

SID 2025

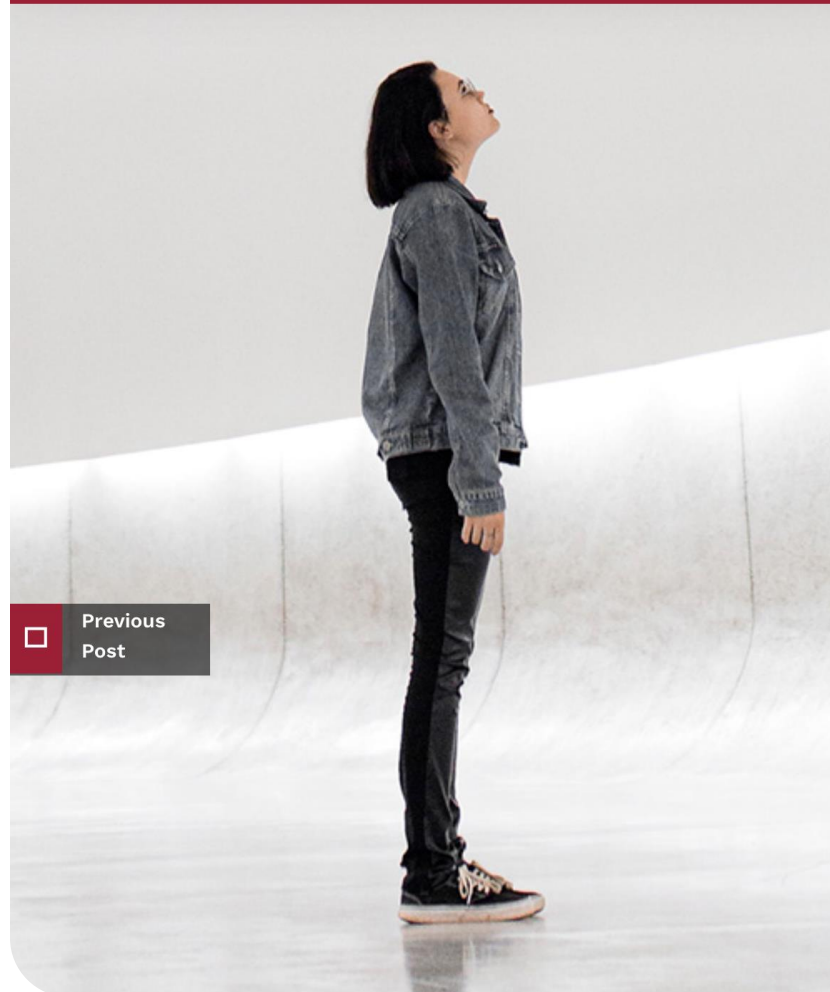
Sibiu Innovation Days

06-07 November, Sibiu - RO



Building a Culture of Innovation

Solovastru Ioan

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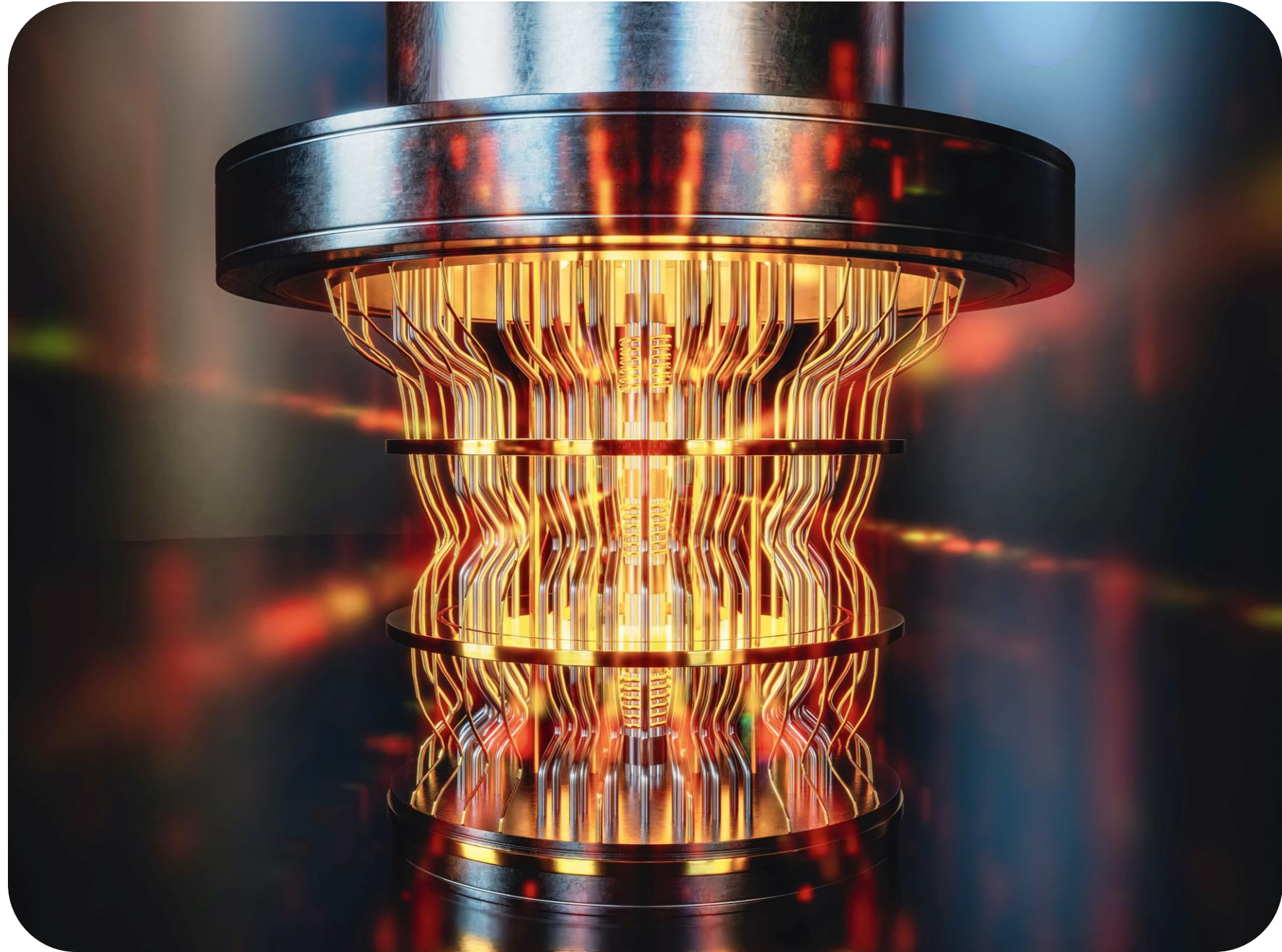
Why 95% of new products miss the mark (and how yours can avoid the same fate)

Nearly 30,000 new products are introduced each year, and 95% of them fail according to Clayton Christensen, a professor at Harvard Business School. And no business is immune to this harrowing statistic, which includes misfires from companies like Google, Coca-Cola, and Colgate. The tech giant's Google Glass project received millions in investment but quickly disappeared from view.

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Executives consistently name innovation among their highest priorities ... and greatest frustrations. **Researchers estimate that 70% to 90% of innovations fail.** And despite new organization structures, internal incubators, big data, and even artificial intelligence, there is no evidence those numbers are improving.

Quantum Computing



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3
Sections

2
Days

6
Panels

3
Workshops

51
Speakers

About me

- **8+ years transforming ideas into reality** - Partnered with businesses worldwide to turn aspirations into scalable, high-performance software products
- **Built and led agile, motivated teams** - Focused on creating environments where teams deliver at maximum capacity through constant motivation and clear direction



