

Building Innovative Organization

Knowledge Sharing Session By
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By the end of this course you will Understand about:

1. Why innovation is essential for both individual and organization
2. 3 dimensions to build innovative individual and organization: Creative Thinking, Climate and Action

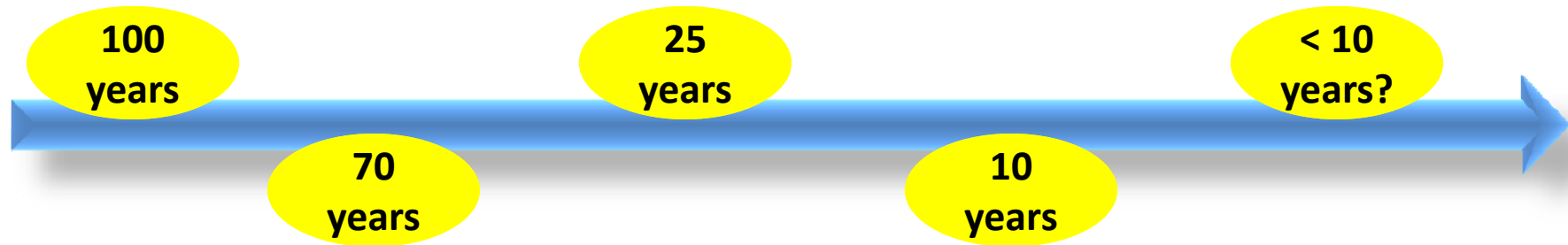
Leader of Business Computer at 1985. Where are they now?



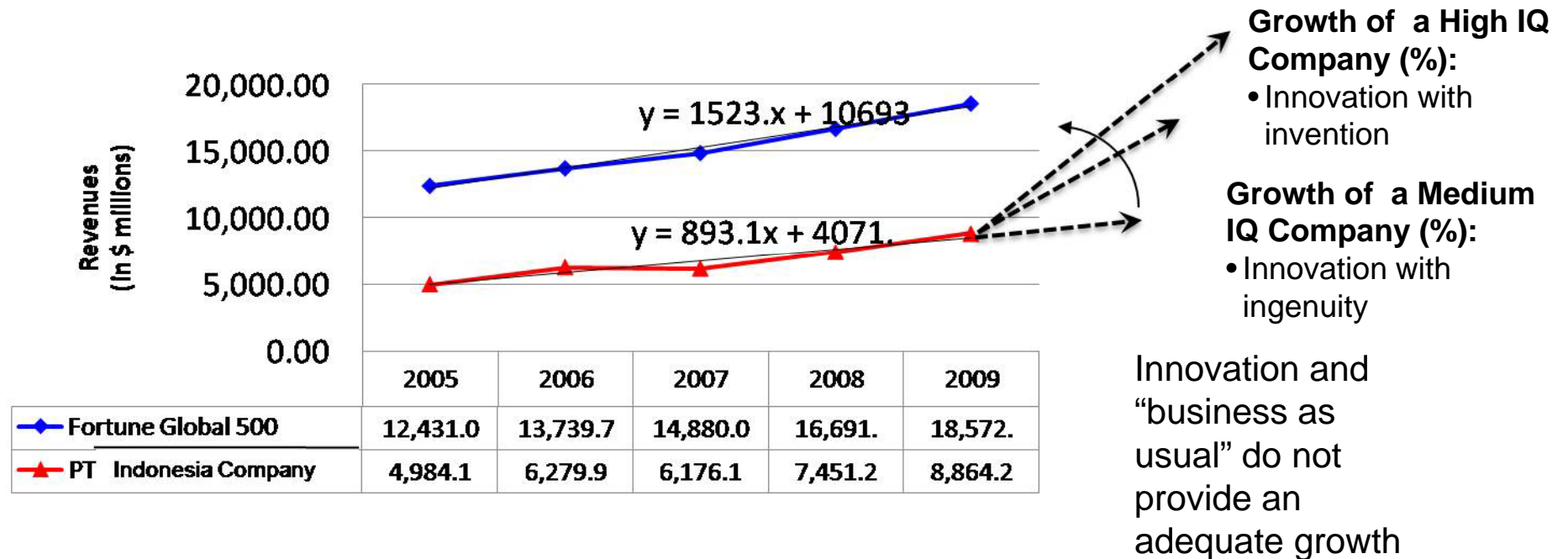
WANG

digital

Why Innovation?



