

# The Jazz of Innovation

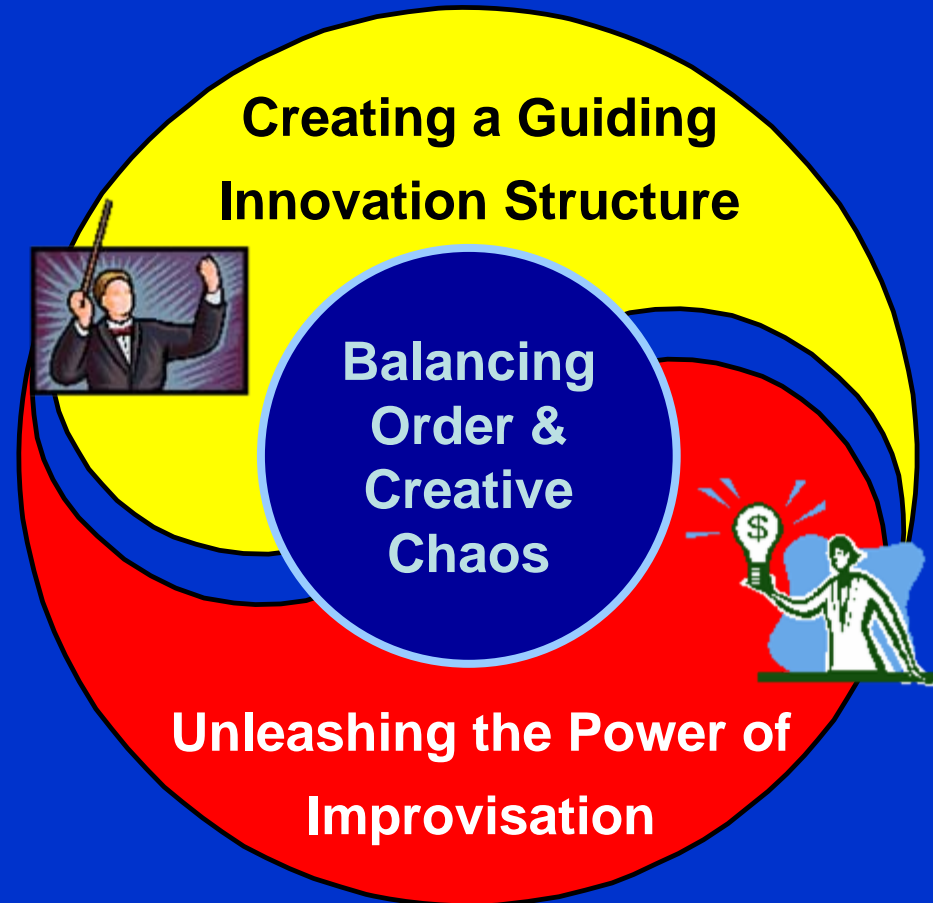
**"Without order  
nothing can exist –  
without chaos  
nothing can evolve."**

80 PowerPoint slides +  
80 Executive Summaries

By: Vadim Kotelnikov

Inventor & Founder, Ten3 Business e-Coach

[www.1000ventures.com](http://www.1000ventures.com)



# The Jazz of Innovation

## Creative Chaos & Improvisation Within a Guiding Structure



### 1. Balancing Order and Creative Chaos



### 2. Creating a Guiding Innovation Structure

- **Defining Innovation Areas and Strategies**
- **Building an Innovation System**
- **Setting Rules for Evaluation and Selection of Ideas**



