELUID 


VNG

 Rijksoverheid

delta lloyd

 ABN-AMRO

 Grant Thornton


waterschap
Hollandse
Delta

 Inspectie Leefomgeving en Transport
Ministerie van Infrastructuur en Waterstaat


CRV


PWN

ROBECO
The Investment Engineers



GITEX
GLOBAL
14-18 OCT 2024
DUBAI WORLD TRADE CENTRE

DEDICATED INNOVATION



20^E CENTURY: INNOVATIONS IN SPORT

Hoger





20^E EEUW INNOVATIE IN DE LOGISTIEK



EFFICIËNTER EN GOEDKOPER



EFFECTIVE INNOVATIONMANAGEMENT



are there any specific innovation strategies and if so, what are the main strategies



Innovation strategies vary depending on the organization's goals, industry, and resources, but there are several common approaches that businesses and institutions often use to foster innovation. Here are some of the main innovation strategies:



1. Open Innovation:

- Collaborate with external partners, such as customers, suppliers, and research institutions, to source and develop new ideas and technologies.
- Embrace a more porous organizational boundary to access a wider pool of knowledge and expertise.

2. Incremental Innovation:

- Focus on making continuous improvements to existing products, services, or processes.
- Incremental innovation often involves small, iterative changes and enhancements.

3. Disruptive Innovation:

- Pursue radical and groundbreaking innovations that can disrupt existing markets and business models.
- Often associated with startups and technology-driven companies.

4. Blue Ocean Strategy:

- Identify and create uncontested market spaces by developing products or services that are different from and superior to existing offerings.
- Aim to avoid direct competition by carving out new market niches.

5. Design Thinking:

- Place a strong emphasis on understanding and empathizing with end-users to create innovative solutions that address their needs and pain points.
- Typically involves a user-centered, iterative approach to problem-solving.

6. Lean Innovation:

- Apply principles from Lean methodology to innovate efficiently and reduce waste.

🔄 Regenerate

13. Innovation Competitions and Hackathons:

- Organize internal or external innovation competitions to encourage employees or external individuals to propose and develop innovative solutions.

14. Agile and Scrum:

- Implement agile methodologies like Scrum to enhance flexibility, collaboration, and speed in product development and innovation.

15. Sustainability and Environmental Innovation:

- Focus on creating eco-friendly and sustainable products and practices to meet evolving consumer and regulatory demands.

16. Cultural Transformation:

- Foster a culture of innovation by promoting risk-taking, learning from failures, and rewarding creative thinking.
- Encourage employees to generate and implement innovative ideas.

The choice of innovation strategy depends on an organization's objectives, resources, and competitive landscape. In many cases, a combination of these strategies may be necessary to drive innovation effectively. Moreover, the success of any innovation strategy often relies on strong leadership support, a willingness to adapt, and a commitment to fostering a culture of innovation within the organization.



AXIONOMIC

The choice of innovation strategy depends on an organization's objectives, resources, and competitive landscape. In many cases, a combination of these strategies may be necessary to drive innovation effectively. Moreover, the success of any innovation strategy often relies on strong leadership support, a willingness to adapt, and a commitment to fostering a culture of innovation within the organization.



are there any specific innovation strategies and if so, what are the main strategies



Innovation strategies vary depending on the organization's goals, industry, and resources, but there are several common approaches that businesses and institutions often use to foster innovation. Here are some of the main innovation strategies:



1. Open Innovation:

- Collaborate with external partners, such as customers, suppliers, and research institutions, to source and develop new ideas and technologies.
- Embrace a more porous organizational boundary to access a wider pool of knowledge and expertise.

2. Incremental Innovation:

13. Innovation Competitions and Hackathons:

- Organize internal or external innovation competitions to encourage employees or external individuals to propose and develop innovative solutions.

