

SIPI: DRIVING INNOVATION CULTURE IN SINGAPORE



30TH OCTOBER 2012 BY VALERIO NANNINI
CHAIRMAN OF BOARD OF ADVISORS SIPI

TODAY

1. WHAT?

2. WHY?

3. HOW?

ingici



FELIPE MASSA



14



THE DRIVER



WHAT?

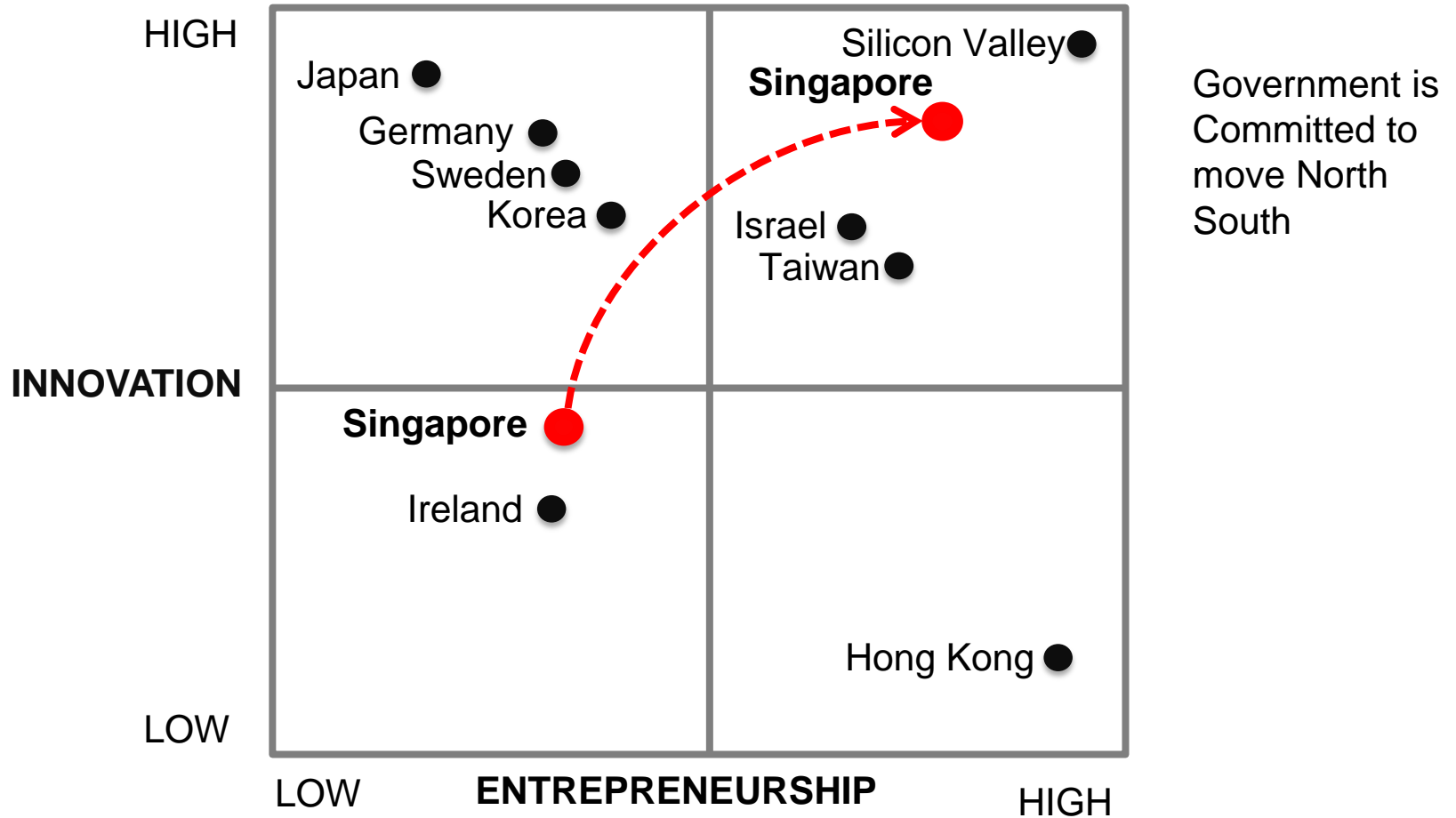
SiPi

DRIVING INNOVATION AND
PRODUCTIVITY CULTURE IN
SINGAPORE

A photograph of a modern building with a striking red, faceted facade. The building features a white entrance area with a staircase. The sky is clear and blue. A large red rectangle is overlaid on the image, containing the word "WHY?" in white, bold, sans-serif capital letters.

WHY?

ROADMAP FOR SINGAPORE



Source: Research, Innovation and Enterprise (RIE)

THINK DIFFERENT!



CORPORATIONS

Set a Goal

Calculate Expected Return

Avoid Surprises

Use Competitive Analysis

Predictive. The future is a reliable continuation of the past.



