

“COMPANIES NEED TO CONSTANTLY DISRUPT THEMSELVES”

INNOVATION AS A DISCIPLINE



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Harm Flik, consultant at Zühlke, spoke about how to be and stay innovative. Photo: JW

● A company becomes innovative if it considers the innovation process as a discipline, according to Harm Flik, a consultant for organizations on how to make use of digital and mobile technologies and innovative business models at Zühlke.

Harm Flik also presented the eight essentials for innovation which each company should cover (see box). Flik said it is important to focus on 2-3 essentials. Discovering should be a key focus. Therefore, there should be systemic scanning of opportunities from different viewpoints (e.g. customer, end-user, technology, organization). “Create value propositions for your company. A good example here is Unilever,” Flik said.

Essentials for innovation	Description
aspire	Think big and out-of-the-box
choose	Picking attitude towards choosing your battles
discover	Recognize and focus on true potential
evolve	Develop new business model for long-term growth
accelerate	Fast-paced customer obsession
scale	Fast rollout of new innovative stuff
extend	Tap into the potential of highly knowledgeable 3 rd parties
mobilize	Innovation is an integrated part of culture

Essentials for innovation (Flik, 2017)

“Fast time-to-market for innovation,” recommended Flik when presenting the accelerate essential. “Establish a strong product and project management for this”. Companies should create interdisciplinary and cross-organizational teams as well as constantly assess the value-add to the customer like Amazon does.

Moreover, Flik put “extending” in the center. He believes that companies need to establish a culture of open innovation which allows external ideas. Strong collaboration with external parties such as universities can solve problems. P&G is an excellent example for this factor.

“In the end,” Flik said, “as an organization you need to be on top of your game, be active and try to constantly evolve who the organization is and where the organization is going. Think innovative, so, you will be competitive in the future.”

DIGITAL MASTERY

To achieve sustainable growth, a company needs to be a digital master by having excellent digital capabilities and excellent digital leadership. How this system works can be seen in the chart below.



Digital Mastery (Flik, 2017)

“Digital Masters outperform their peers by 9% higher revenue from physical assets and a 26% higher profitability,” said Harm Flik. “So, the key to sustainable growth is becoming a Digital Master.” Excellent digital capabilities are identified by putting customer experience at the heart of the organization, transforming operations and including people, processes and technology as well as reinventing in business models.

Flik also presented key skills which enable companies to be and stay innovative: changing constantly, disrupting yourself, exploding exponential and mind setting matters as well. ● FG