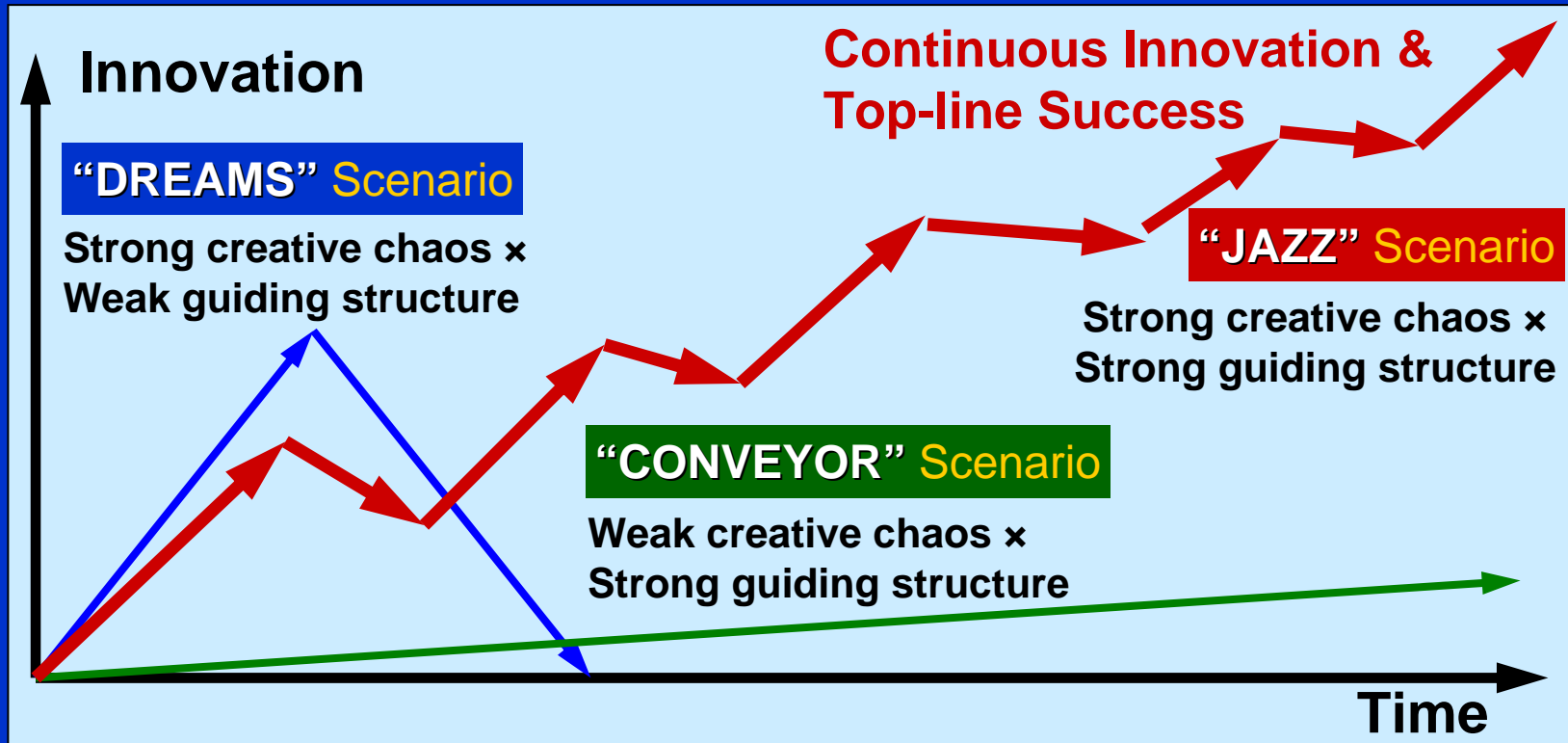
### 3. Unleashing the Power of Improvisation

- **Leading the Innovation Team**
- **Encouraging Entrepreneurial Creativity**
- **Facilitating Rapid Experimentation**

# The Jazz of Innovation

## Creative Chaos & Improvisation Within a Guiding Structure

"Without order nothing can exist – without chaos nothing can evolve."



