



Open

Innovation

Lab of Norway

The hunt for Inspiration, Innovation and Insight!

*Truls Berg, founder & CEO of Open Innovation Lab of Norway
For CPN November 3rd 2022*

"We're really only at 1% of what's possible"

Larry Paige, CEO Google



50 invited members that have realized that sharing the Best & Next practices & tools with the best heads worldwide creates competitive advantages

We are called to be architects of the future, not its victims!

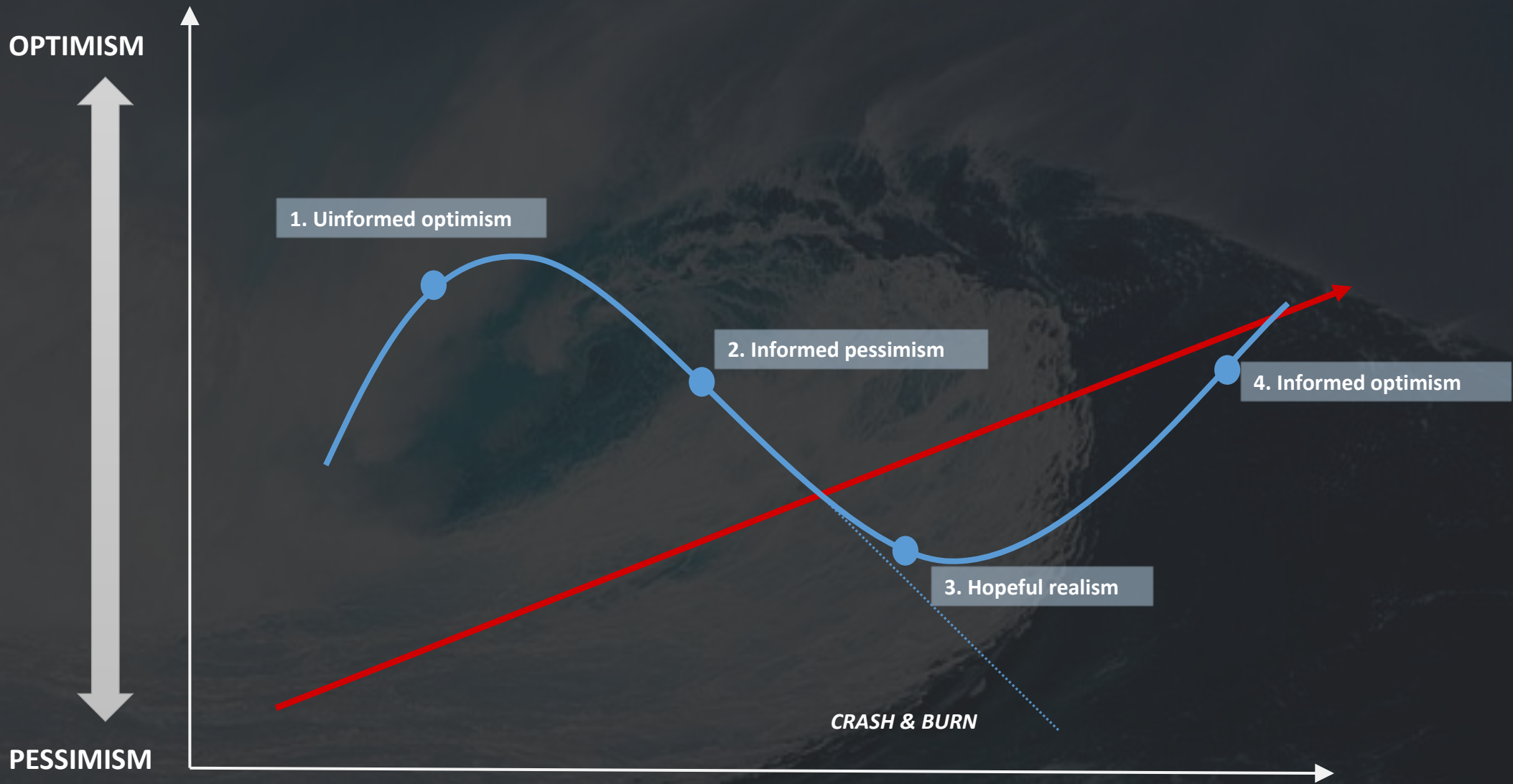
Who am I?



