



THE BIG INNOVATION CHALLENGE

Can a robot do a better job
than you?

PART 1

The Story of Sam

PART 2

Human vs Robots for Leadership

PART 3

How to get the juices flowing!



eeeeh.llo!

PART 1

The Story of Sam


(born March 2015)

Q. What color
is your hair?

A. Red, of
course! Oh,
what a fruitful
conversation;-)

Deb Amlen interview with a chatbot
disguised as 13-year-old Eugene Goostman
from Odessa, Ukraine and the first program
to pass the Turing Test.



A black and white photograph of a young man with dark hair, wearing a horizontally striped long-sleeved shirt, sitting at a desk and working on a laptop. He is looking down at the screen with a slight smile. In the foreground, a classic black and white soccer ball is positioned on the desk to the right of the laptop. The background is slightly blurred, showing what appears to be a library or study area with bookshelves.

By 2035, Sam
dreams of
working as a
**sports
journalist...**

QUESTION

Which of the following two news stories was written by a **robot**?

STORY A?

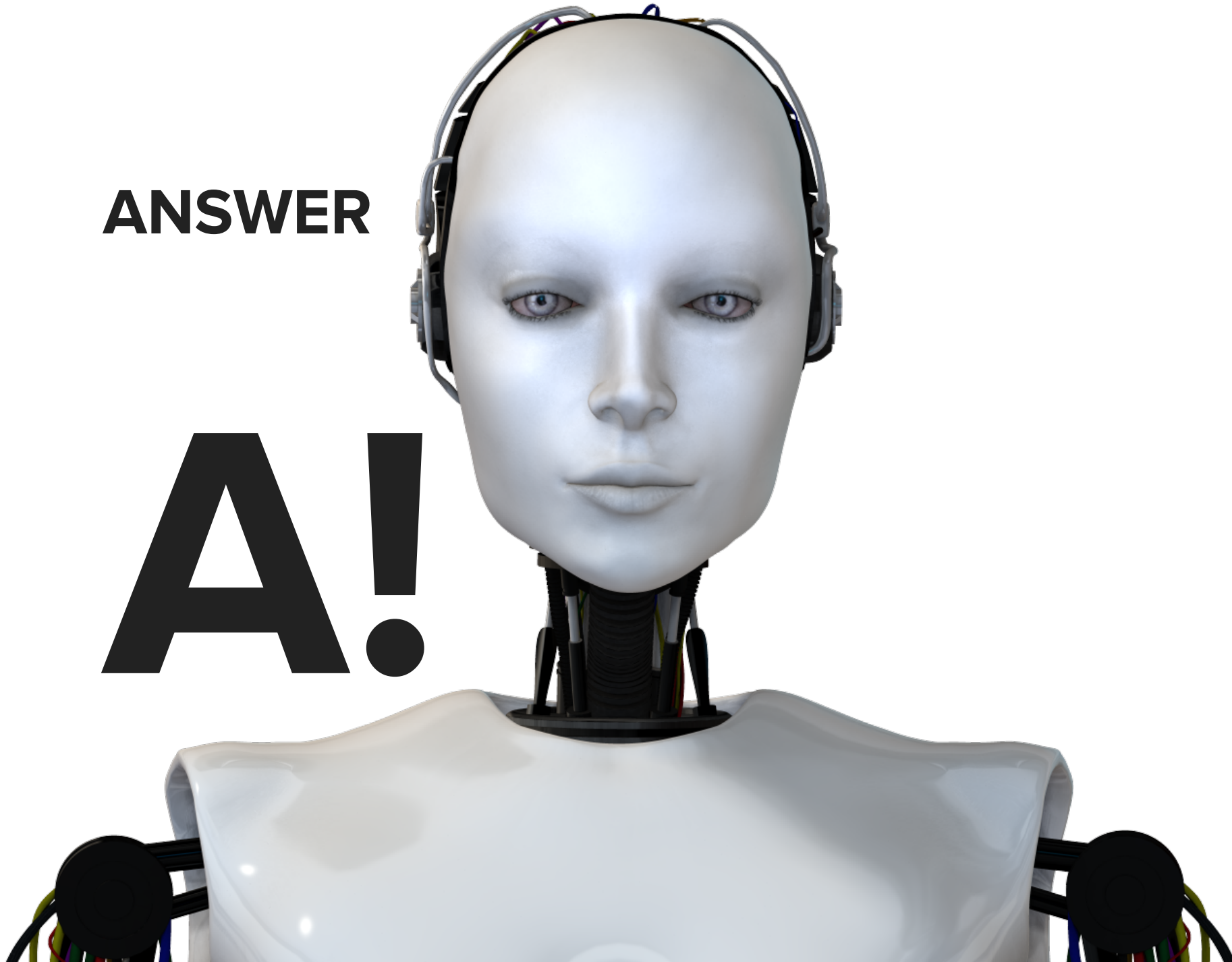
“Things **looked bleak** for the Angels when they trailed by two runs in the ninth inning, but Los Angeles recovered, thanks to a key single from Vladimir Guerrero to pull out a 7-6 victory over the Boston Red Sox at Fenway Park on Sunday.”