Concept development →

Market introduction

Implementation →

# The Jazz of Innovation

## 11 Practice Tips

1. Provide strategic alignment
2. Define the innovation process publicly
3. Build cross-functional expertise
4. Establish a creative chaos environment
5. Challenge assumptions
6. Cross-pollinate
7. Reward idea generation
8. Experiment
9. Allow freedom to fail
10. Measure the progress
11. Make business fun



# The Jazz of Innovation

## Key Components

### GUIDING STRUCTURE

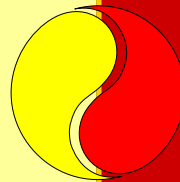
#### Innovation Strategies

- Strategic Intent
- Launching a Crusade
- Leveraging Diversity
- Idea Selection Guidelines



#### Innovation System

- Adaptive Organization
- Growth Culture
- Cross-functional Teams
- Loose-Tight Leadership
- Innovation Process
- Metrics & Rewards
- Fast Company



### IMPROVISATION

#### Leading Innovation

- Inspiring and Energizing
- Creative Chaos & Fun
- Brainstorming
- Freedom to Fail

#### Entrepreneurial Creativity

- Cross-functional Excellence
- Effective Questioning
- Cross-pollination of Ideas
- Creative Problem Solving
- Experimentation
- Market Learning
- Creative Selling



# The Jazz of Innovation

## Creative Chaos & Improvisation Within a Guiding Structure

Click

### 1. Balancing Order and Creative Chaos

### 2. Creating a Guiding Innovation Structure

- **Defining Innovation Areas and Strategies**
- **Building an Innovation System**
- **Setting Rules for Evaluation and Selection of Ideas**

