The changing landscape for innovation and creativity

we do not see life as it is...
we see life as we are

the design of Business; Roger Martin

why value creation through collaboration?

from oil refineries to bio-refineries







Different skills

from competitive to collaborative

deep expertise/mastery

ability to connect across multiple stakeholders in business and society

ability to deal with uncertainty and complexity; to improvise, course correct, change

a new humility...

conceding that people at the receiving end of traditional processes may have better ideas than the experts who have been designing those processes for many years...