



Survival of the fittest

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We give local ideas global opportunities

What is innovation?

Innovation



Creativity is
to create
something new

Innovation

Innovation is to
do something
about it



Innovation

An innovation can be a new product, a new service, a new production process or type of organisation that has been introduced onto the market or put into use in production or in the organisation thereof in order to create economic value.

It may also relate to finding completely new markets.

Source : Parliamentary bill 51 INITIATIVES FOR AN INNOVATIVE AND CREATIVE INDUSTRY



The difficulty lies not so much in developing new ideas as in escaping from old ones.

John Maynard Keynes (1883-1946) British economist

10 steps to boost innovation

1. Have a vision for change

*To nurture the child
in each of us*



1. Have a vision for change

*To use our imagination
to bring happiness to
millions of people*

Disney



1. Have a vision for change

Building a safe, just, tolerant society



1. Vision

"We give local ideas
global opportunities"

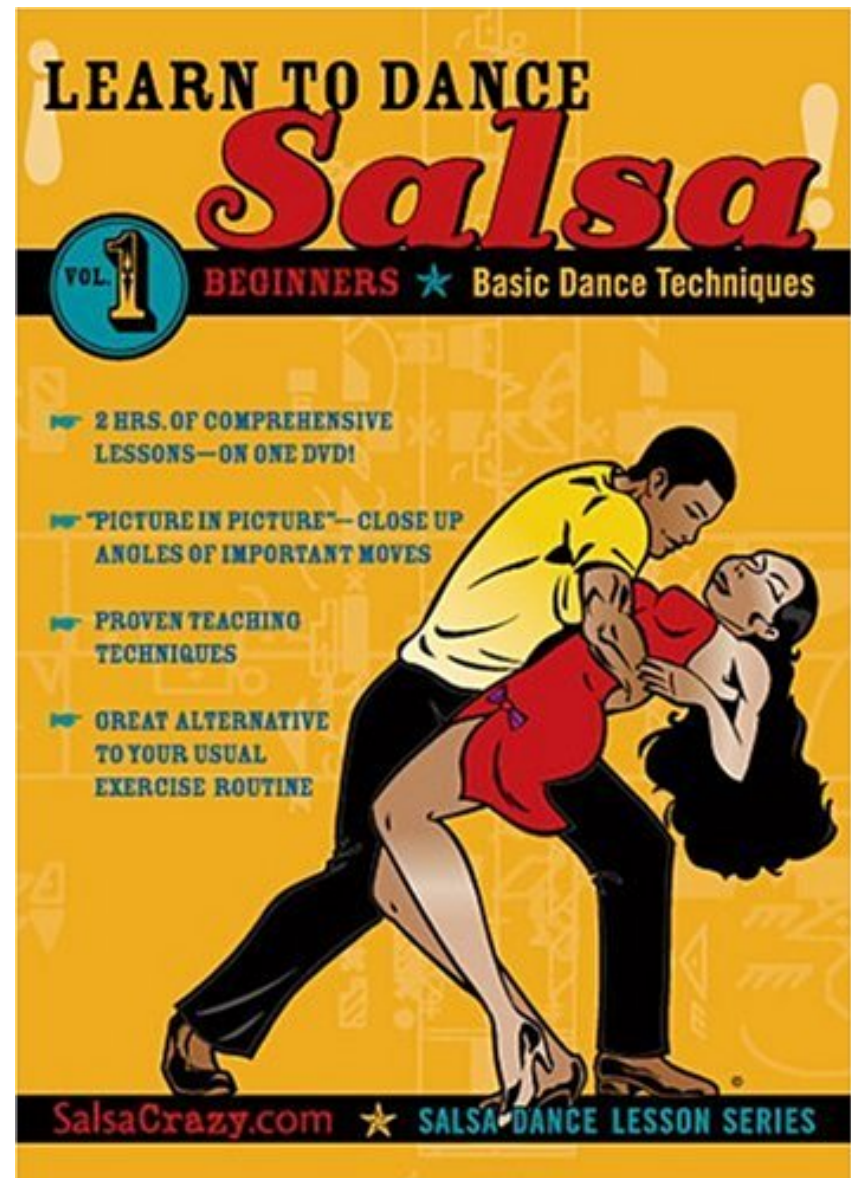


1. Have a vision for change



To establish IN UK & Ireland as a flagship IN office

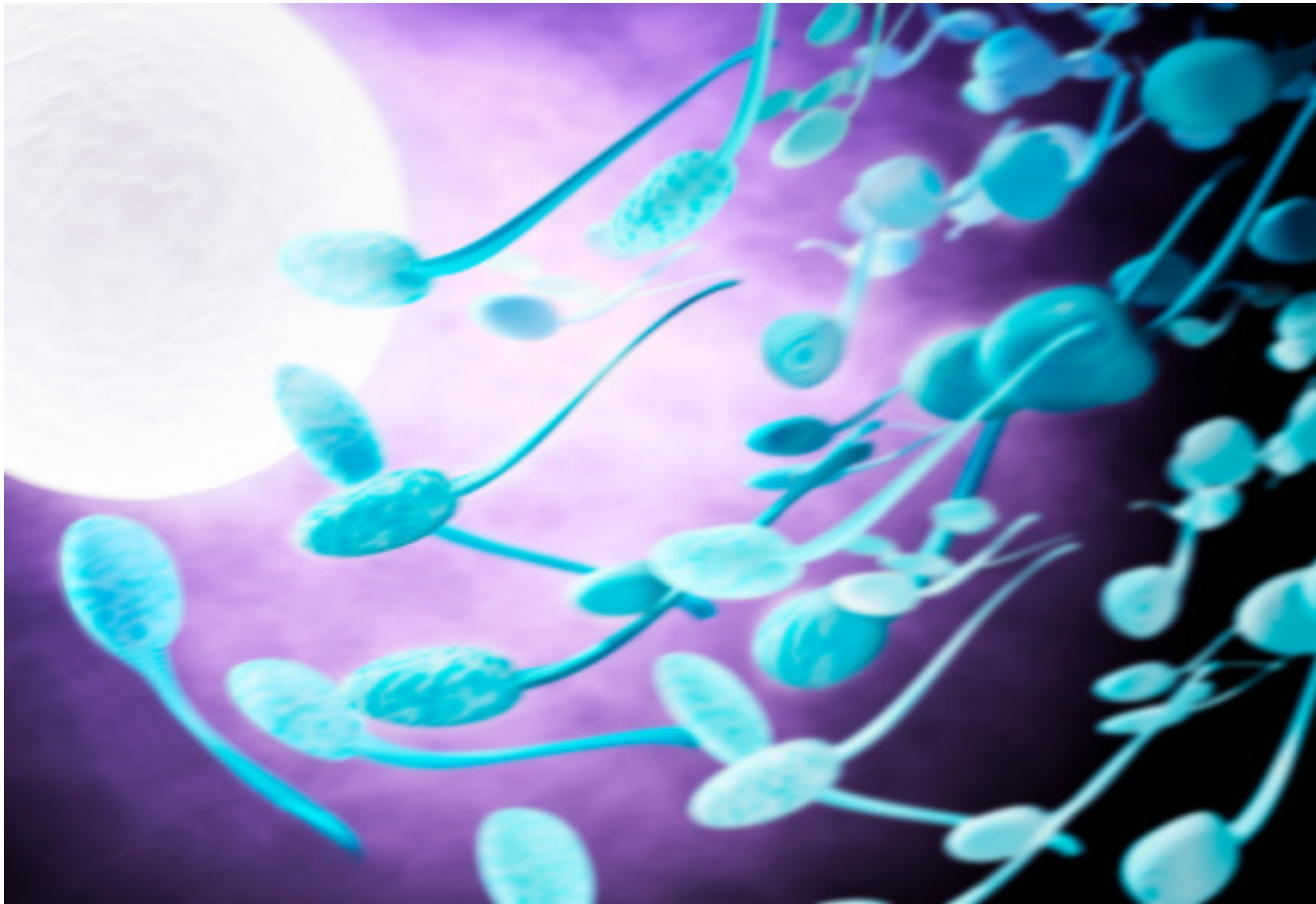
2. Fight the fear of change



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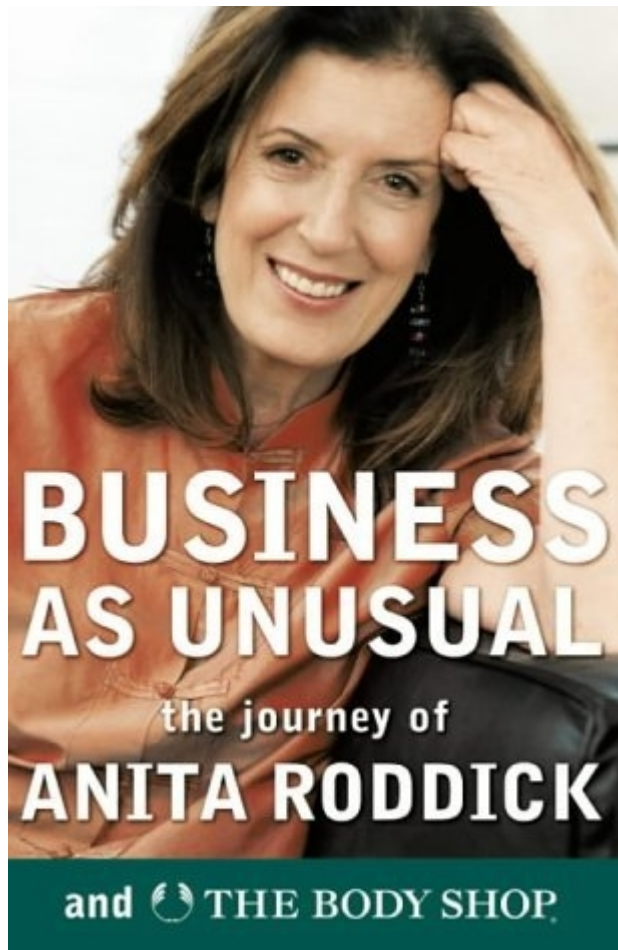
3. Think like a venture capitalist



4. Dynamic suggestions scheme



5. Break the rules



5. Break the rules



5. New rules



"Bad news. You have to start wearing sensible shoes."