- Founder & CEO of Open Innovation Lab of Norway
- Editor of Innomag, Norway's leading innovation magazine
- Serial entrepreneur with 11 startups, total of 1200 employees
- Former chairman of Norwegian Computer Association
- Voted Norway's CEO of the year 2000 by Kapital Data
- Keen skier & sailor, - sailed around the world in 1986-1988

"Dreams come through for those that work while they dream!"

Walt Disney



“ A unique personal development ride – nobody succeeds alone! ”

The Norwegian Way!

The Ingredients

- A hero
- A challenge
- Some helping hands
- First attempt fails...
- **SUCCESS!**

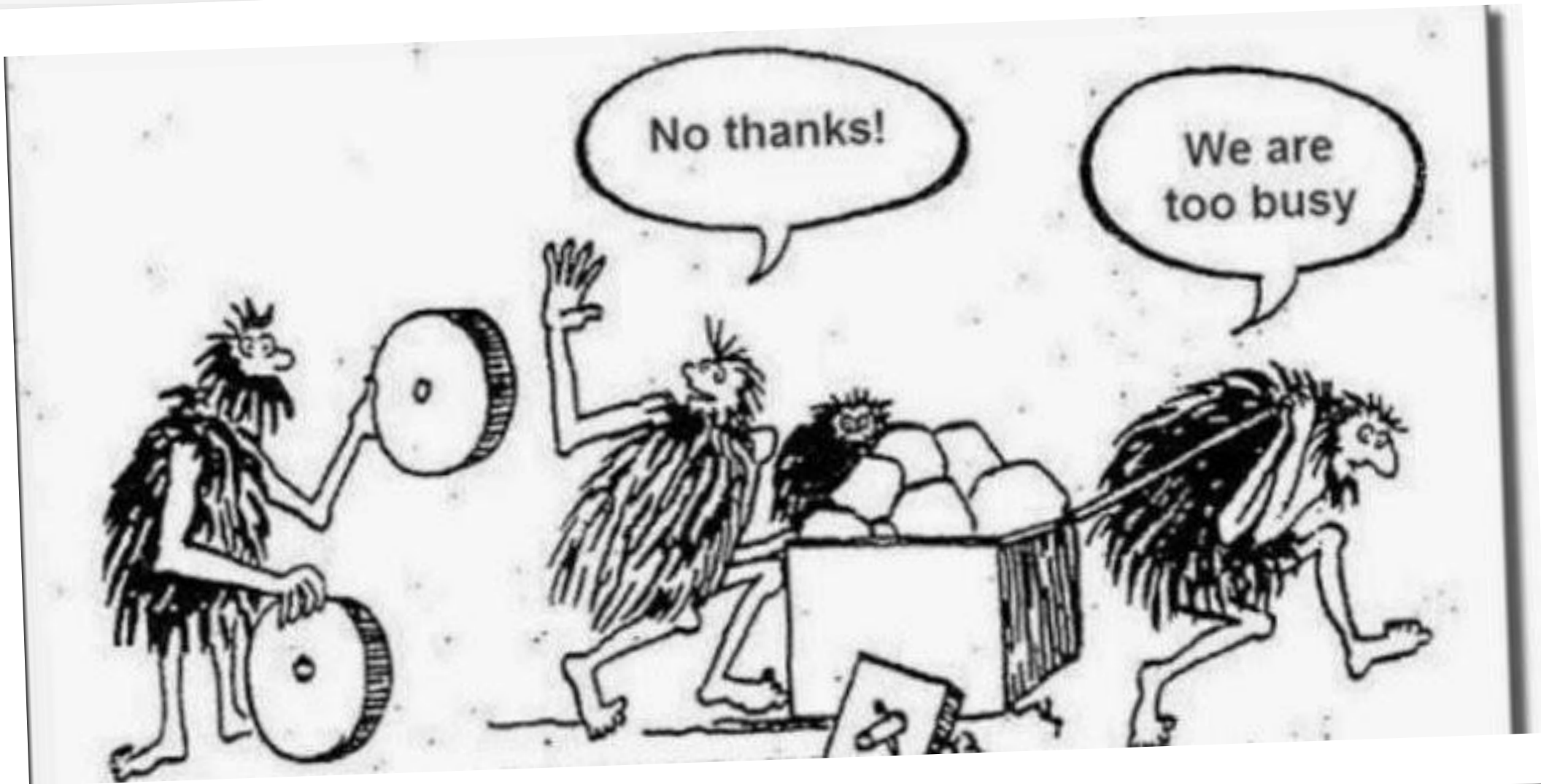