Our study in blue chip group of companies showed: To have a frog leap growth, this group needs habits of *innovation with invention* in one or combination of the following aspects: value proposition, business process, technology, and people



Source: BINUS analysis, 2004-2009

Your Passport for Higher Job Security

 Nintendo

In 3 years beat Sony & Microsoft



Grew almost 200x in 17 years

Innovative Organization

Creative Thinking

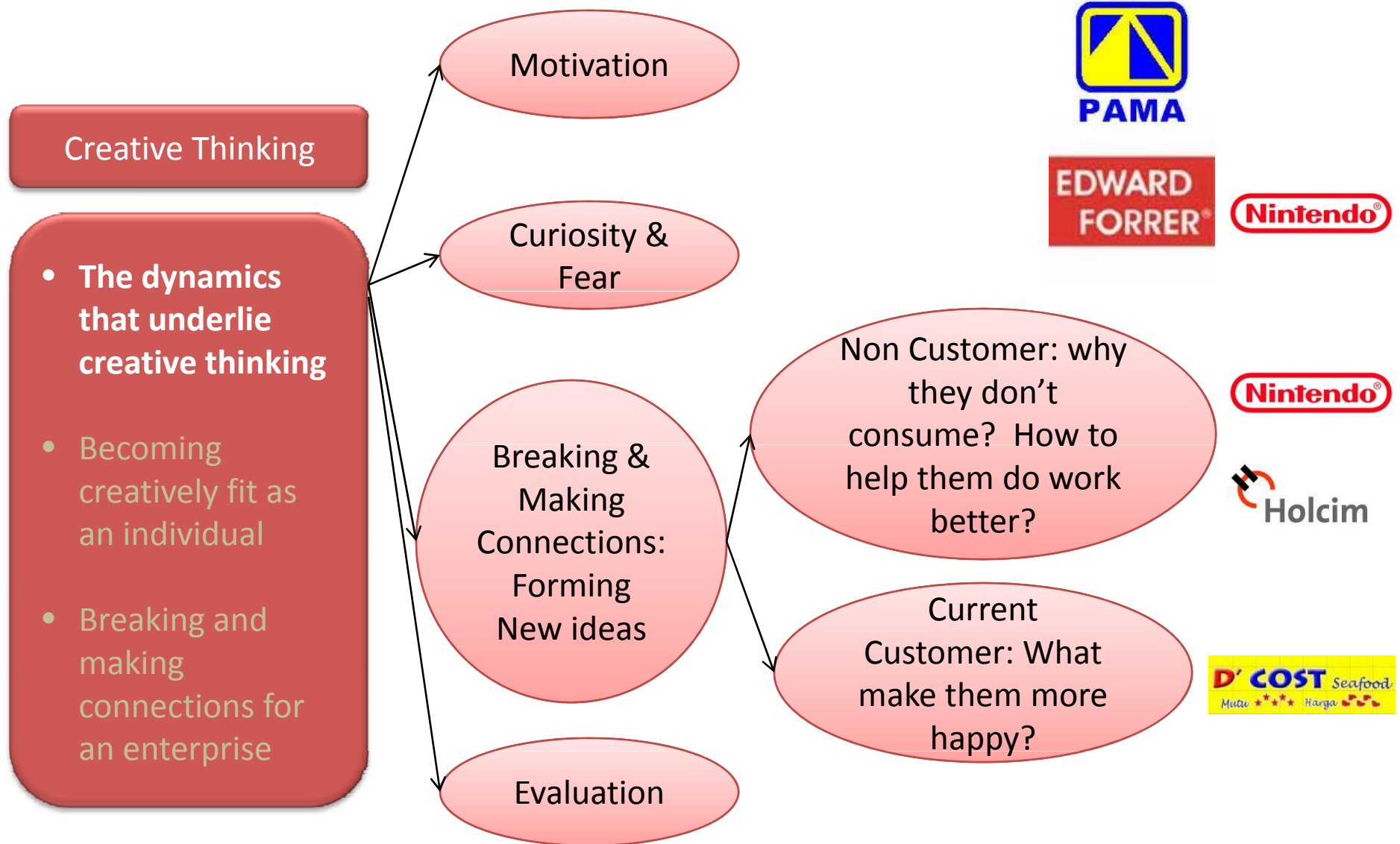
- The dynamics that underlie creative thinking
- Becoming creatively fit as an individual
- Breaking and making connections for an enterprise