14. Agile and Scrum:

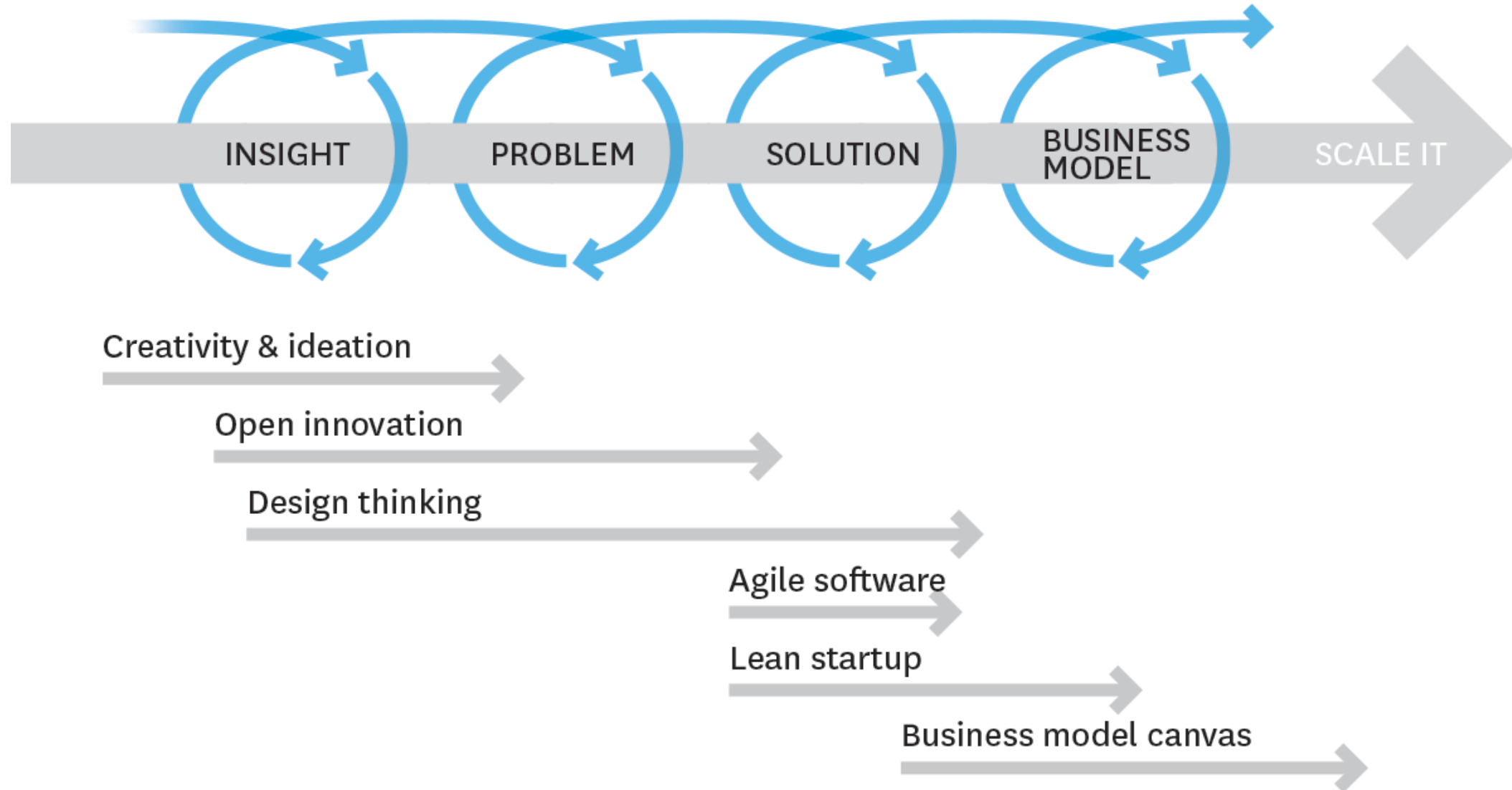
The choice of innovation strategy depends on an organization's objectives, resources, and competitive landscape. In many cases, a combination of these strategies may be necessary to drive innovation effectively. Moreover, the success of any innovation strategy often relies on strong leadership support, a willingness to adapt, and a commitment to fostering a culture of innovation within the organization.



AXIONOMIC

AN END-TO-END INNOVATION PROCESS

Adapting the tools honed by start-ups.