ENTREPRENEURS

Assess Their Means

Set Affordable Loss

Surprises are good

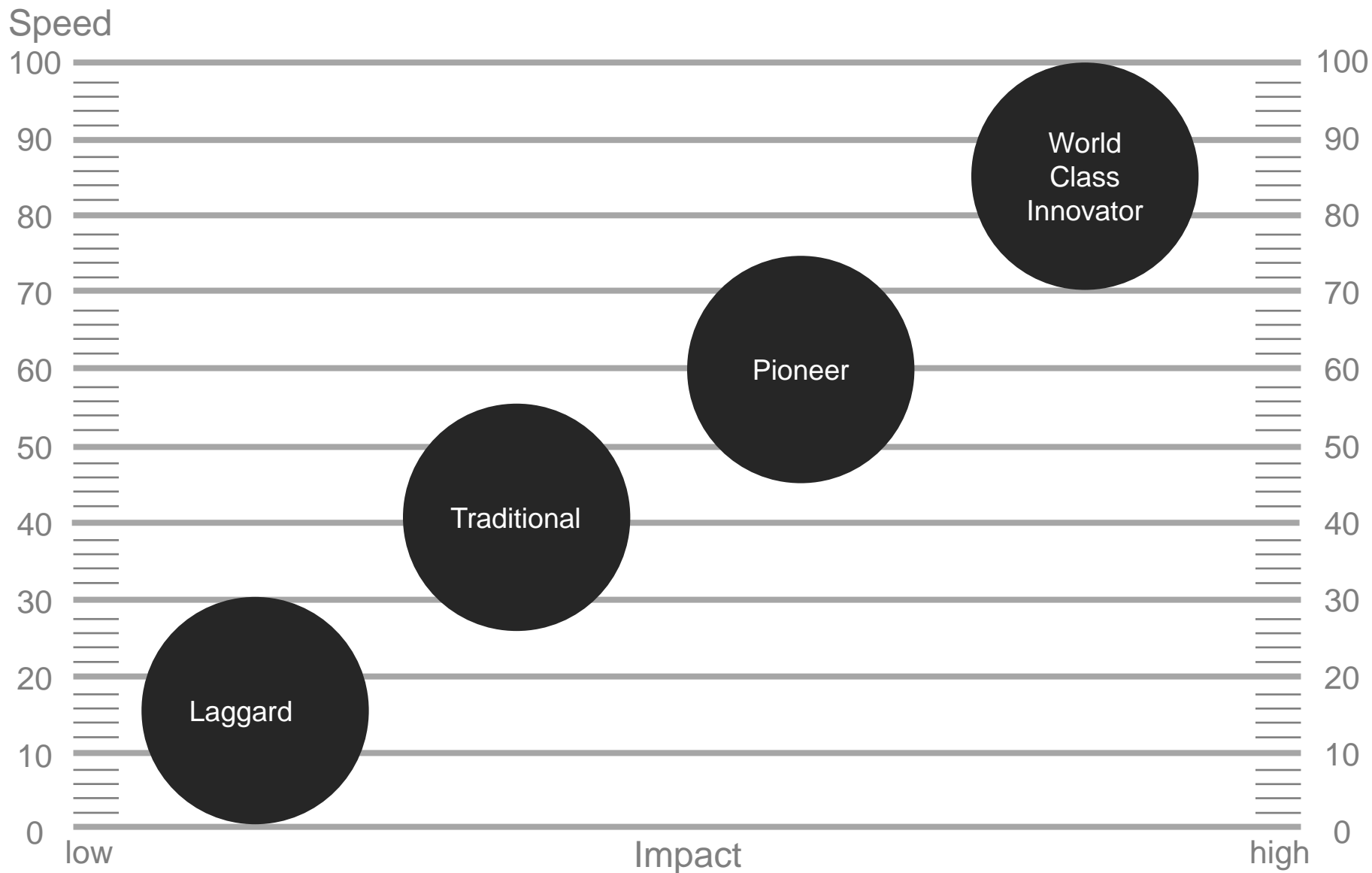
Use Partnerships

Transformative. The future is shaped by actions of all players.