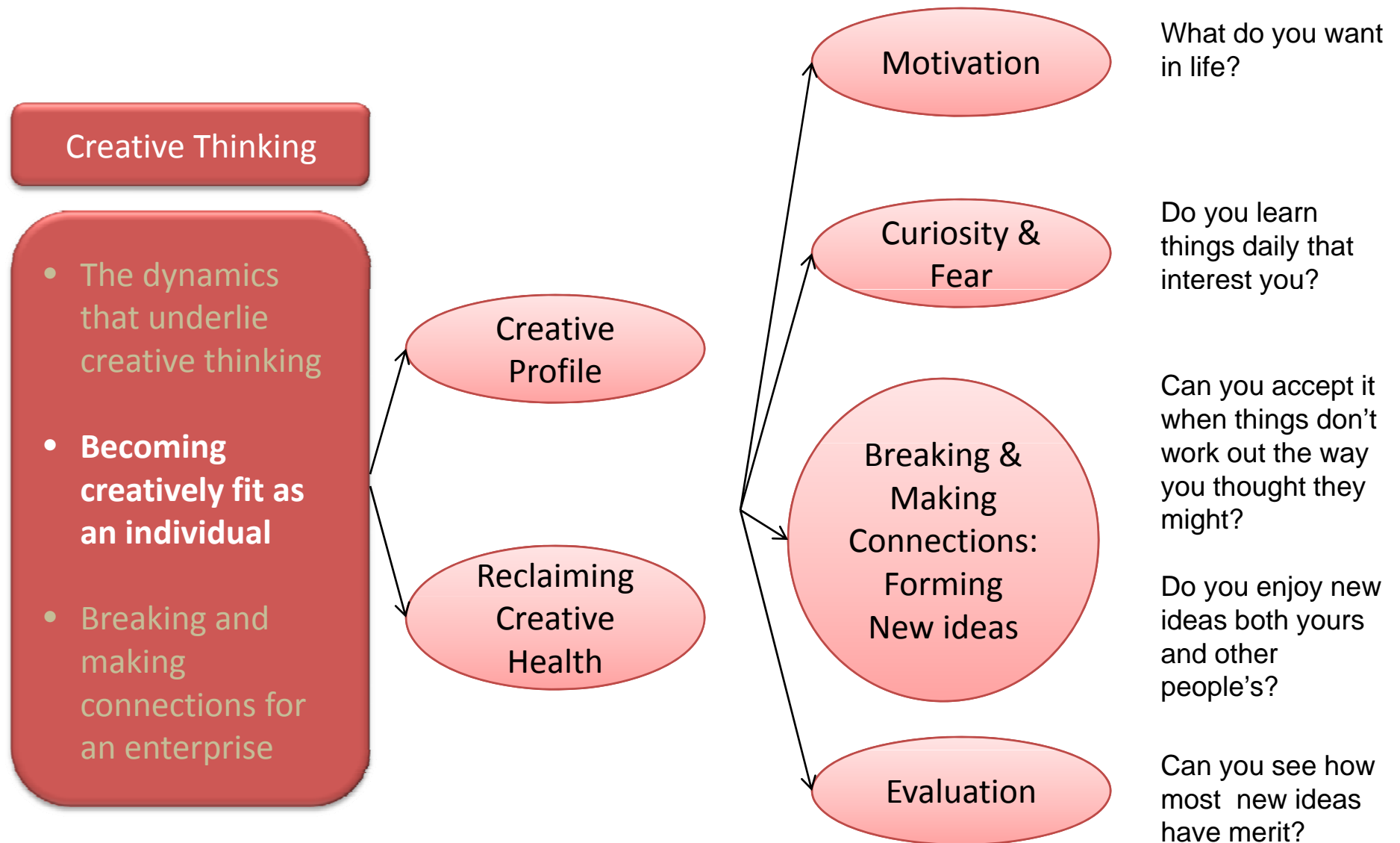
Climate

- The climate for creativity in an enterprise
- Personal creative climate: the bubble