5. New Rules



5. New rules



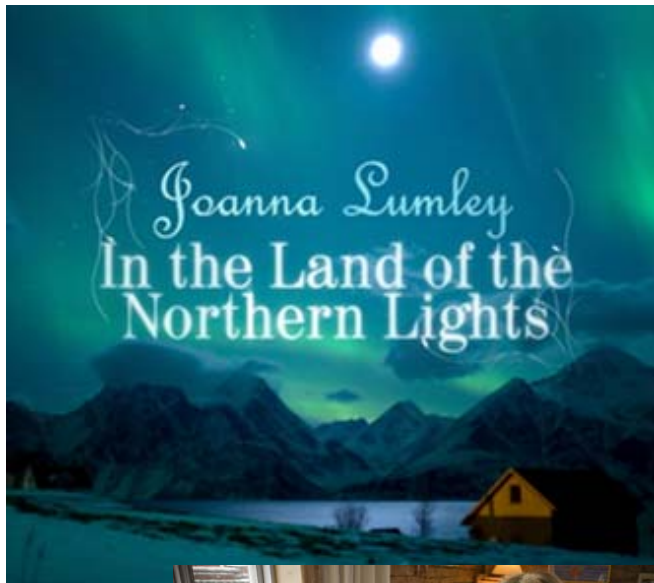
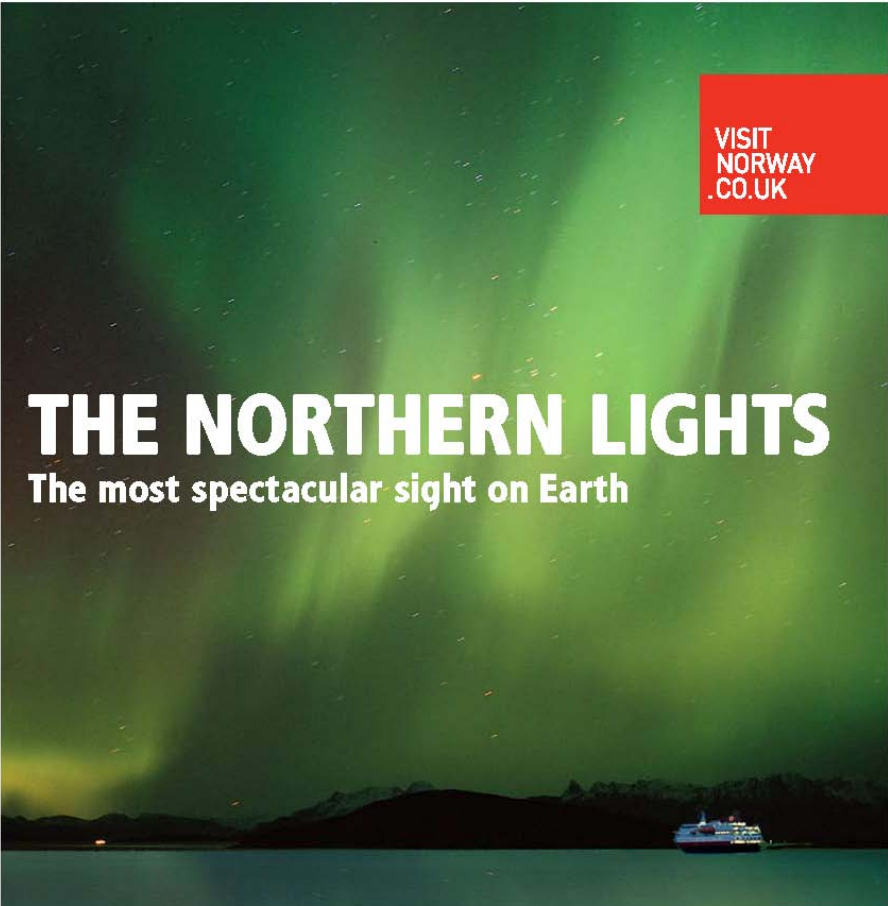
5. New rules – women are trading down

	Male	Female
I am buying more cheaper brands	44%	51%
I do not expect to have a main holiday abroad in 2009	42%	49%
Feeling squeezed by the economic climate	15%	28%