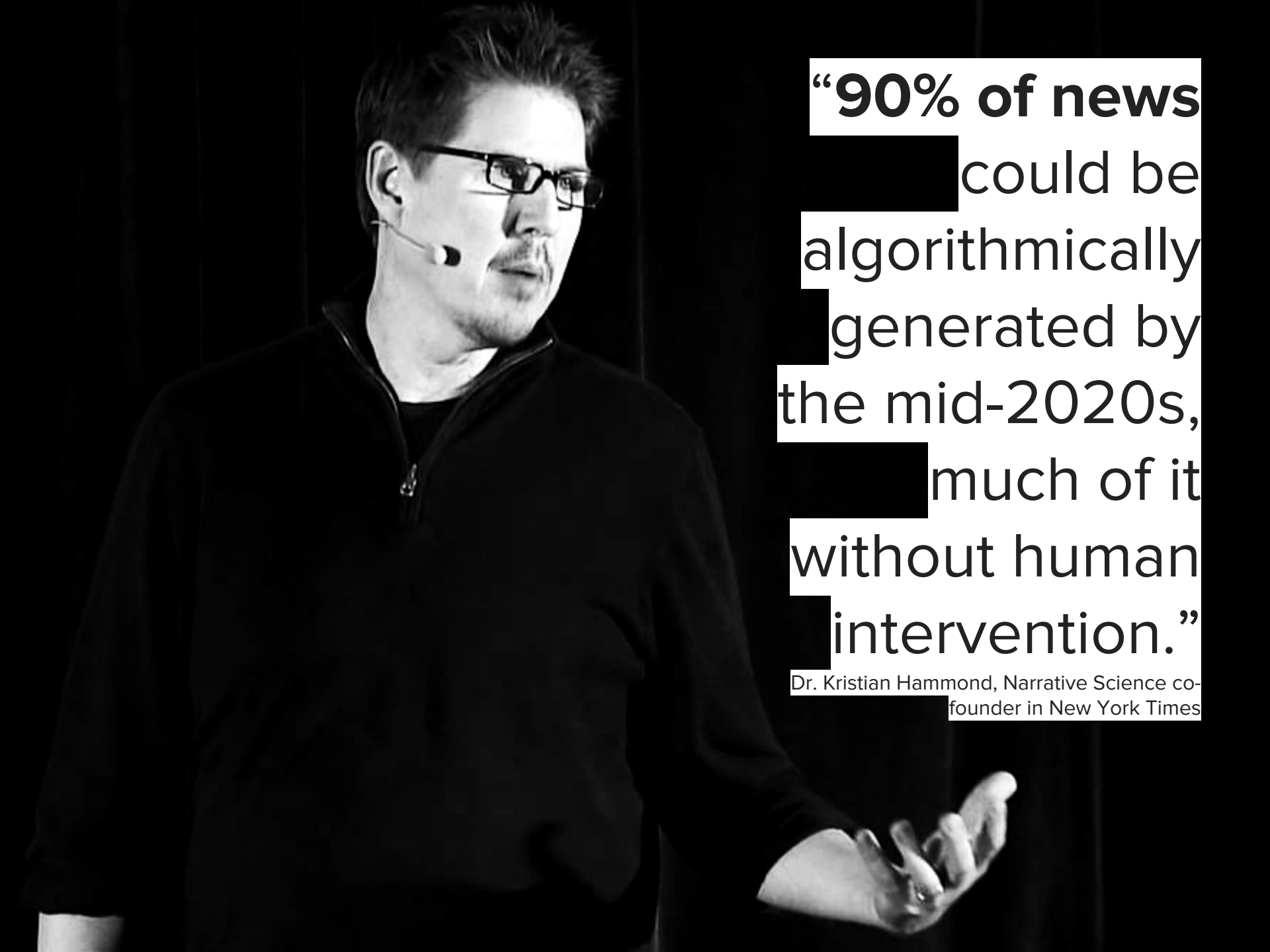
OR STORY B?

