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100% virtual

C/R

CONGRESO DE INNOVACIÓN

MÁS COMPETITIVIDAD, MÁS EMPLEO

20
21



COSTA RICA

Una _____
experiencia
para tu
crecimiento

23 y 24 de Setiembre 2021

8:20 a.m. - 12:30 p.m.

SÉ PARTE



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ORGANIZA



MÁS COMPETITIVIDAD, MÁS EMPLEO

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PATROCINADOR
OFICIAL



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CON APOYO DE



LEAN
ENTERPRISE
CONSULTING

La **INNOVACION** puede resultar peligrosa!



INNOVATION from **INSIDE**



*A different and new approach to
compete by empowering the real drivers
of Innovation!*

Presented by :

Dr. Thomas Agrait

CEO

Director of the NeuroEngineering Division

Dra. Lizette Roque

NeuroEngineering Division

Lean Enterprise Consulting

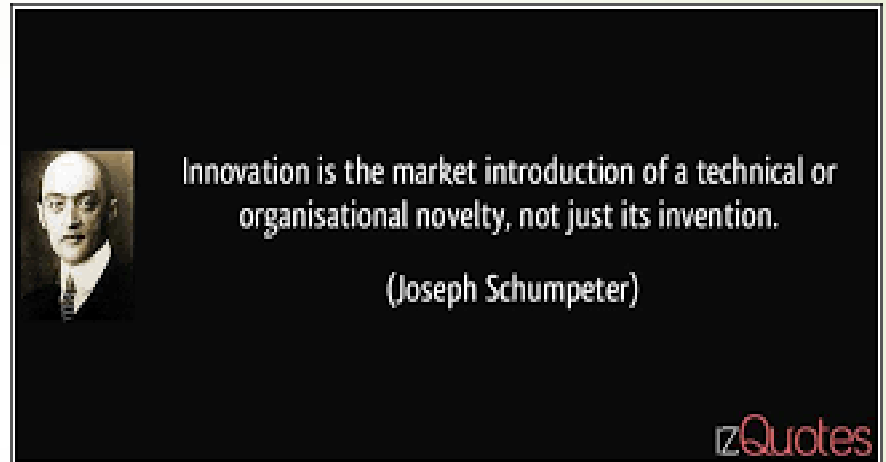
United States – Spain – India – Puerto Rico



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Old / Classic School Innovation

- ▶ Mr. Joseph Schumpeter argued that innovation comes about through new combinations made by an **entrepreneur**, resulting in
 - ▶ a new product,
 - ▶ a new process,
 - ▶ opening of new market,
 - ▶ new way of organizing the business
 - ▶ new sources of supply



Sorry Joseph, but I personally disagree!
(Thomas Agraït)



Dr. Thomas Agraït
Lean Enterprise Consulting

Actual needs for innovation

- Small start-up entrepreneurs increasingly depend on large firms:
 - as suppliers or customers
 - for venture finance,
 - for exit opportunities,
 - for knowledge (production, markets and R&D)
 - and for opening new markets.



Dr. Thomas Agrait
Lean Enterprise Consulting

Dr. Thomas Agrait



- **Member of the ISO TC 279 / ISO 56000 Innovation Management Technical Advisory Group**
- International Association of Innovation Professionals (IAOIP) **is the world's only Innovation Certification Body, and fully networked community to deliver Innovation tools and collaboration across nations, industries, governments, and academia.**
- IAOIP's Innovation Certifications **validate** that the holder has the proven tools to drive meaningful innovation and the related results and successes in their organization, community, and world.
- IAOIP's Academy platform provides members with the latest in innovation training. IAOIP is the only US TAG group for ISO 279 – developing and driving THE global Standards in Innovation – setting the bar for Innovation going forward.

INNOVATION

Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.^[1] ISO TC 279 in the standard ISO 56000:2020 ^[2] defines innovation as "a new or changed entity realizing or redistributing value". Others have different definitions; a common element in the definitions is a focus on newness, improvement, and spread of ideas or technologies.

Wikipedia

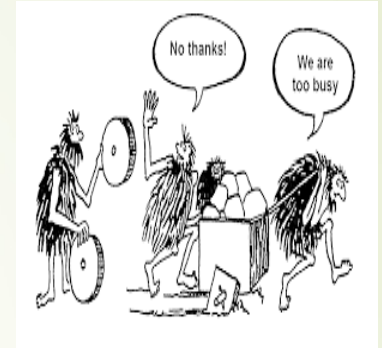


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Why to Innovate?