**SPENDING MORE ON R&D WON'T
DRIVE RESULTS. THE MOST CRUCIAL
FACTORS ARE:**

**STRATEGIC ALIGNMENT AND
A CULTURE THAT SUPPORTS
INNOVATION!**

INNOVATION LANDSCAPE

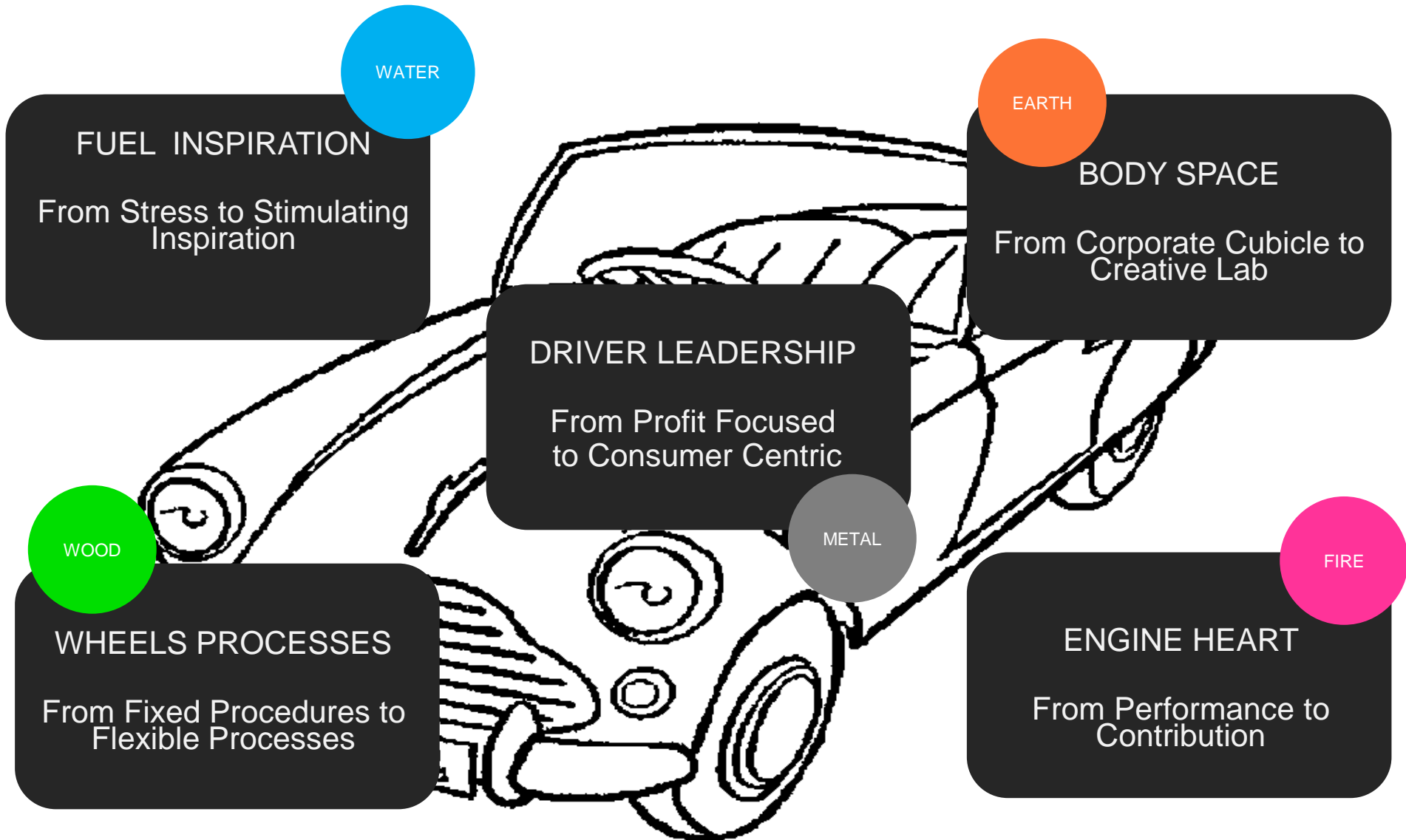


INNOVATION LANDSCAPE

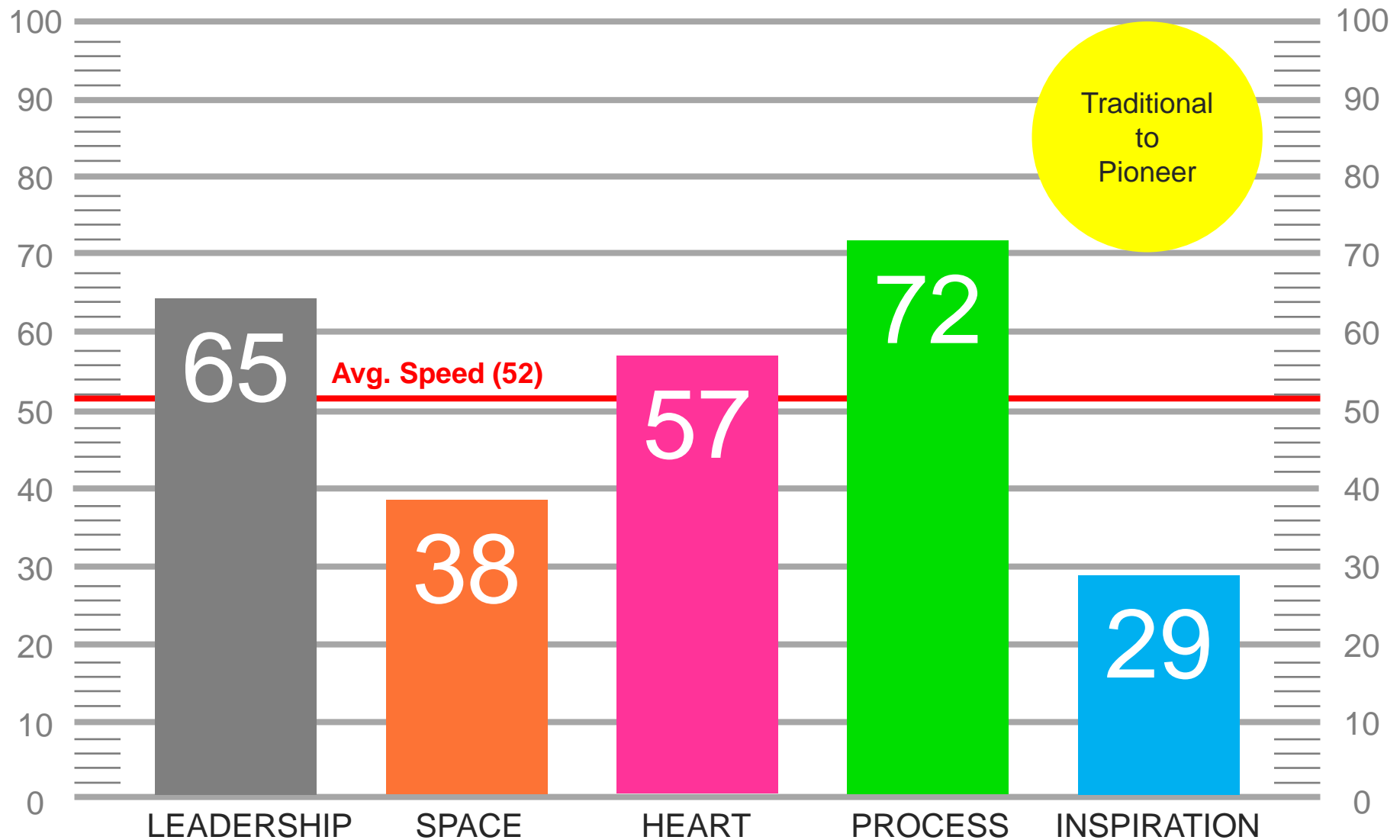


ICAT	STYLE	CULTURE	SPEED	CYCLE	IMPACT
70-100	World Class Innovator	Strong Innovation Culture	Fast	Disruptors	High
50-70	Pioneer	Medium Innovation Culture	Moderate	Early Adaptors	Moderate
30-50	Traditional	Strong Corporate Culture	Slow	Majority	Low
0-30	Laggard	Culture in Crisis	Stutter	Late	None