“The University of Michigan baseball team used a four-run fifth inning to salvage the final game in its three-game weekend series with Iowa, winning 7-5 on Saturday afternoon at the Wilpon Baseball Complex, **home of historic** Ray Fisher Stadium.”

ANSWER

A!





“90% of news
could be
algorithmically
generated by
the mid-2020s,
much of it
without human
intervention.”

Dr. Kristian Hammond, Narrative Science co-founder in New York Times



“His patented algorithmic system has generated more than **a million books**, more than 100,000 of which are available on Amazon.”

Philip M. Parker, Insead in New York Times

QUESTION

What are the
chances that Sam
will capture his
dream job?

ANSWER

Chances of Sam becoming a sports journalist? Less than...

1%

PART 2

Humans vs Robots for Leadership





**INDUSTRIAL
WORKERS
1760-1960**

logic
memory
language
discipline

**KNOWLEDGE
WORKERS
1960-2020**

creativity
empathy
analysis
logic
memory
language
discipline

AL
AT
I
R

“Watson is a cloud service that can understand human language and context and **deliver insights**, saving bank managers at least two hours a day.”

Olivier Crespin, DBS in The Straits Times

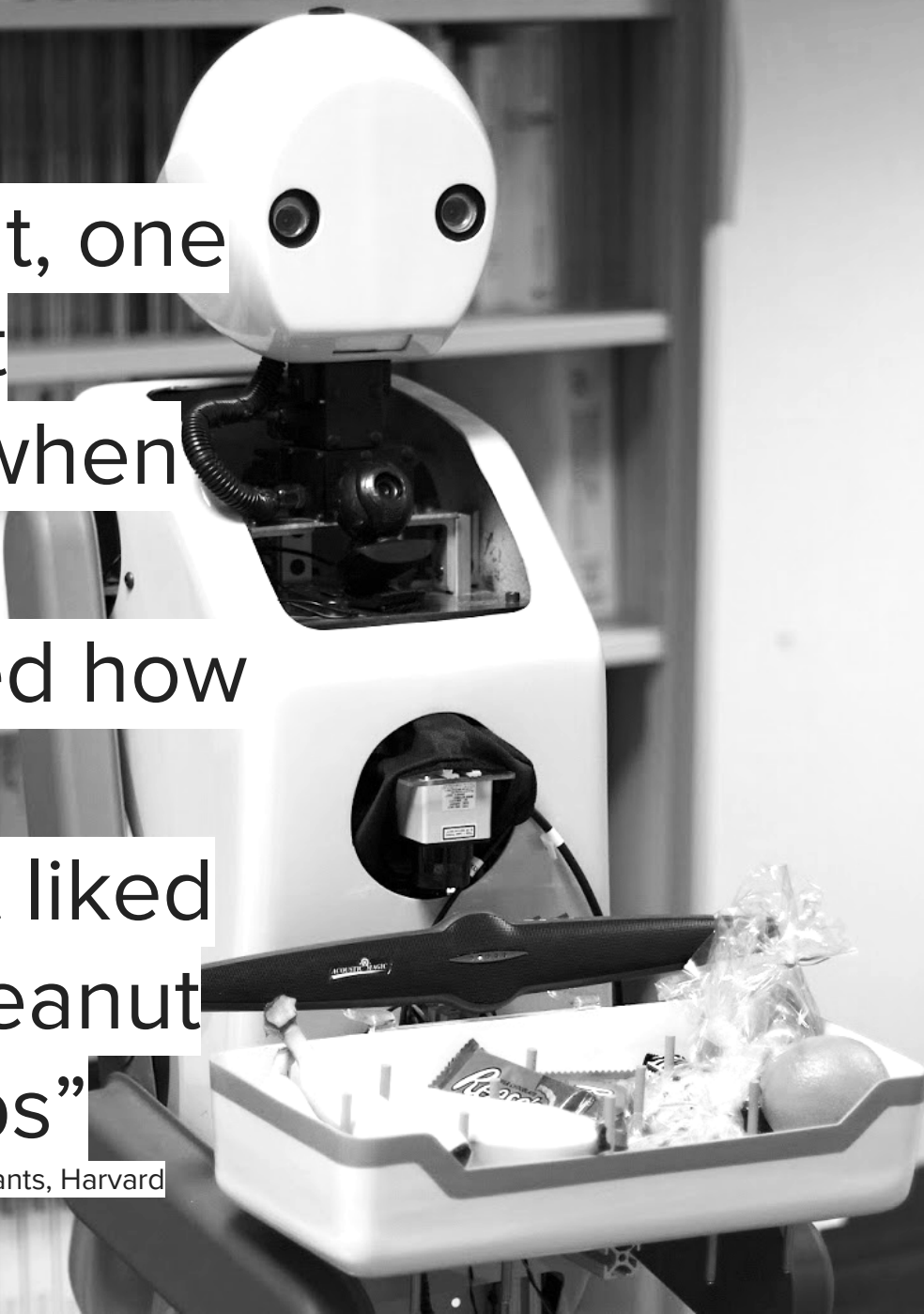


“Some participants went as far as shielding the Pleos with their bodies so that no one could hurt them”

At a 2013 robotics conference when MIT researcher Kate Darling invited participants to first play with a Pleo (animatronic toy dinosaur) and later torture and dismember it.