INNOVATION DYNAMICS - INNOVATIE DIALOOG

**“hoe breng je het *goede gesprek*
over innovatie
op een speelse en pragmatische
manier op gang
met de bedrijfsdoelstellingen als
richtsnoer
en met betrokkenheid van
stakeholders“**







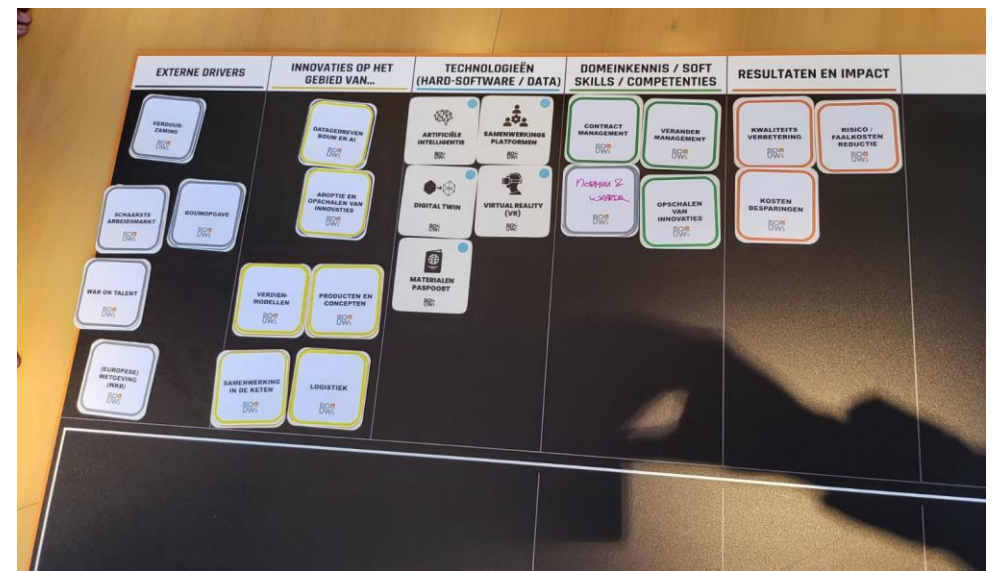


THINK OF A CUBE

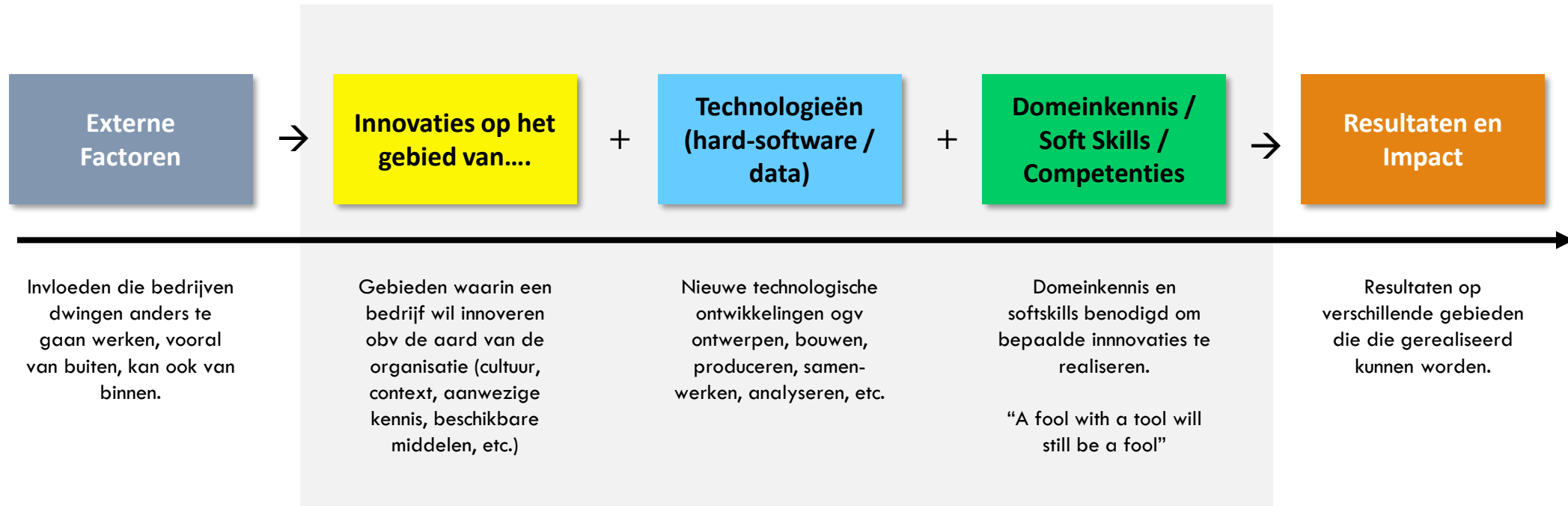


AND LET IT DISAPPEAR

INNOVATION DYNAMICS



INNOVATION DYNAMICS – INNOVATIE DIALOOG



- **Doelstelling:** het gesprek aangaan over wat er voor nodig is om een *fundamentele* vernieuwing te realiseren
- **Basis:** idealiter bedrijfsspecifieke of ketenspecifieke casus maar daarnaast als inspiratie middel om de dialoog te starten en het gevoel van urgentie te verhogen

