

INNOVATION MANAGEMENT – A CASE STUDY: SIMPLIFY

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"9th International Conference on Social and Technological Development - STED 2020"

Changes.





**From the Fortune 500 list in
2000, over 50% of companies
are gone**

VUCA World

Importance of Innovation

1. Incremental innovation
2. Disruptive innovation

Turn the uncertainty into opportunity – start with internal transformation i.e. “the way we do things here”

Innovation & culture

“culture eats strategy for breakfast”

Drucker

Engagement of employees is crucial for driving efforts to innovate – role of leaders & HR

Creating Innovative Culture

CASE STUDY: SIMPLIFY

..to strengthen employees' involvement in transformative change by creating environments that could reinforce their engagement and innovation.

The response to VUCA:

1. shrinking mode with more or less aggressive cost reductions
2. examine different strategy such as business transformation

Simplify Stages

Roadmap:

1. Initial
2. Enable
3. Deployment
4. Follow up

Results:

1. Synergies, simplification, & alignment of processes, boosted effectiveness and generated efficiencies
2. Reallocation of saved resources resulted in creating a new business category



THANK YOU!

Q&A