“When you stand still, you reject the struggle, and you refuse to change and grow. Ultimately, you reject fulfillment, happiness, the dance for joy and everything else that is eternally good.”

Matthew Kelly

**INSPIRATION
is
key!**

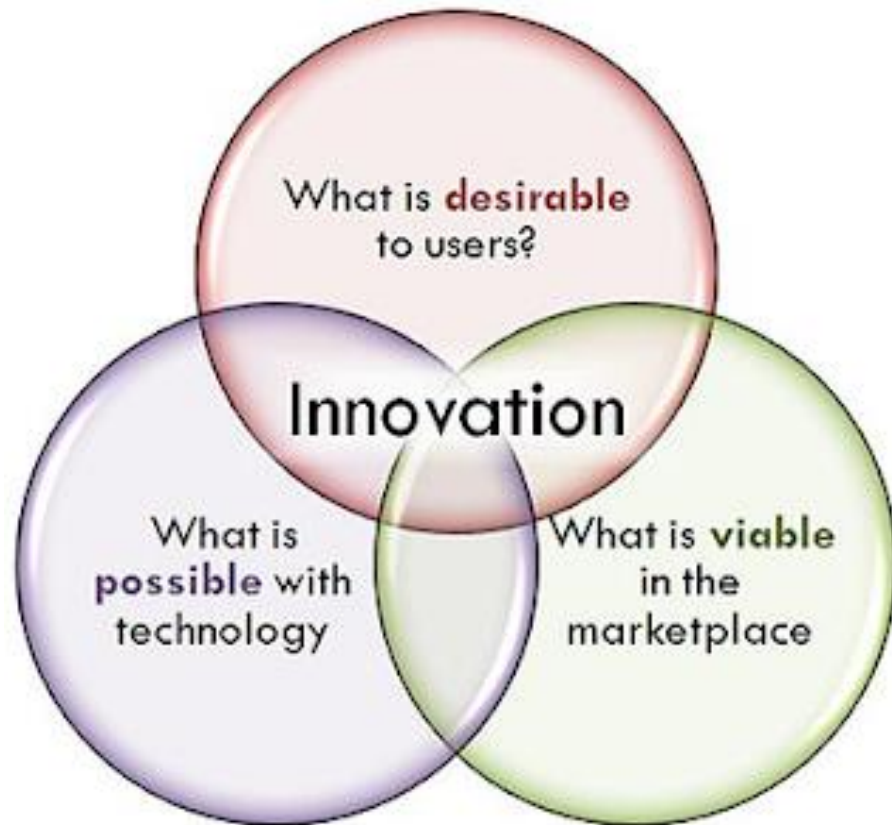


“He who rejects change is the architect of decay”

Harold Wilson



INNOVATION is key => new, useful and valuable!



“What if we don’t change at all ...
and something magical just happens?”

**Do YOU
innovate
by accident
– or by
design?**



INNOVATION – It's all about preparing for tomorrow!

Refine your mindset, skillset & toolset- and do innovation by design!