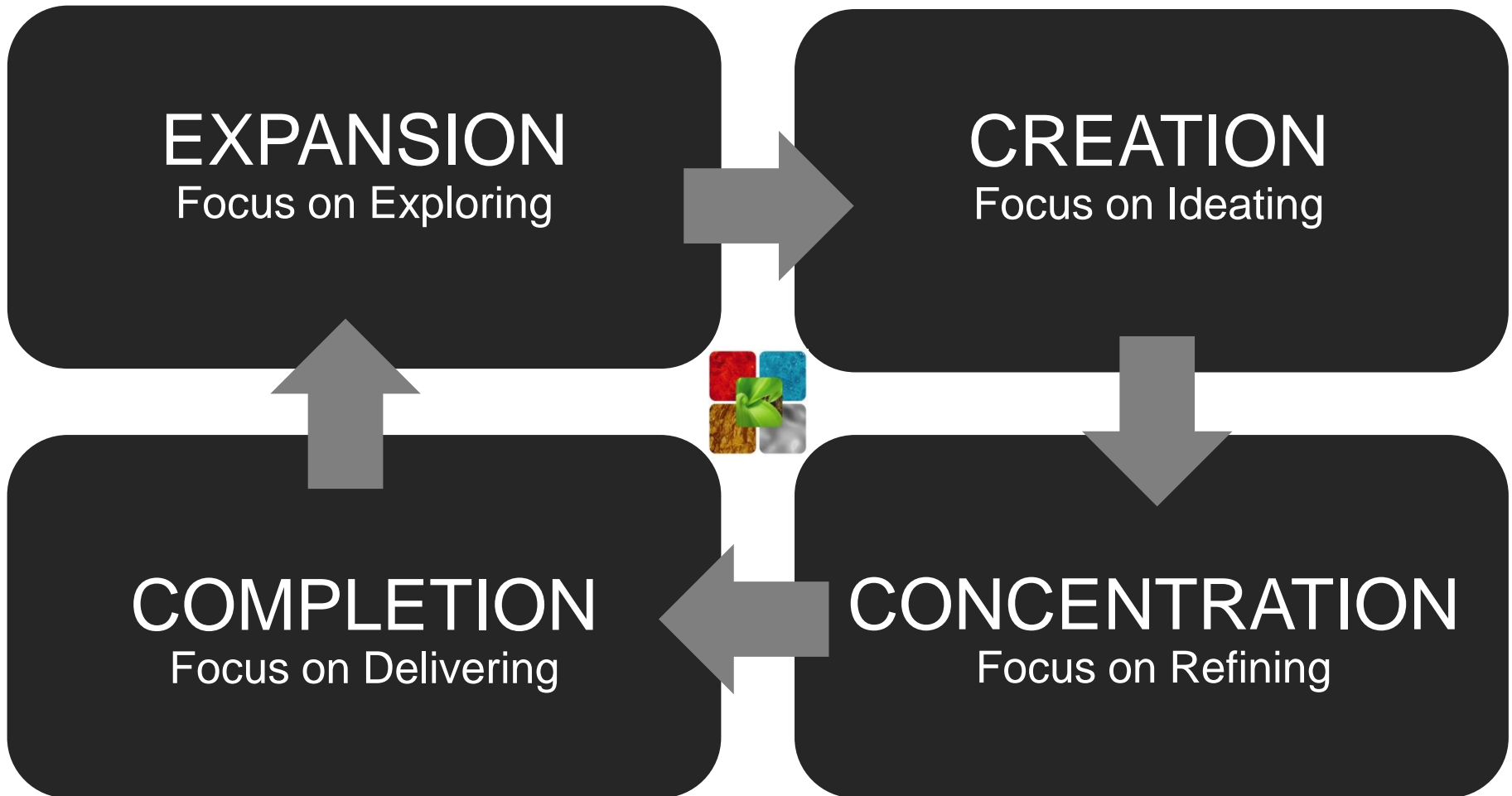
INNOVATION CULTURE



EXAMPLE OF SPEEDOMETER



INNOVATION PROCESS



TRENDSPOTTER



Playful
Enthusiastic
Sensual

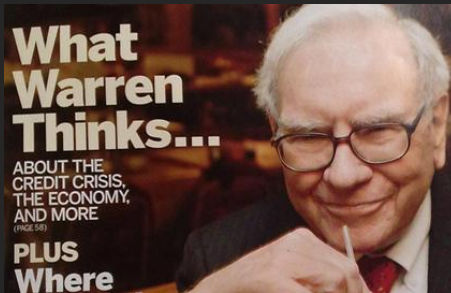
INVENTOR



Spiritual
Creative
Original



EXECUTIVE



Trustworthy
Reliable
Realistic

MASTERMIND



Result-Oriented
Strategic
Strong

HOW?