**HOGERE
PATIËNT-
TEVREDENHEID**



zo-pa-07

**HOGERE
ZELFRED-
ZAAMHEID
PATIËNT**



zo-pa-08

IMAGO / PR



zo-pa-09

**INTEGRALE
ZORG**



zo-pa-10

**JUISTE ZORG
OP DE JUISTE
PLEK**

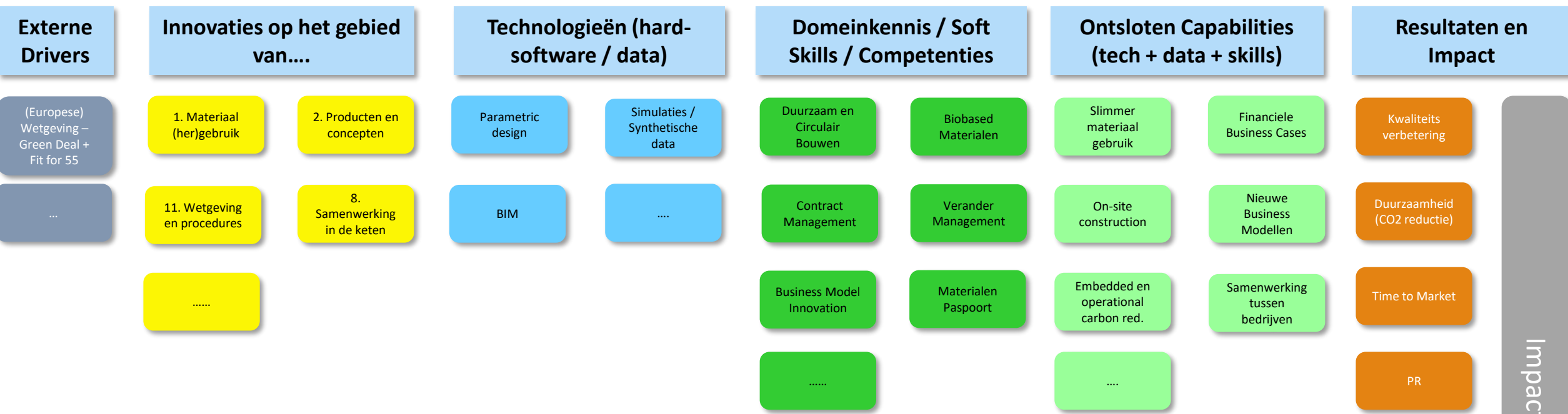


zo-pa-11

**KOSTEN-
BESPARINGEN**



zo-pa-12



- Case – HAUT (73m, 21 verdiepingen, Lingotto, Team V, Arup)**
- De EU Green Deal eist dat landen in 2050 CO2 neutraal zijn. Dit is een belangrijke driver in veel grote bouwprojecten.
 - Door te innoveren ogv nieuwe materialen (hout) kan zowel operational als embedded carbon worden gereduceerd
 - Met technologieën als Parametrisch Design, Simulaties en BIM is een esthetisch mooi en haalbaar ontwerp gerealiseerd dat vroeg met alle partijen gedeeld kon worden
 - Domeinkennis van de constructieve draagkracht van hout maar bijvoorbeeld ook van de brandwerende eigenschappen etc. zijn nodig om het ontwerp uitvoerbaar te maken
 - Hout hoogbouw is een nieuwe en onderscheidende capability van dit consortium
 - De gerealiseerde resultaten zijn: duurzaamheid door CO2 reductie en kwaliteitsverbetering van hout hoogbouw



Focus

Storyline

Ownership



WILFRIED HOFFMAN

wilfried@axionomic.com

06 51519130