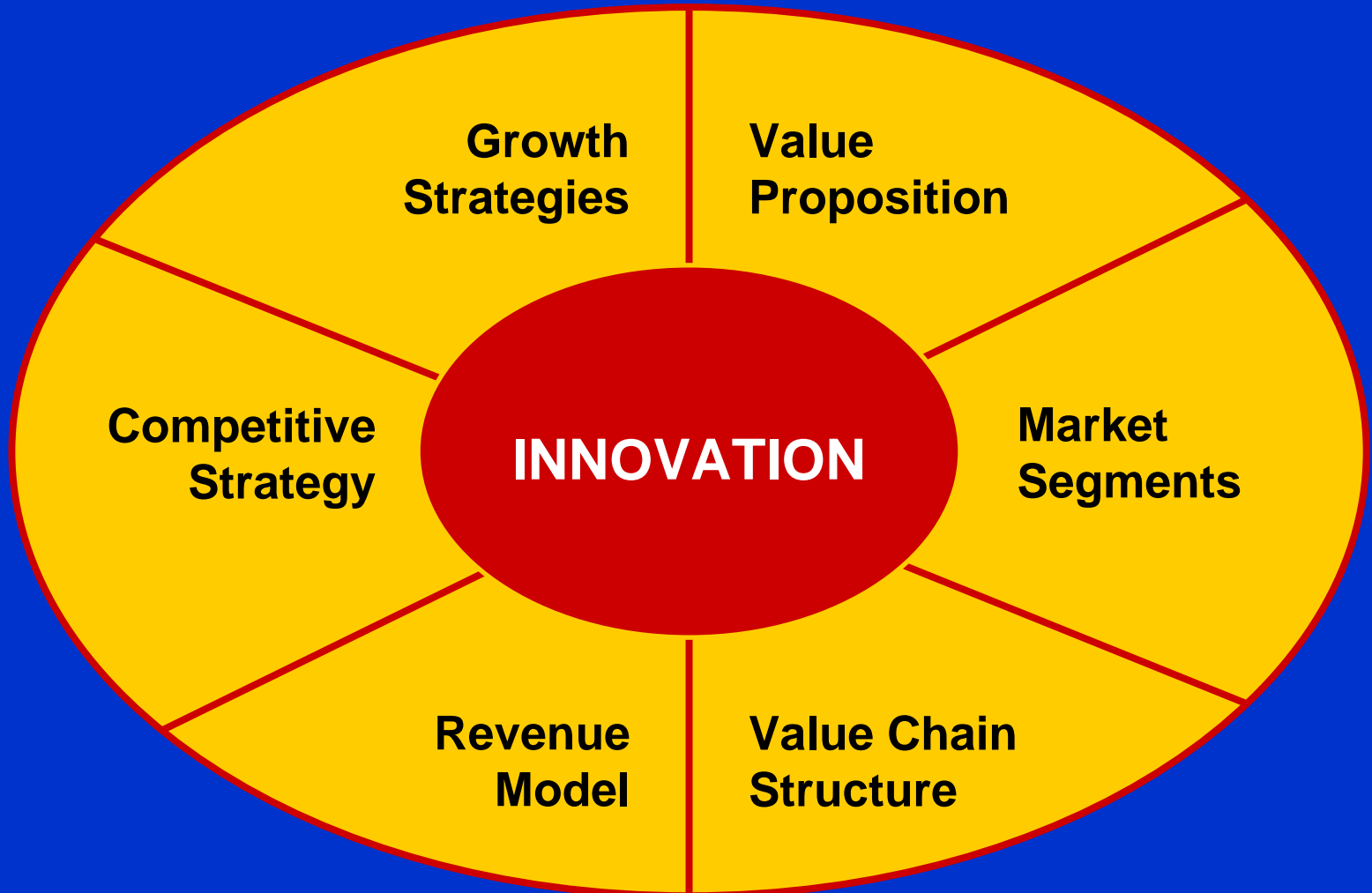
Click

### 3. Unleashing the Power of Improvisation

- **Leading the Innovation Team**
- **Encouraging Entrepreneurial Creativity**
- **Facilitating Rapid Experimentation**