NO FACILITIES
- would like showers,
gym, space for
exercise classes

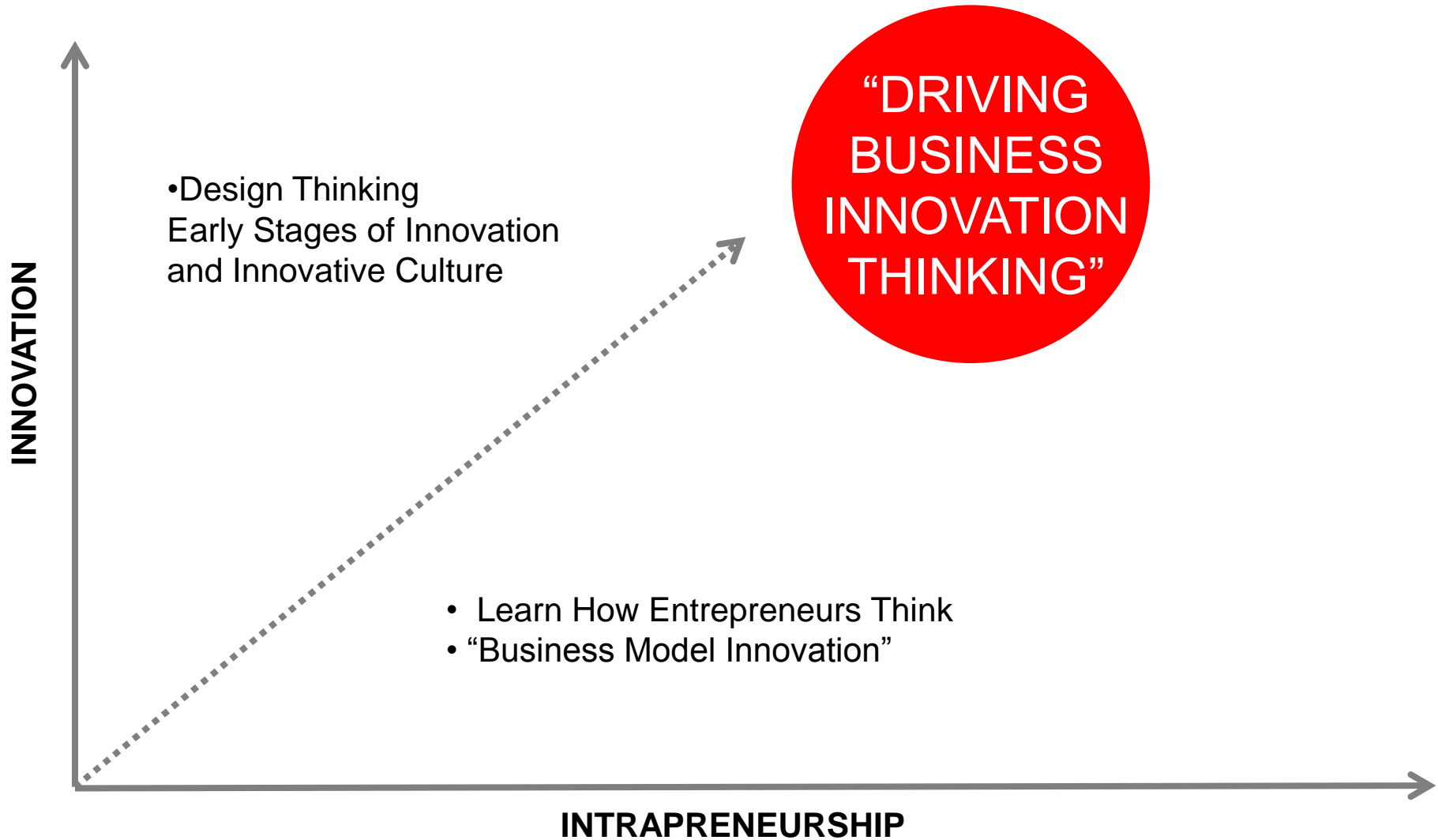
→ INTERACTN
Common
AREA?

WEBO
- not comfortable
a break in
- not fully stocked with
nestlé products
hot water.

DRIVING AN INNOVATIVE CULTURE
REQUIRES MORE AND OTHER THEN
THE USUAL...

IT REQUIRES TO CHANGE
THE RULES OF THE GAME AND
PASSIONATE PEOPLE!

INNOVATION THINKING



STRATEGY – HOW?

1

Leading through Objectives and Goals

Set Vision, and SMART objectives.
Share them with the organization.

2

Championing Continuous Improvement

An ongoing, systematic method for analyzing processes so that improvement means can be identified.

3

Building Business Partnership

People learn from one another horizontally.

Everyone is a resource for everyone else and gets support from many directions.