“In the experiment, one person felt awkward when the robot commented how much the participant liked to order Peanut Butter Cups”

When your boss wears metal pants, Harvard Business Review 2015



**HUMAN
WORKERS
2020+**

joy
uniqueness
intuition
creativity
empathy

Don't cross!

Don't cross!

**ROBOTIC
WORKERS
2020+**

analysis
logic
memory
language
discipline

A black and white photograph of a man in a dark t-shirt standing next to a large cargo bicycle. He is gesturing with his hands as if presenting the bike. The bicycle has a large front wheel and a smaller rear wheel. A sign on the side of the bicycle reads "CYCLING WITHOUT AGE" and "SINGAPORE" with an icon of a person on a bicycle and a person in a wheelchair. In the background, several people are watching, including a woman in a dark shirt and a man in a dark shirt and glasses. The setting appears to be an indoor exhibition or workshop.

Joy

Ole Kassow, an avid cyclist with a big heart, founds cycling without age.

Watch www.youtube.com/watch?v=O6Ti4qUa-OU



Uniqueness

Linus Torvalds,
the creator of a
new open source
operating system
has never been
shy to challenge
the norm and
break
conventions



Intuition

Apple's revered designer Jonathan Ive can't download his taste to a computer.

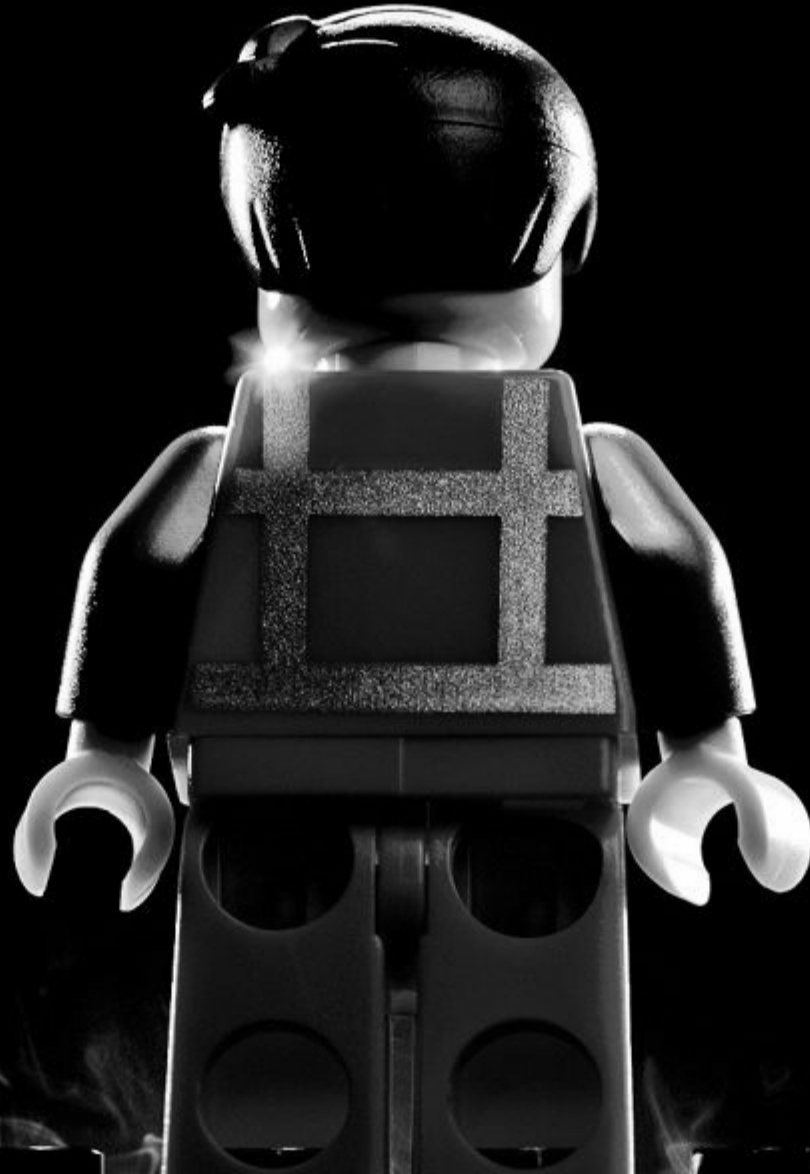
Beyond Automation, Harvard Business Review