6. Collaborate



6. Collaborate

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7. Welcome failure



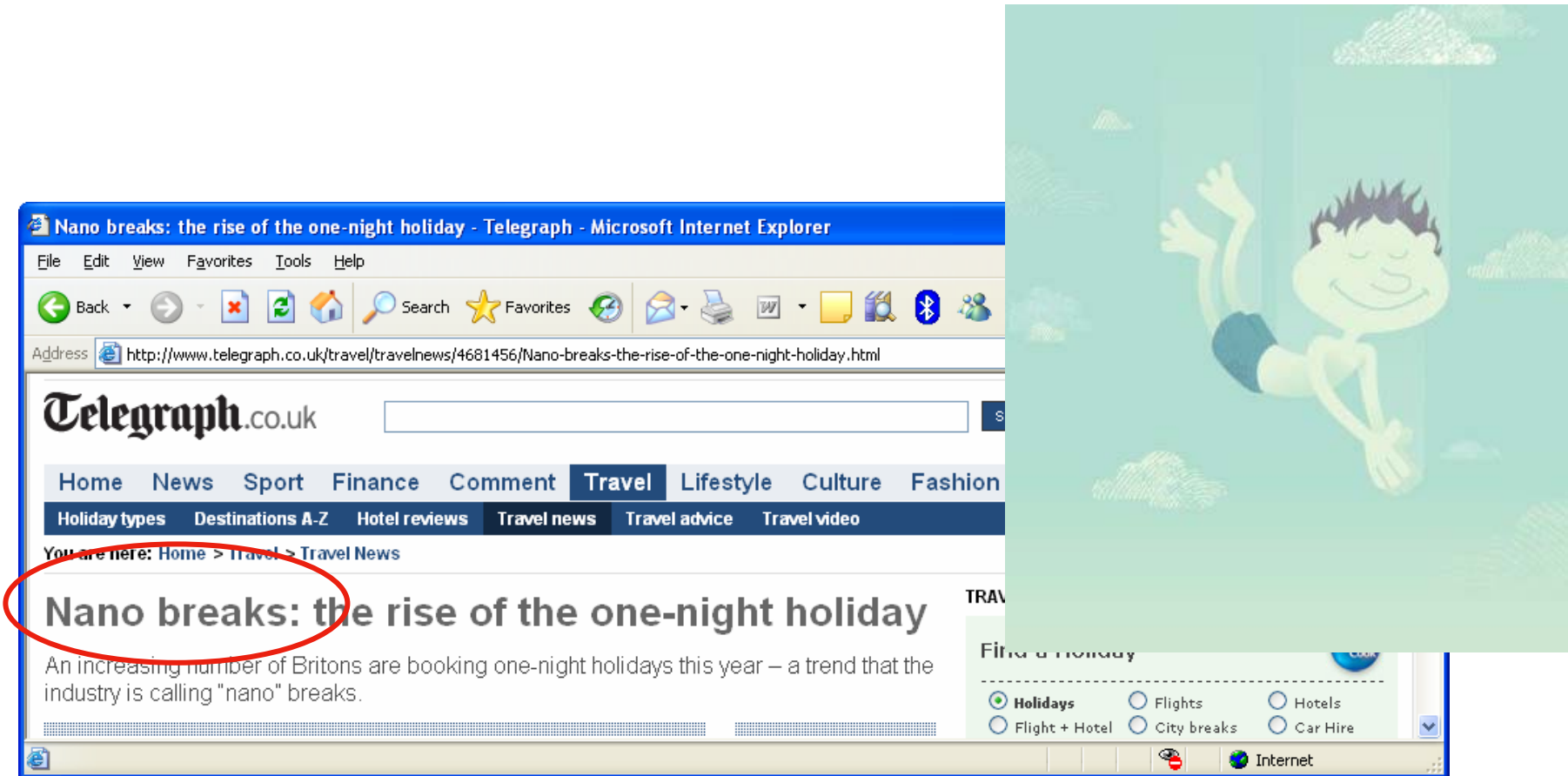
8. Give everyone two key objectives



8. A solution within the problem



9. Screw it – let's do it



The image shows a screenshot of a Microsoft Internet Explorer browser window. The title bar reads "Nano breaks: the rise of the one-night holiday - Telegraph - Microsoft Internet Explorer". The address bar shows the URL: "http://www.telegraph.co.uk/travel/travelnews/4681456/Nano-breaks-the-rise-of-the-one-night-holiday.html".

The page content includes the Telegraph logo, a search bar, and a navigation menu with categories: Home, News, Sport, Finance, Comment, Travel, Lifestyle, Culture, Fashion. Below this is a sub-menu for "Travel" with options: Holiday types, Destinations A-Z, Hotel reviews, Travel news, Travel advice, and Travel video. The breadcrumb trail reads "You are here: Home > Travel > Travel News".

The main headline is "Nano breaks: the rise of the one-night holiday", which is circled in red. Below the headline is the text: "An increasing number of Britons are booking one-night holidays this year – a trend that the industry is calling 'nano' breaks." To the right of the article is a "Find a holiday" section with radio button options: Holidays (selected), Flights, Hotels, Flight + Hotel, City breaks, and Car Hire.

Overlaid on the right side of the browser window is a light green illustration of a young boy with spiky hair, wearing dark shorts, floating in water with his arms and legs outstretched. The background of the illustration features stylized clouds and a sun.

10. Be passionate & have some fun