Action

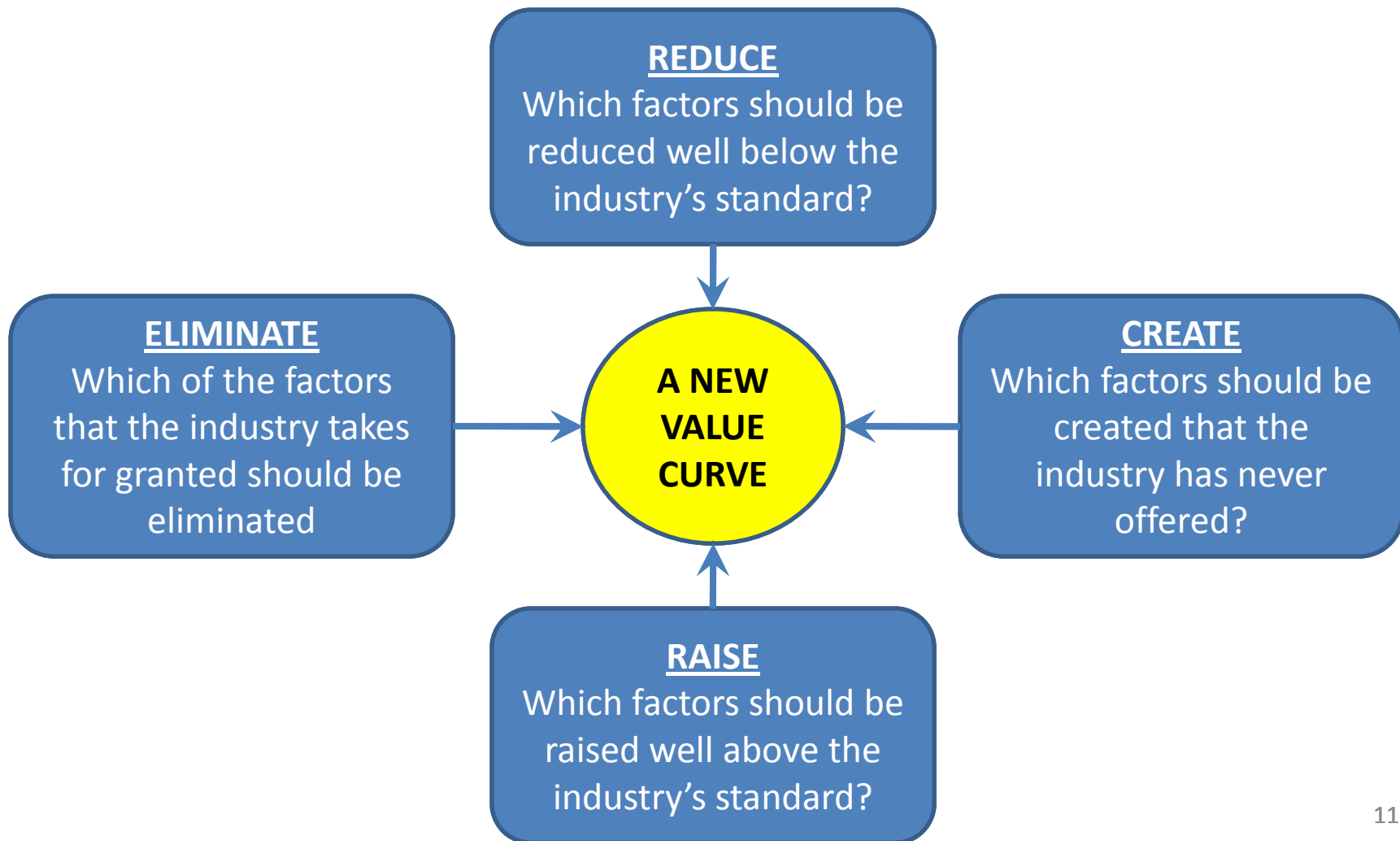
- Leadership: Fostering Systemic Creativity
- Purposeful Creativity
- Sustaining the Change