Creativity

The LEGO
movie is all
about creativity
and

imagination.

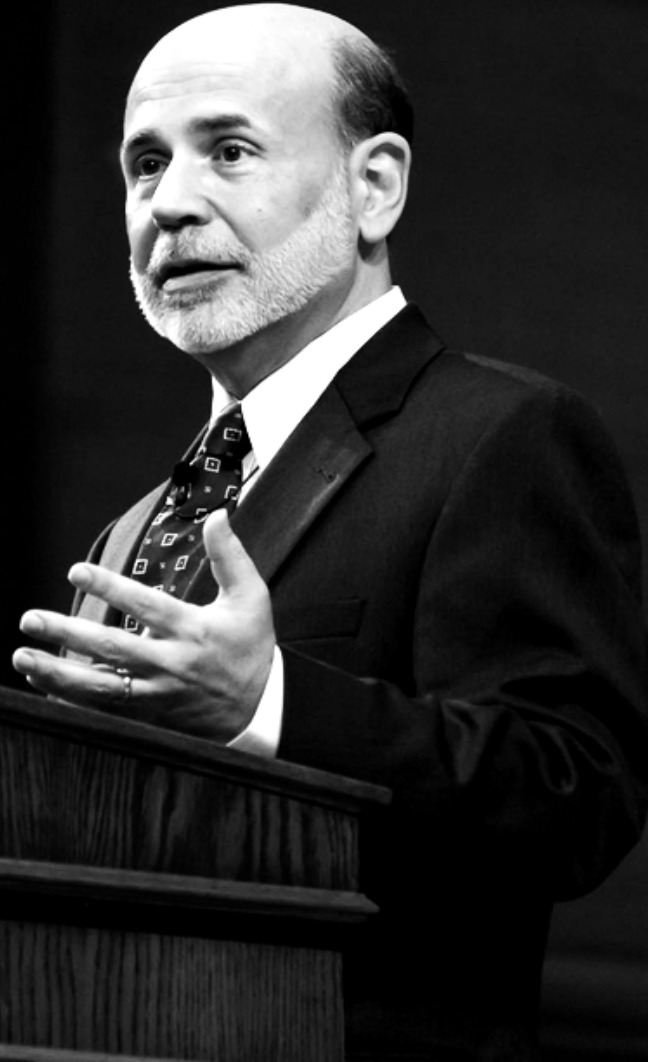
Jill Wilfert, vice president for global licensing
and entertainment, LEGO to FAST COMPANY



Empathy

"Just between us,
I recently tried to
refinance my
mortgage and I
was unsuccessful
in doing so."

Ben Bernanke, former Chairman of the US Federal Reserve, Bloomberg Business



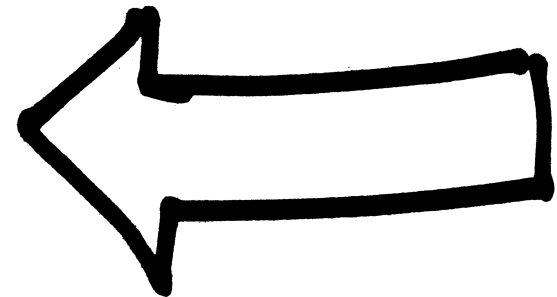
QUESTION

What is the next
new **job** for people
in an age of
technology?
.....(guess)