4

Facilitating Learning

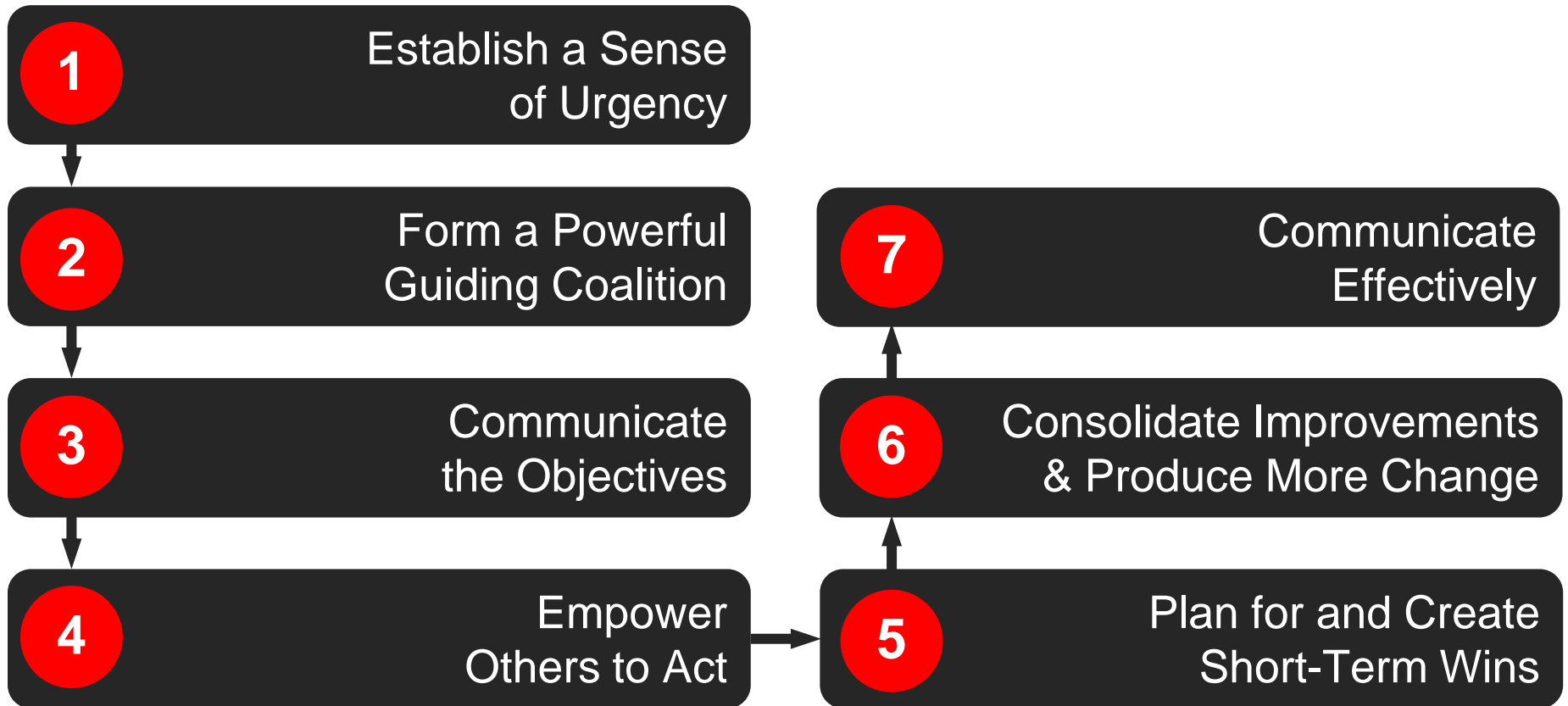
Learning is a key part of any change. Learning must be part of everyone's job.

Changing technology, processes and consumer requirements demands it.

WHAT EVERY MAN
SHOULD EAT AND
DRINK AND ENJOY
THE GOOD OF ALL
HIS LABOUR, IT IS
THE GIFT OF GOD.

TRANSFORMATION PROCESS

7 Steps to Transforming an Organisation



LET'S DRIVE



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