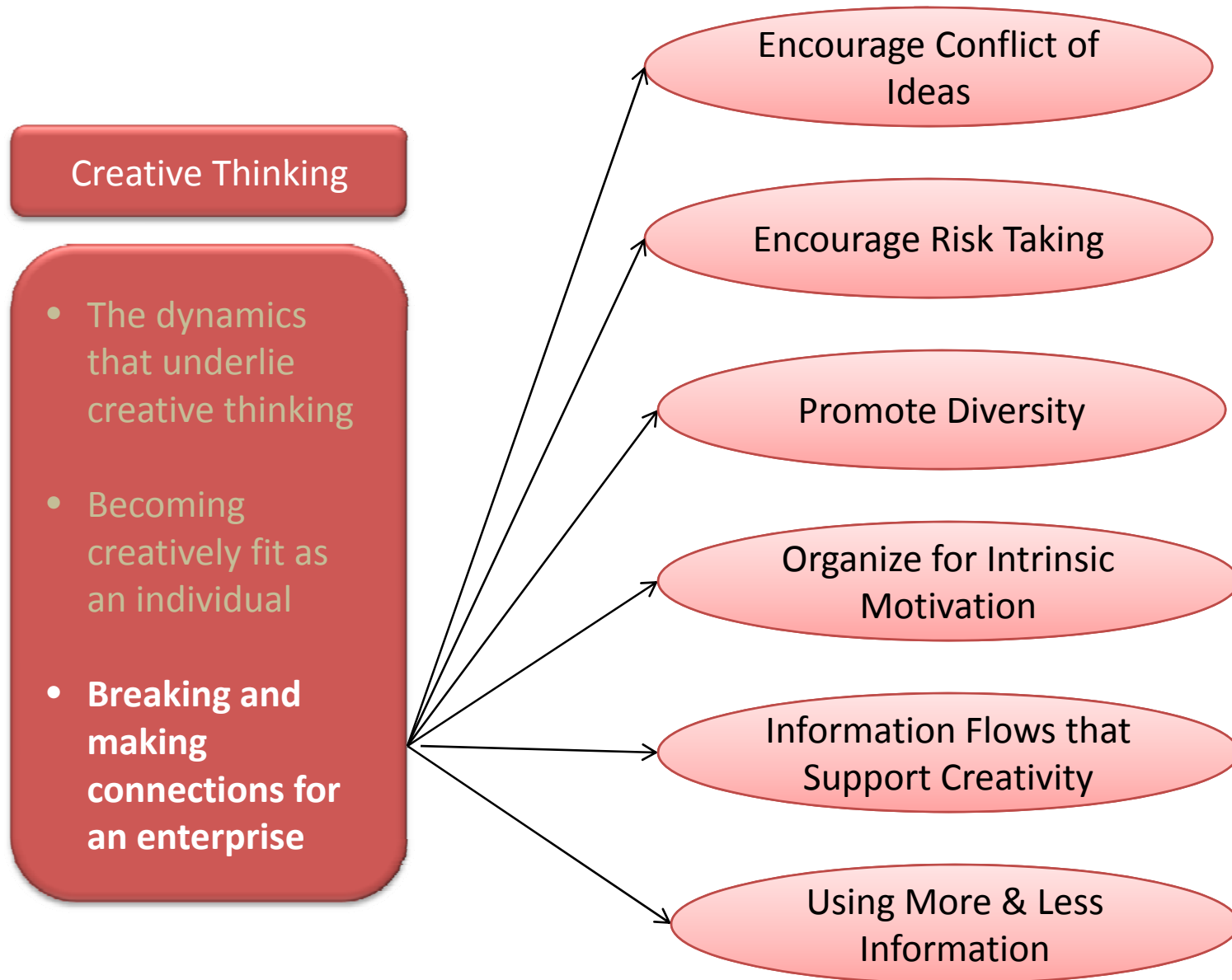


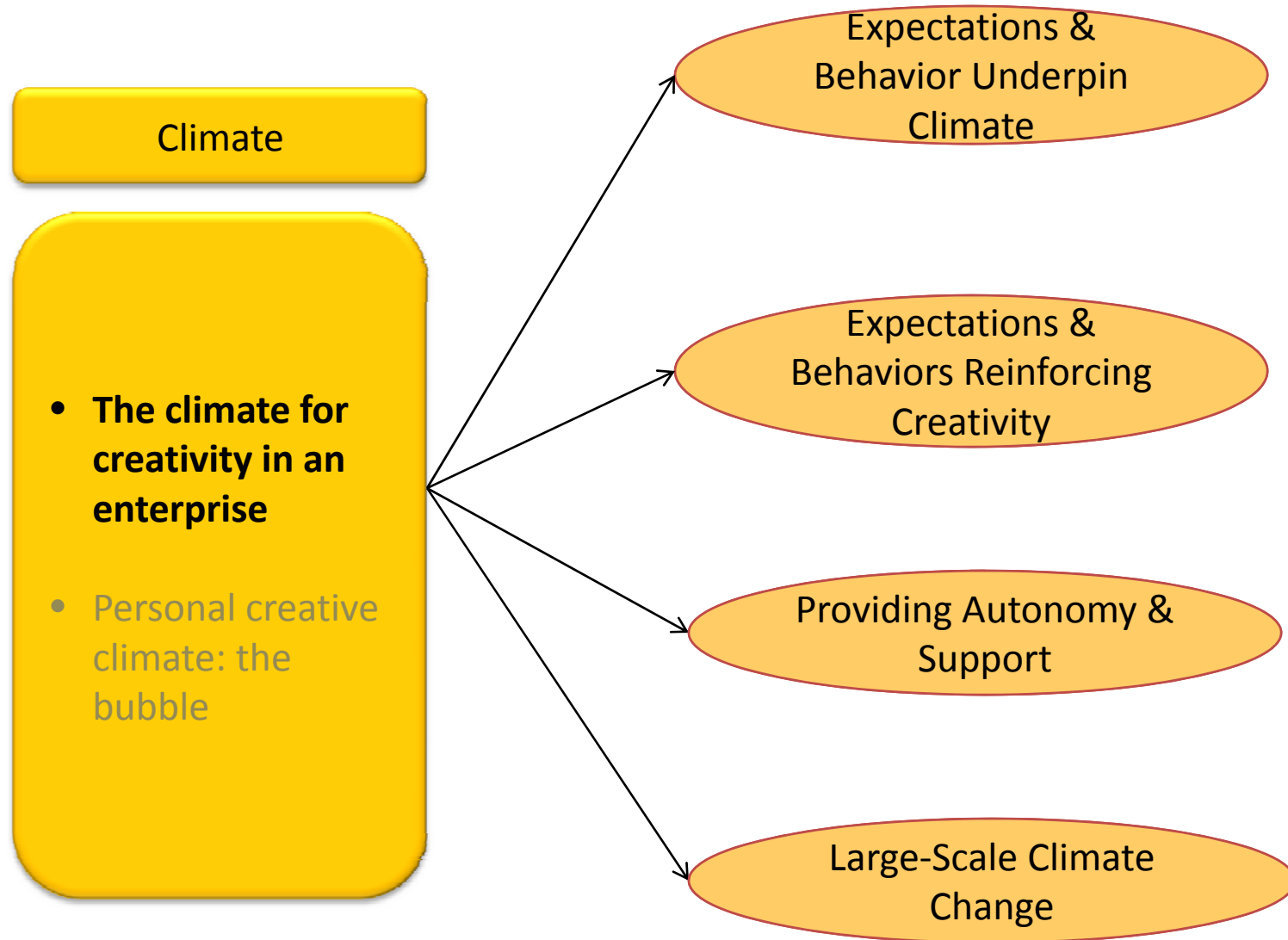