ANSWER

Juice

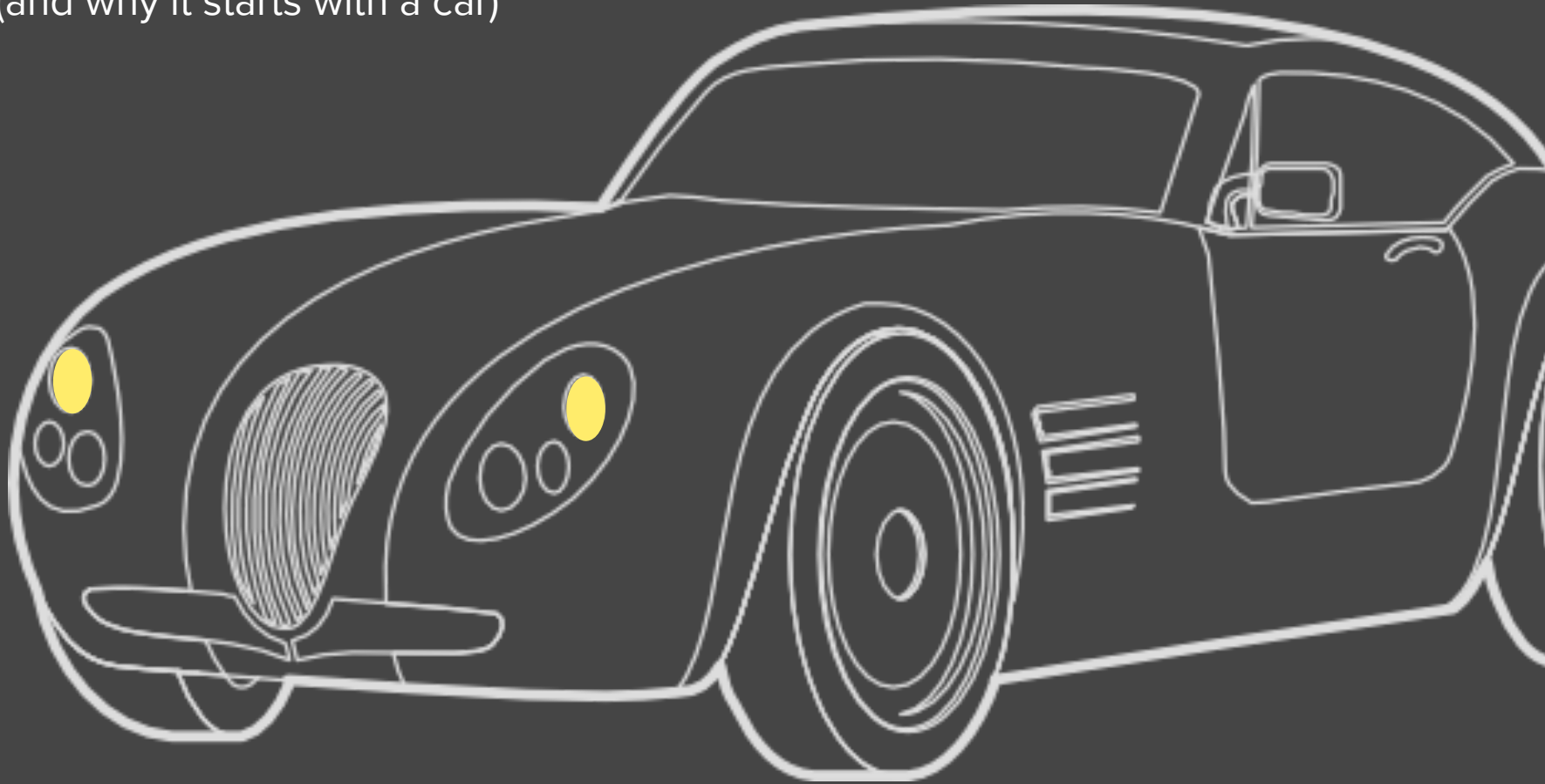
Producers!




PART 3

How to get the juices flowing!

(and why it starts with a car)





In any organization,
culture is the single
toughest thing to
change ...

How to
speed up
innovation
culture?