19th Century



Early 20th Century



20th Century



Now





**Innovation is the only tool that prevents
irrelevance**

Innovation Blockers

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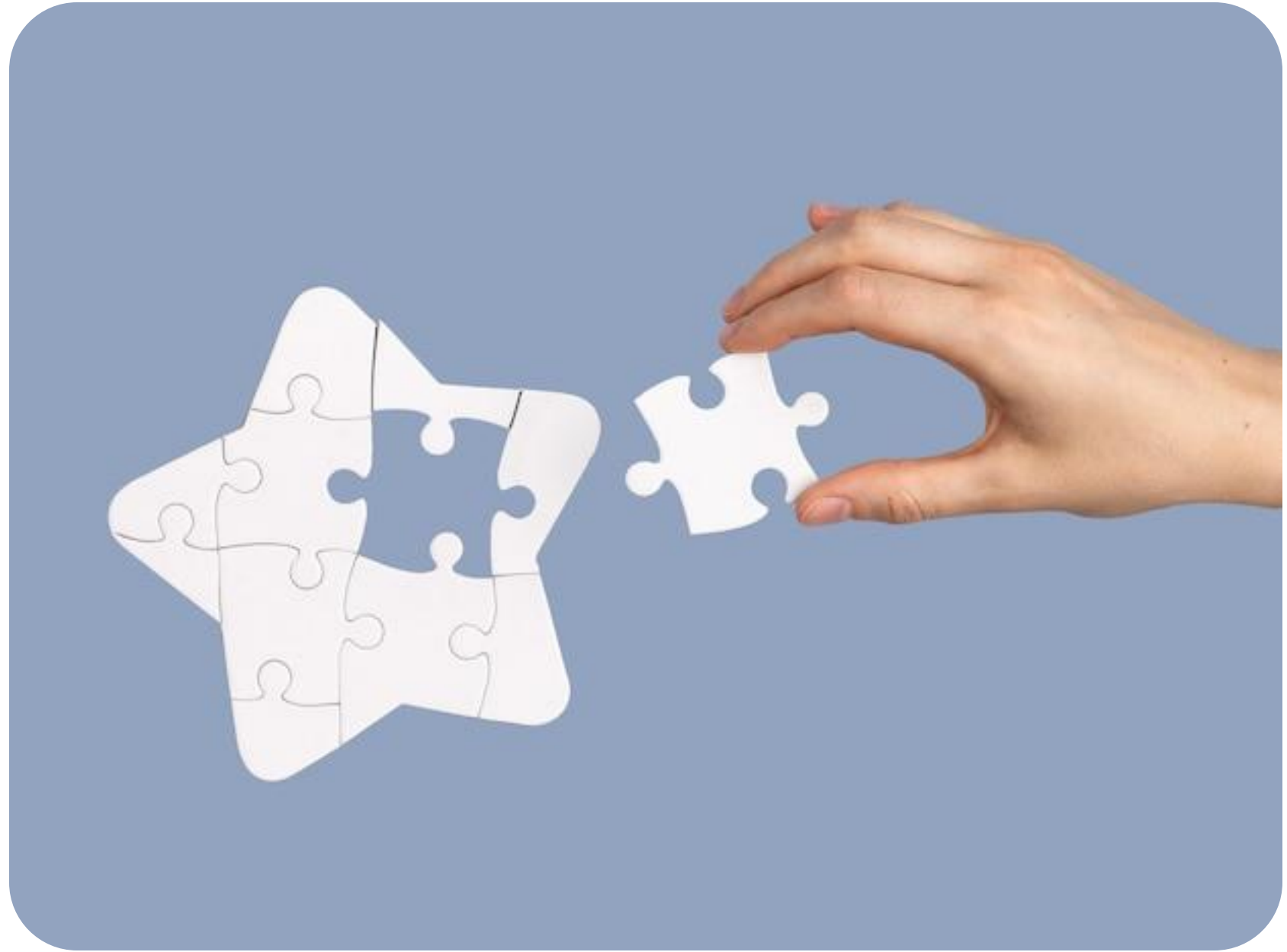
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Lack of Innovation Culture

Innovation = Improvement

Two types of innovation

Sustaining Innovation



Disruptive Innovation



**What steps can you take
today to build a culture of
innovation in your
organization?**

1. It starts with us

- Extreme questions (10x the outcome, /2 time)**

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- **Reverse thinking (What should an organization do to not be successful)**

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- Extreme questions (10x the outcome, /2 time)
- Reverse thinking (What should an organization do to not be successful)
- "*Don't worry, be crappy*" mentality
- **Pancake effect approach**

Einstellung

The negative effect of previous experience when solving new problems.



Cultural fit vs cultural contribution

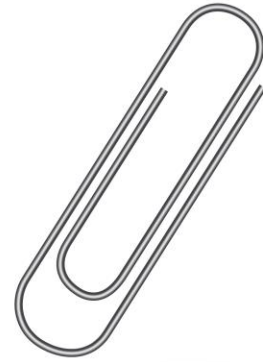
*If you hire the same pattern of
people, you won't innovate*



Create a separate division

Pirate story Apple
Wild ducks IBM





**What's not going to
change?**



Side project time

Google



Google AdSense



Gmail



Google News

To the Moon

- **One day** per week to do non direct work
- **Brainstorming sessions**
- **Documenting** the process
- **Pitching** the ideas



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Let's chat



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