Advantages this offers you;

- Easier identification of new business opportunities & value creation
- Reduced costs and waste, increased productivity and resource efficiency
- Improved sustainability and resilience
- Increased satisfaction among employees, customers, citizens and others
- Increased satisfaction of users, customers, citizens and others
- Greater attractiveness for talents, partners and new investors
- Easier compliance with regulations and other relevant requirements



«A SMART innovation management system converts possibilities into value and increases your innovation prowess – thus giving you and your company the growth you need» Taken from my latest book

CONTEXT OF THE ORGANIZATION

(external & internal issues, culture, collaboration)

LEADERSHIP

(commitment, vision, strategi, policy)

Identify opportunities

Create concepts

Validate concepts

Develop solutions

Deploy solutions

OPERATIONS

DO

PLANNING

PLAN

SUPPORT

(resources, competencies & other support)

PERFORMANCE EVALUATION

CHECK

IMPROVEMENT

ACT

OPPORTUNITIES

INNOVATION VALUE

WHERE TO PLAY?

Create new markets, target new customer needs

Enter adjacent markets, serve adjacent customers

Serve existing markets and customers

70%

20%

10%

TRANSFORMATION

Developing breakthroughs and inventing things for markets that don't yet exist

ADJACENT

Expanding from existing business in "new to the company business"

CORE

Optimizing existing products for existing customers

Use existing products and services

Add incremental products and services

Develop new products and assets

HOW TO PLAY?



Zoom in – Zoom out!

Halvveis til **FREMTIDEN**

5 Megatrender som endrer Norge – og resten av verden!



Truls Berg

INNOVASJONSFORKJEMPER & FREMTIDSOPTIMIST

Adjiedj Bakas

ROCKESTJERNEN BLANT TRENDOVERVÅKERE




Disse trendene MÅ DU ta hensyn til!
De neste 10 år vil by på massive endringer - er DU forberedt?

INNOVATION
Forsknings- og utviklings- og
teknologisektoren

**Teknisk
Ukeblad**

“我对计算（机）的未来充满最大的乐观”



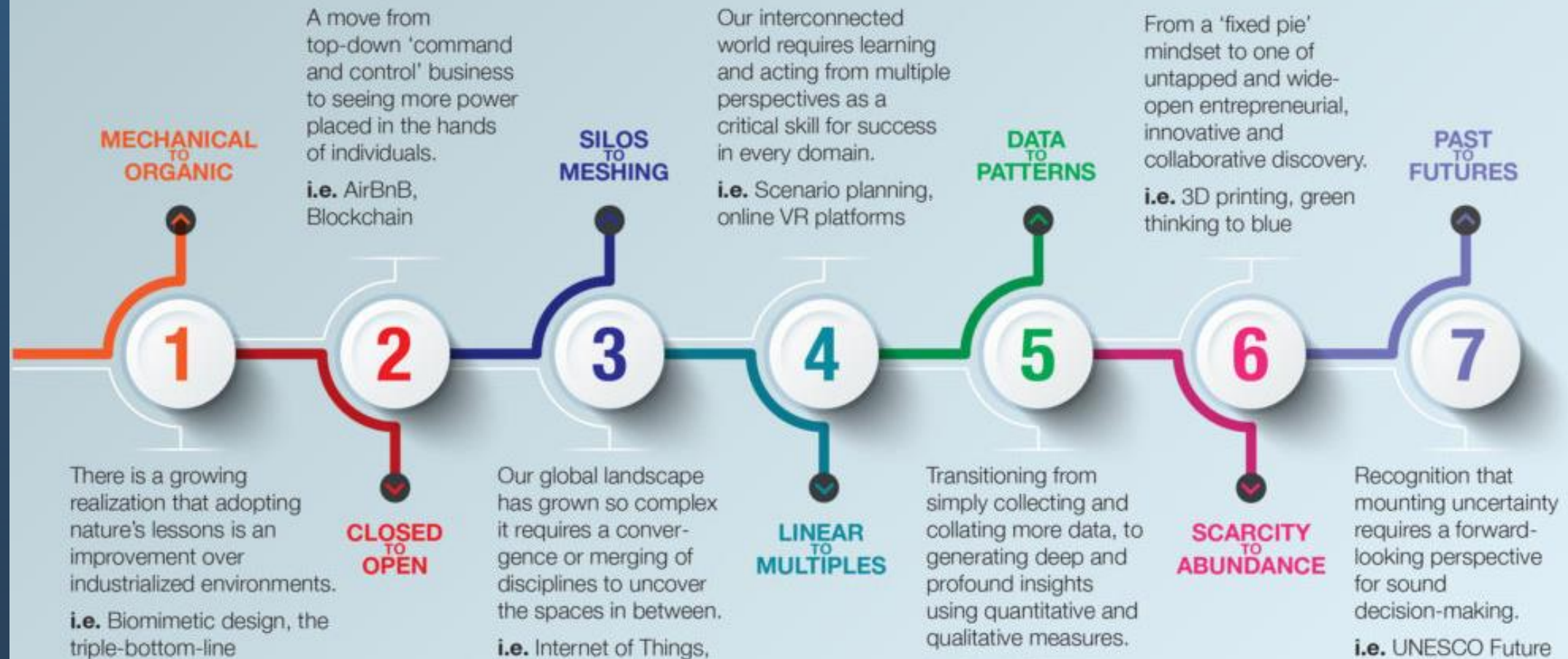
5 megatrends that changes Norway – and the world!