*Driver - embrace joy - from
controlling to empowering*

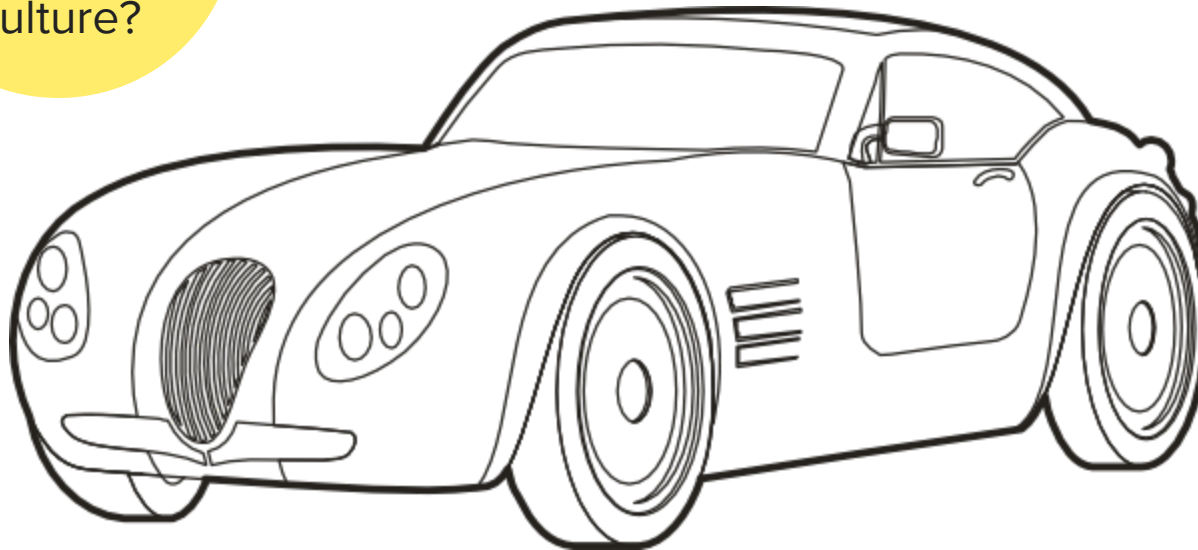
LEADERSHIP

(GOV = EDUCATION)

*Fuel - increase intuition - from
compliance to divergent*

INSPIRATION

(GOV = IMMIGRATION)



*Body - foster
creativity - from dull
to lively*

SPACE

**(GOV =
INFRASTRUCTURE)**

*Engine - grow empathy -
from 'me' to 'we'*

HEART






**(GOV =
ENTREPRENEURSHIP)**

*Wheels - allow uniqueness -
from standardization to flexible*

PROCESSES

(GOV = RESEARCH)

The 2-year Step-by-Step Process

	Step 1  Assess Where are we today?	Step 2  Ideate What actions can we take?	Step 3  Coach How to walk the talk?	Step 4  Collaborate How to spread the message?	Step 5  Accelerate How to make it stick?
Time frame?	3 months	3 months	3-12 months	3 months	12 months
What happens?	An online culture survey is conducted throughout the organisation. Results and benchmark presented.	Based on the ICAT data, the senior leadership sets out 3-5 large priority	A coaching program on personal and organisational behavioral change	Innovation Champions are identified across the organisation and change teams are set-up.	Firstly, champions and later more teams, learn new skills on how to create breakthrough innovations.
For who?	Senior Leaders			Innovation Champions	Rest of Organisation
What tool to use?	ICAT (Innovation Culture Assessment Tool) is the world's first tool to measure culture and impact from change initiatives.	Innovation Value Excellence) is a brainstorming and workshop tool ideal for ideating priority change initiatives.	Behavior for Innovation) is used in executive coaching to change day-to-day behavior for innovation.	oNS Innovation Capabilities optimizing Natural Strengths is an online profiling tool for teamwork and innovative output.	SEEDtime Corporate Incubator & Accelerator Training is a 10-module training programme resulting in concrete projects.
An example of a significant user case?	Lend Lease applies the ICAT for Singapore, Malaysia, China and Japan. Creates a "Head of Innovation" lead.	Nestle sets a target on creating new and better spaces to ideate, collaborate and "taste" innovation.	Hilton International wanted their high potential future General Managers learn innovative behavior.	Nestle Singapore creates a team of "change makers" to drive change initiatives. The ICAT raise significantly.	Cradle Investment, Malaysia takes their high potential team through SEEDtime. They invent 3 new service innovations.

HOW?

Real case example

INNOVATION CULTURE SPEED

Scale: 0-100

ICAT

Innovation Culture
Assessment Tool

Office Location	Singapore	China	Japan	Malaysia
Driver LEADERSHIP	41	42	44	37
Body SPACE	41	37	35	39
Engine HEART	51	54	54	51
Wheel PROCESSES	31	41	44	29
Fuel INSPIRATION	28	29	33	27
Average speed	38	41	42	37

