

Transformation, Innovation and Business Strategy.

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The Spirit of Enterprise.

Introduction 1

- This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.
Winston. S. Churchill, speech

November 10th , 1942

Introduction 2

- **Innovation** - ...is generally understood as the introduction of a new thing or method. All innovations begin with creative ideas. Creativity by individuals and teams is a starting point for innovation

Innovation – how to fathom it ?

- **Types of innovation**

- **Business Model Innovation** (changing the way business is done in terms of capturing value)
- **Marketing Innovation** (new methods of promotion, pricing, product design etc.)
- **Organizational Innovation** (alteration of business structures)
- **Process Innovation**
- **Product Innovation**
- **Service Innovation**
- **Supply Chain Innovation, Ecosystem Innovation** (purchasing of input products and services from suppliers and the delivery of output products to customers)

Innovation versus: invention, collaboration, co-operation and coordination

- **Invention** – is an object, patent, process or technique which displays an element of novelty.
- **Collaboration** – right mix of people and companies allowing to achieve collective results that the participants would be incapable of accomplishing working alone
- **Co-operation** – obtaining mutual benefits by sharing or partitioning work, saving time, resources and equipment
- **Coordination** – the organization of efforts of different parties to reach a common goal by harmonizing tasks, roles and schedules
- **Communication** – letting know what are you performing and how

Innovation = (Invention) x (Collaboration) x (Cooperation) x (Coordination) x (Communication)

Transformation is a never ending story – change is the continuity

Evaluating ecosystem transformations (multisourcing) one should ask the following five questions (5W-Model):

- **Why** (why do we transform/multisource and what is a definitive goal)?
- **What** (what are the objects of transformation/multisourcig) ?
- **When** (when transformation/multisourcing should start) ?
- **Where** (where transformation/multisourcing should take place)?
- **Whom with** (whom I chose to assist, or not) ?

Transformation can be either caused by need to source (in/out), or sourcing (in/out) can be caused by transformation

Closing remarks

4 S Company model

- Synergy
 - Cooperation of two or more similar systems in order to improve efficiency
- Symbiosis
 - Coexistence of two or more different systems acting for the benefit of each other.
- Symphony
 - Managed harmony of diversified systems
- Synechie
 - Random cluster of events and elements eventually leading to a total chaos...