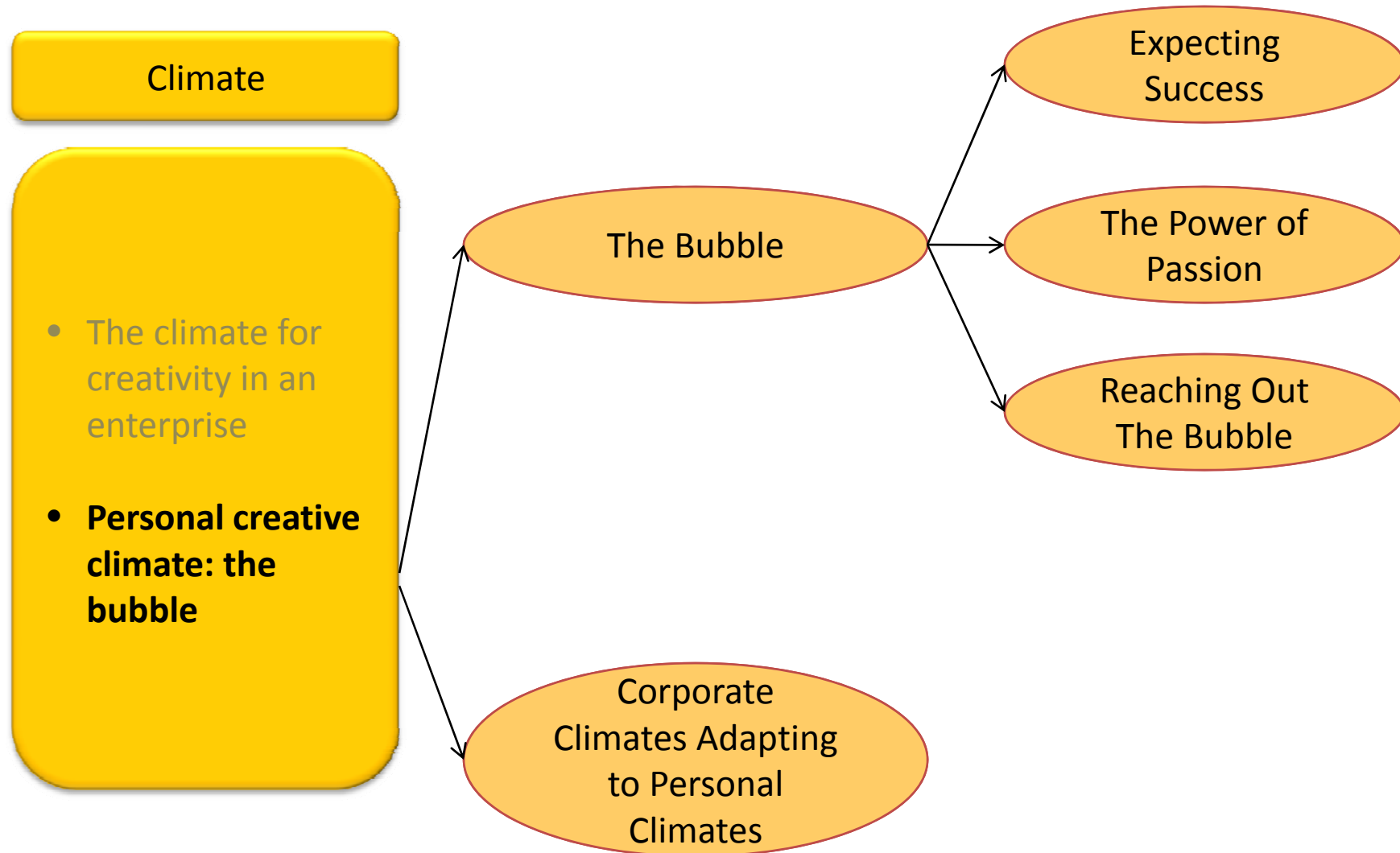
1. Forced connection of two ideas or two words e.g.
PAMA Pit Stop Case
2. ERRC Grid : Eliminate, Reduce, Raise, Create (see
next page)