- Den demografiske utviklingen
- Den teknologiske evolusjonen
- Informasjonsutviklingen
- Den «glokale» konkurransen
- Økt bærekraft og mer holistisk utvikling



SHIFTS OF THE OPPORTUNITY AGE

Be a part of the emergence of a **new** set of underlying rules and concepts about how the world works.



What does it take?

1. En god endringsagent må være visjonær. Evnen til å peke ut målet som få andre ser, angi retningen som man kan orientere seg etter, og deretter ta aksjon er essensiell.
2. En god endringsagent må også evne å skape entusiasme og engasjement langt utover det normale – behovet for trygghet og klare mål.
3. En god endringsagent må være beslutningsdyktig, og hvis det bærer feil av sted, må kursen raskt korrigeres.
4. En god endringsagent er modig, og har styrke, stahet og integritet til å slåss for sine argumenter, selv om det ofte kan føles ensomt
5. En god endringsagent evner å fokusere og er flink til å prioritere. Hun vet at døgnet er verdens mest rettferdig fordelte gode og bruker de til delte 24 timer på en smart måte.
6. En god endringsagent bygger uformelle nettverk, og setter av tid til å oppdatere og pleie nettverket. Det er også slik at hun ofte er blant de som yter mer enn det forventede.
7. En god endringsagent vil dessuten, være flink til å kommunisere med omverden – både når det gjelder planer, status og utfordringer på en ærlig og åpen måte