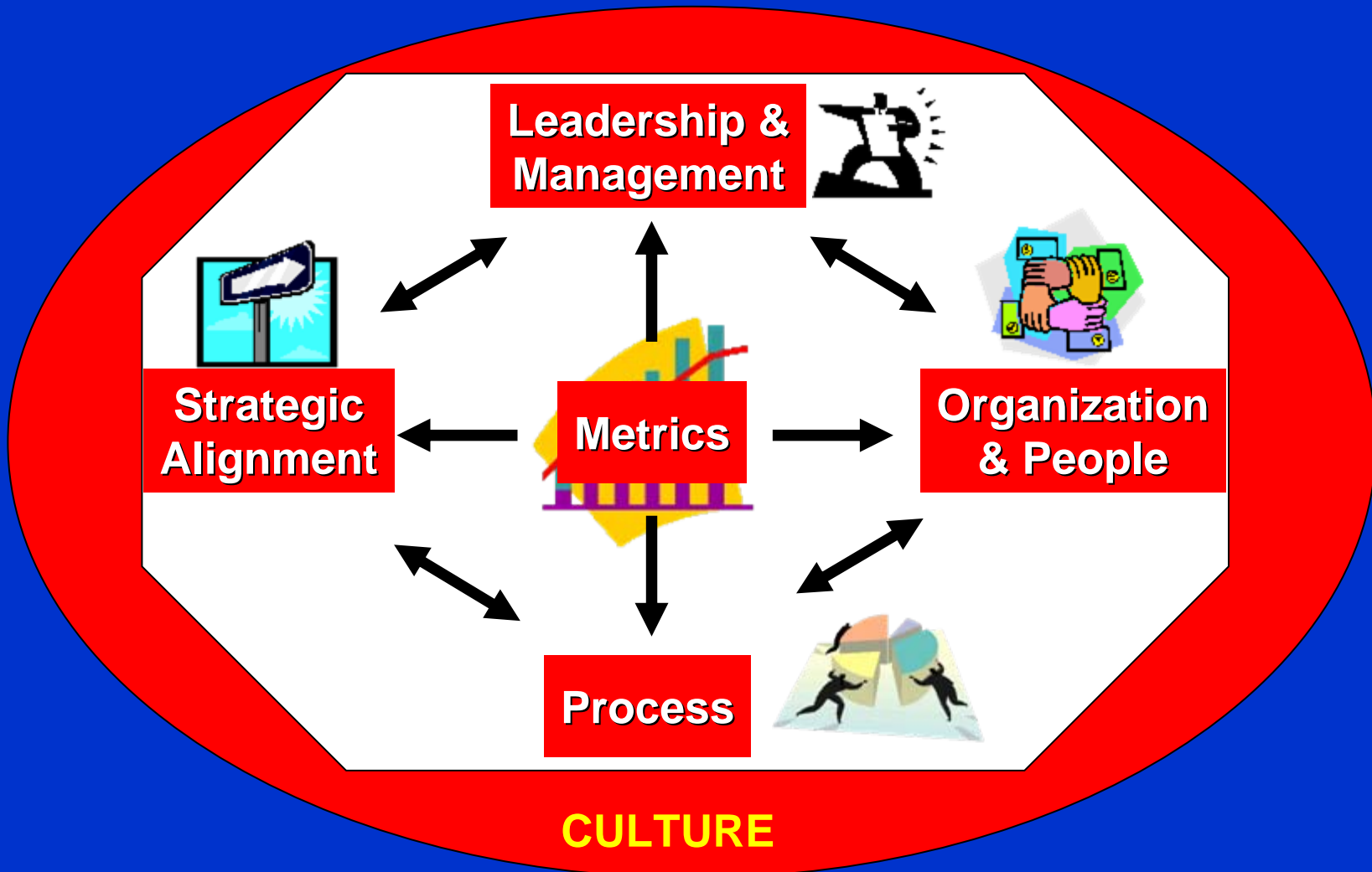
# Business Model

## Converting Innovation to Economic Value



# Corporate Innovation System

## 5+1 Core Elements



# Innovation Process

## Traditional vs. Flexible Model

### TRADITIONAL MODEL

**Project  
Start**

**Concept  
Freeze**

**Market  
Introduction**

**Concept development**

**Implementation**

### FLEXIBLE MODEL

- phases are overlapped; no design is locked down earlier than absolutely necessary not to miss a newly emerging technology
- effective for rapidly changing business environment

**Project  
Start**

**Concept  
Freeze**

**Market  
Introduction**

**Concept development**

**Implementation**

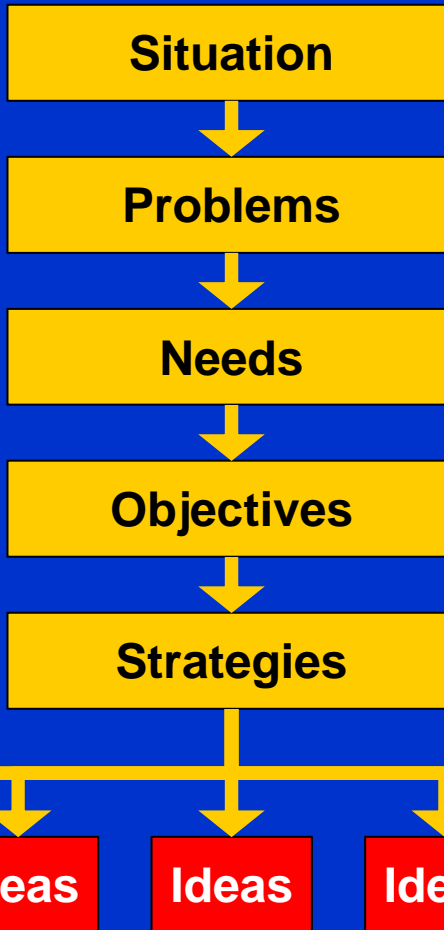
# Techniques To Develop Solutions

## Brainstorming Session: Flow of Ideas

The **ideas** you want to develop should flow from the strategies you identify to achieve the objectives.

**Objective** is what you want to achieve.

**Strategy** is how you propose to achieve the objective



Ideas can be all over the place. To develop ideas efficiently, you need a strategy that addresses the identified problem.

