

Additional Materials for MADE Cymru's Innovation Management Students

January 24, 2022

I hope you found my two lectures useful and inspiring. By now you should have received “*How can organisations innovate profitably? Aligning execution, governance, and change*” paper. It is a two-page summary of all the key concepts I’ve told you about.

In addition to that. I’ve prepared a list of supplemental materials for you. Each piece has been selected to help you develop a specific skill or practice, with an eye for real-world implementation. Please find them below.

Recommended reading for “Doing Innovation”

Inventor Bruno Pešec On How To Go From Idea To Store Shelf (6524 words)

In this long-form interview I cover in detail the whole process of taking an idea to market and turning it into a business. Link below includes overview of all topics as well as the interview.

Link: <https://www.pesec.no/from-idea-to-business/>

Step-by-step guide for designing Lean Experiments (2402 words)

Rapid testing is critical for profitable innovation. Better experiments lead to better insight which leads to better decisions. This guide will help you maximise and speed-up your learning efforts.

Link: <https://www.pesec.no/step-by-step-guide-for-designing-lean-experiments/>

How to prioritise insight rapidly? (776 words)

Sometimes we aren’t sure what to do with all these new insights. How to pick where to start? Well, this illustrated guide shows you how to go from insight to action in 40 minutes.

Link: <https://www.pesec.no/how-to-prioritise-insight-rapidly/>

Recommended reading for “Managing Innovation”

Create the future (808 words)

Two long-term ways to think about innovation: (i) as means of creating your future, and (ii) as an insurance against the future.

Link: <https://www.pesec.no/create-the-future/>

A slice at a time (533 words)

Breakthrough innovation happens more often within a culture that fosters everyday innovation.

Link: <https://www.pesec.no/a-slice-at-a-time/>

How to introduce an innovation strategy into your company (286 words)

Best practices for introducing an innovation strategy into your company.

Link: <https://www.pesec.no/how-to-innovate-during-covid-19/>

Recommended listening

Non-Bullshit Innovation (47 minutes)

A candid discussion about how should organisations approach innovation during crises.

Link: <https://www.pesec.no/how-to-innovate-during-covid-19/>

Gamifying Lean with Bruno Pešec (34 minutes)

In this episode of the Gemba Academy podcast I talk about: (i) how innovation strategy and lean intersect, (ii) how does respect for people manifest in the world of corporate innovation, and (iii) how can one use games to teach Lean.

Link: <https://www.pesec.no/gamifying-lean-with-bruno-pesec/>

Innovating profitably in all areas of your organization (29 minutes)

In these speech for the executive students, I explain: (i) why organizations fail to achieve returns on their investments in innovation, (ii) three things you can do to minimize the fear and risk of taking on a new innovation initiative, (iii) how to properly measure innovation efforts of your workforce, and (iv) the role of the leader when it comes to innovation in your organization.

Link: <https://www.pesec.no/innovating-profitably-in-all-areas-of-your-organization/>

Recommended watching

Corporate innovation 101

(42 minutes)

What is the difference between doing and managing innovation? What is intrapreneur's job? How should you measure innovation? How can an innovation manager make a difference? Is corporate innovation a career suicide? In this webinar I address previous questions, and more, focusing on tasks of the innovators and innovation managers.

Link: <https://www.pesec.no/corporate-innovation-101-advice-for-intrapreneurs-and-innovation-managers/>

Demystifying strategic growth

(41 minutes)

Even seasoned veterans tend to forget that innovation—introducing new products, services, and business models—and branding—narrative that follows them—are the two most potent levers for strategic growth.

By "strategic" growth I mean business growth that is (i) meaningful, (ii) aligned, (iii) focused, and (iv) profitable. In this webinar I introduce two practical tools for identifying strategic growth options in your organisation: *The Strategy Gap* and *The Four Growth Arenas*.

Link: <https://www.pesec.no/demystifying-strategic-growth/>

Lean Startup Fundamentals

(56 minutes)

This webinar is a crash course in the Lean Startup, a methodology for developing businesses and products customers will pay for. Despite its name, it is a great method for enterprises of all sizes.

Link: <https://www.pesec.no/lean-startup-fundamentals/>

Final Words

Innovation is amazing. That magical feeling of bringing something life, of making something tangible that hasn't been made before, of seeing others benefit from it... Innovation is also darn difficult! It's rife with uncertainty, a perilous journey best undertaken by those with tenacity and grit.

There are some practices and tactics that can make that journey safer and outcome a little bit more certain. Above shared articles, audio and video recordings provide you a number of such practices and tactics. And you've probably learned about a fair bit of them in your course as well.

I leave you with a friendly reminder: implementation is king. If you just collect all these amazing resources, but take no action on them, then you won't see any better results. Pick one—just one—insight that resonated with you and implement it. And then don't stop. That's it.

Good luck!

Bruno Pešec
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