C O L L A B O R A T I O N



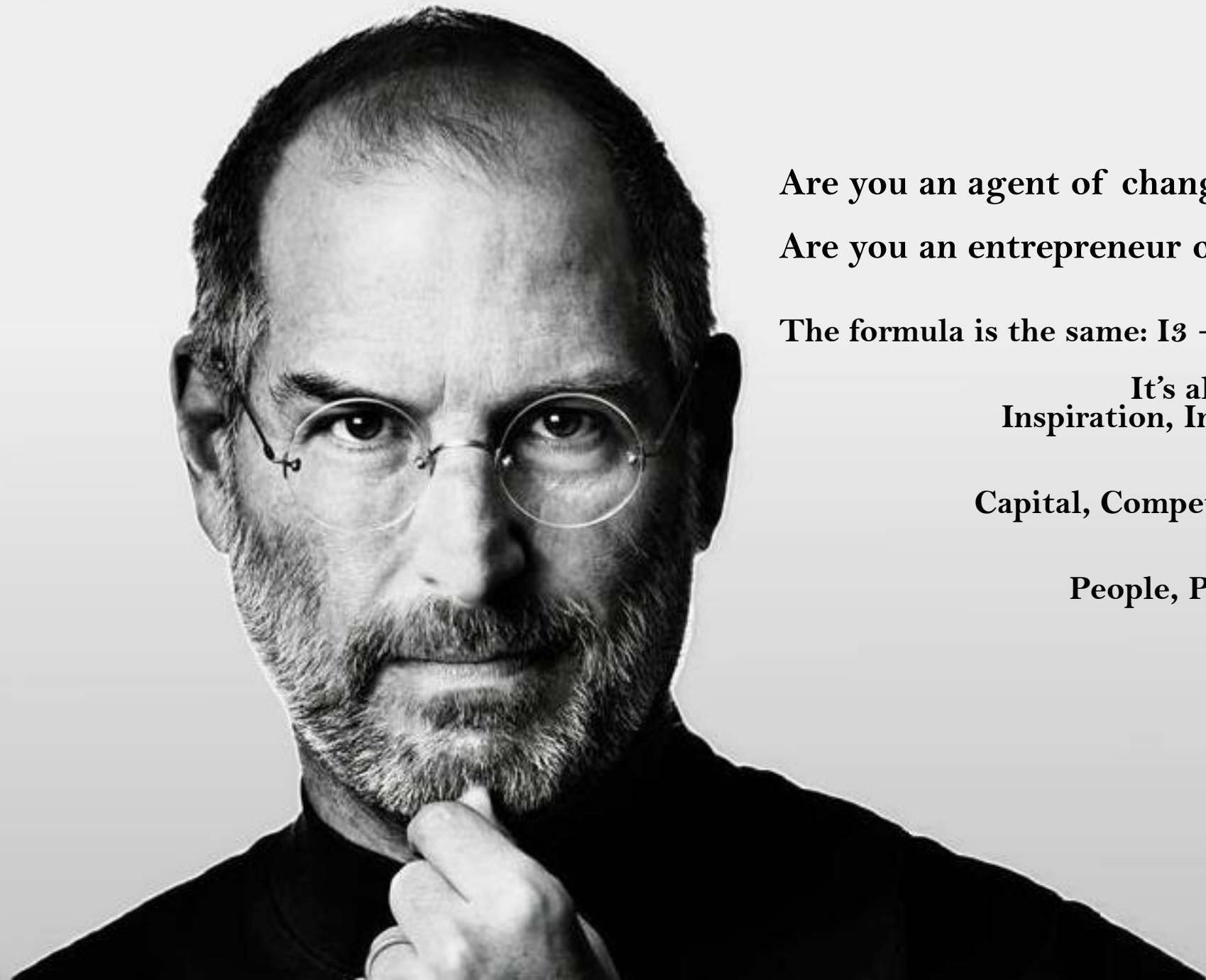
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T E A M W O R K

INSIGHT is key – the 9 laws

1. Define clear goals – Know thyself!
2. Stay curious - Reopen your mind!
3. Take action - Prepare for the future!
4. Team up – Partner intelligently!
5. Job SMART – Use great tools!
6. Learn from the best - Relearn!
7. Break the rules!
8. Never give up!
9. CANI!



Are you an agent of change or a victim of change?

Are you an entrepreneur or a corporate intrapreneur?

The formula is the same: **I3 + C3 + P3 = SUCCESS**

It's all about **I3**
Inspiration, Innovation & Insight

+ **C3**
Capital, Competence & Connections

+ **P3**
People, Profit & Planet



In short!

- Set your goals and take massive action
- Keep an open mind, prepare for the future...
- Learn from the best and partner intelligently

Stay hungry for results, thirsty for relevant knowledge, and generous in sharing your creative ideas!



THE

Remember - we're really only at 1% of what's possible!

Larry Paige, CEO Google



Collaborate to win!



Lykke til i fremtiden – og takk for oppmerksomheten!

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SVING GJERNE INNOM
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