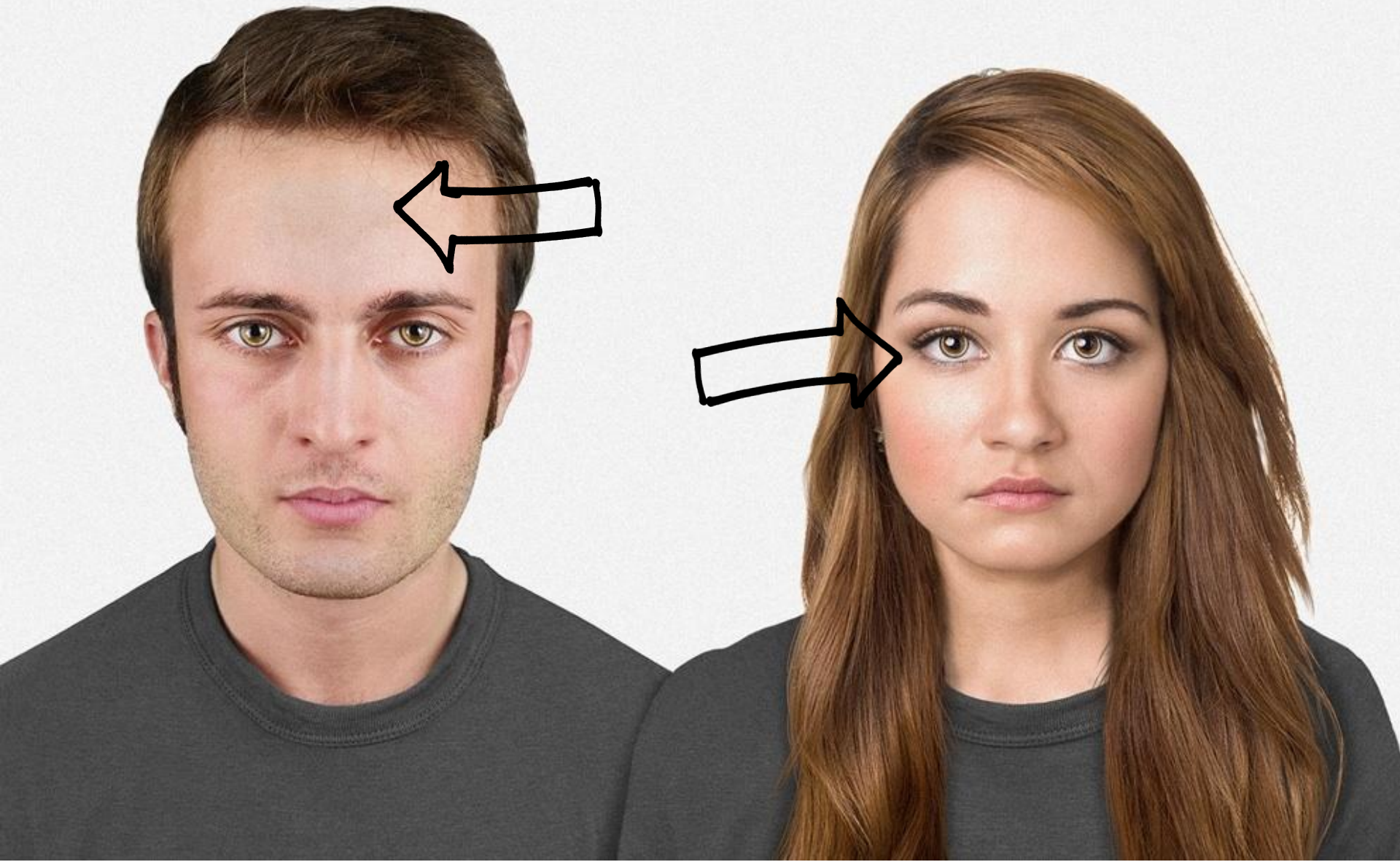
FINAL QUESTION

How will people
look in the future
and what kind of **job**
might Sam get
instead?



HUMANS TODAY

By Artist and researcher Nickolay Lamm in partnership with computational geneticist



IN 20,000 YEARS

By Artist and researcher Nickolay Lamm



IN 60,000 YEARS

By Artist and researcher Nickolay Lamm



IN 100,000 YEARS

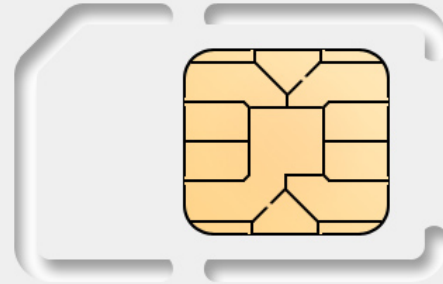
By Artist and researcher Nickolay Lamm

ANSWER

Sam may work for a company like this!

Sam Oustrup Laureijs

Chief Human/Robot Mediator



EUGENE FAMILY ROBOTICS