- Financial pressures to reduce costs, increase efficiency, do more with less, etc
- Increased competition
- Shorter product life cycles
- Value migration
- Stricter regulation
- Industry and community needs for sustainable development
- Increased demand for accountability
- Demographic, social and market changes
- Rising customer expectations regarding service and quality
- Changing economy
- Greater availability of potentially useful technologies coupled with a need to exceed the competition in these technologies
- **COVID - 19 / Pandemic**

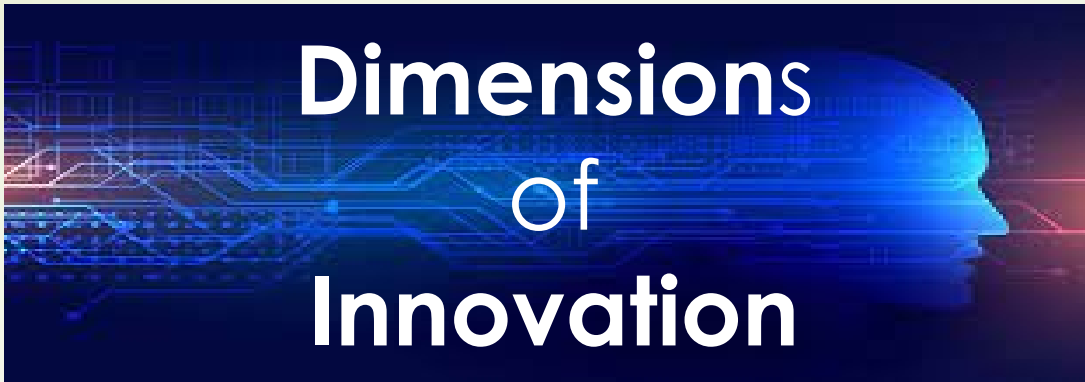
https://read.oecd-ilibrary.org/view/?ref=1098_1098772-3qmm9rpta1&title=How-will-COVID-19-reshape-science-technology-and-innovation&_ga=2.215959376.676472205.1631139736-1553425587.1631139736



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Dimensions of Innovation



- **Conception** : WHO conceived the Idea
- **Development** : WHO developed the idea into something that works?
- **Commercialization**: WHO brought the idea to the market



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INNOVATION from the **INSIDE** *a new approach*



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Innovation from Inside ?

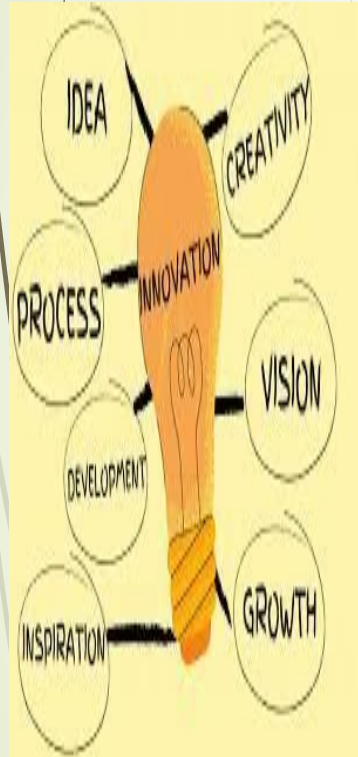
A different approach

- **Innovation** from the **Inside** is the process and outcome of **creating** something **new**, which is also of **value, AND,**
- **Innovation** from the **Inside** involves the **whole process** from opportunity identification, ideation or invention to development, prototyping, production marketing and sales, conducted by the **true drivers of Innovation**



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Why innovation from Inside?



- The need to implement a different **mind-set capable to adapt quickly** by adopting new innovations (products, processes, strategies, organization, etc) **within the firm**
- Traditionally the focus has been on new products or processes, but recently new approach have come into focused on the assetts utilized by the firm to deliver **value**, secure **profits** and **sustainability**.



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The WHO on **Innovation** from **Inside**?

- Innovation from the Inside is the new way to compete by **empowering** the **true and real drivers of Innovation** and sustain growth.

➤ The **EMPLOYEES**



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New pressures in conventional Innovation Models

- Greater emphasis on **commercializing scientific discoveries**, particularly in IT and the bio-sciences
- Speed and potential value of scientific progress leads to emphasis on **solid and well-designed portfolios of research projects**

This force the firms into a fierce race in search of a radical innovation and top-line growth



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New conditions for Innovation from the Inside

- **Employees as entrepreneurs mind-set (Intra-preneurs) creates the platform to :**
 - **Create an internal and individual entrepreneur mind-set**
 - **Allow the employees to think, identify and seize innovative opportunities themselves**



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By now you should be asking yourself “**How do I, as a leader, unleash that Internal Innovation”?**”



As a **leader** you should **focus** on a **new** type of **organization** in which you **unlock** the **value** of **employees' ideas**

- ☐ Turn you employees into intrapreneurs
- ☐ Share in simple statements of purpose that describe the market' needs
- ☐ Generate disruptive business ideas in the coffee room and hallways, avoid the “boardroom”
- ☐ Be proactive and quick to identify any business-model conflict
- ☐ Promote and assemble “agile” teams instead of siloed, hierarchical organization structures
- ☐ Shift from business unit to an open platforms that allow employees to gather resources
- ☐ **Learn to manage individual and collective Fears**



FEAR OF WORK

ERGOPHOBIA

Causes, symptoms and treatment

“To benefit from the competitive advantage edge generated by Internal Innovation, companies have to lead their employees to tear down the actual cultural, and fundamental fears”

Dr. Thomas Agrait – Sept 2021

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And now is a great
pleasure to introduce
Dra. Lizette Roque

*You gain strength, courage and confidence
by every experience in which you really
stop to look fear in the face.*
—Eleanor Roosevelt



How to make **INNOVATION** work?

The Workshop

Learn how to promote, manage, measure and generate more income from innovation. For more information contact us at Tagrait@gmail.com