# The Jazz of Innovation

## Creative Chaos & Improvisation Within a Guiding Structure



### 1. Balancing Order and Creative Chaos

### 2. Creating a Guiding Structure

- **Defining Innovation Areas and Strategies**
- **Building an Innovation System**
- **Setting Rules for Evaluation and Selection of Ideas**

### 3. Unleashing the Power of Improvisation

- **Leading the Innovation Team**
- **Encouraging Entrepreneurial Creativity**
- **Facilitating Rapid Experimentation**

# Creative Leadership

## Managing Complexity and Encouraging Creativity

Creative leaders search for and discover opportunities, introduce positive change, and make quantum leaps forward in creating new products and processes.



### Questions to Answer

- How can you inspire and motivate people to become more creative and empower them to bring their ideas into life?
- How can you energize people to see problems as opportunities for innovation and failures as stepping stones to success?
- How can you make all your staff into creative problem solvers and creative entrepreneurs?
- How can you encourage cross-pollination of ideas among your people and search for synergies?
- What can you do to make business fun for your people?

# Entrepreneurial Creativity

## Five Steps



**1. Find the opportunities,  
don't wallow in the problems**

**2. Separate idea generation  
from idea evaluation**

**3. Change lenses**

**4. Avoid the trap of  
entrenched thinking**

**5. Risk something big**



# The Tao of the Jazz of Innovation

## Balancing Adaptation and Improvisation



### Yin

*Passive, accepting side*

### Yang

*Active, aggressive side*

**Innovation Strategy**

**Evolution**

**Revolution**

**Innovation Process**

**Following guidelines**

**Improvisation**

**Innovation Mindset**

**Alignment and adaptation**

**Challenging assumptions**

**Idea Management**

**Loose leadership**

**Tight leadership**

**Brainstorming**

**Convergent thinking**

**Divergent thinking**

**Dealing with Failure**

**Allowing freedom to fail**

**Starting more intelligently**

**Opportunities**

**Opening mind; anticipating**

**Pursuing; experimenting**

**Value Innovation**

**Meeting expectations**

**Exceeding expectations**

**Teamwork**

**Learning; cross-pollinating**

**Discovering; synergizing**

# The Jazz of Innovation

## Creative Chaos & Improvisation Within a Guiding Structure

### Sample Ten3 slide with a half-page Executive Summary



#### Instead of Introduction

For the vast majority of companies, having well-defined visions and mission statements changes nothing. The exercise of crafting them is a complete waste of time and talent if visions and mission statements are used for nothing but being published in the annual report and displayed in a reception area. To be able to energize employees to work towards corporate goals, visions and missions should be more than a sign on the wall. Executives and managers should live them, be seen living them, and constantly communicate them to their employees.

#### Vision

Vision is a short, succinct, and inspiring statement of what the organization intends to become and to achieve at some point in the future, often stated in competitive terms. Vision refers to the category of intentions that are broad, all-inclusive and forward-thinking. It is the image that a business must have of its goals before it sets out to reach them. It describes aspirations for the future, without specifying the means that will be used to achieve those desired ends.

#### Mission Statement

A mission statement is an organization's vision translated into written form. It makes concrete the leader's view of the direction and purpose of the organization. For many corporate leaders it is a vital element in any attempt to motivate employees and to give them a sense of priorities

#### Setting Goals

The major outcome of strategic road-mapping and strategic planning, after gathering all necessary information, is the setting of goals for the organization based on its vision and mission statement. A goal is a long-range aim for a specific period. It must be specific and realistic. Long-range goals set through strategic planning are translated into activities that will ensure reaching the goal through operational planning.

#### Strategic Intent

A strategic intent is a company's vision of what it wants to achieve in the long term. It must convey a significant stretch for your company, a sense of direction, discovery, and opportunity that can be communicated as worthwhile to all employees. It should not focus so much on today's problems but rather on tomorrow's opportunities.

**This is a demo version**  
(10 slides only, no Executive Summaries)

**Buy now**

**the complete Ten3 Mini-course!**

- 80 PowerPoint slides +
- 80 Half-page Executive Summaries

**Learn & Teach – FAST!**

**US\$ 34 only!**

**[Click here](#) to see the complete list of slides**