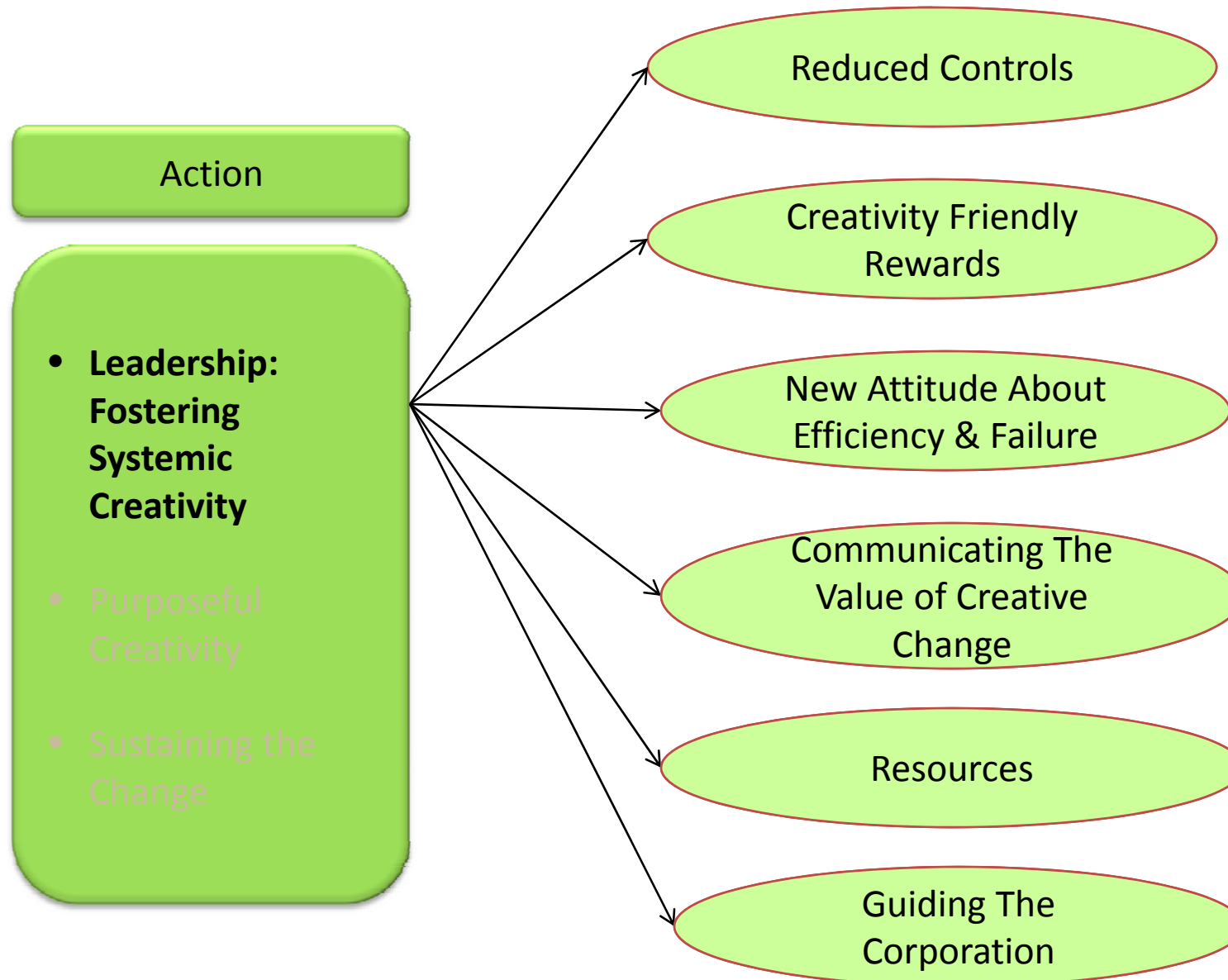
ERRC Grid:

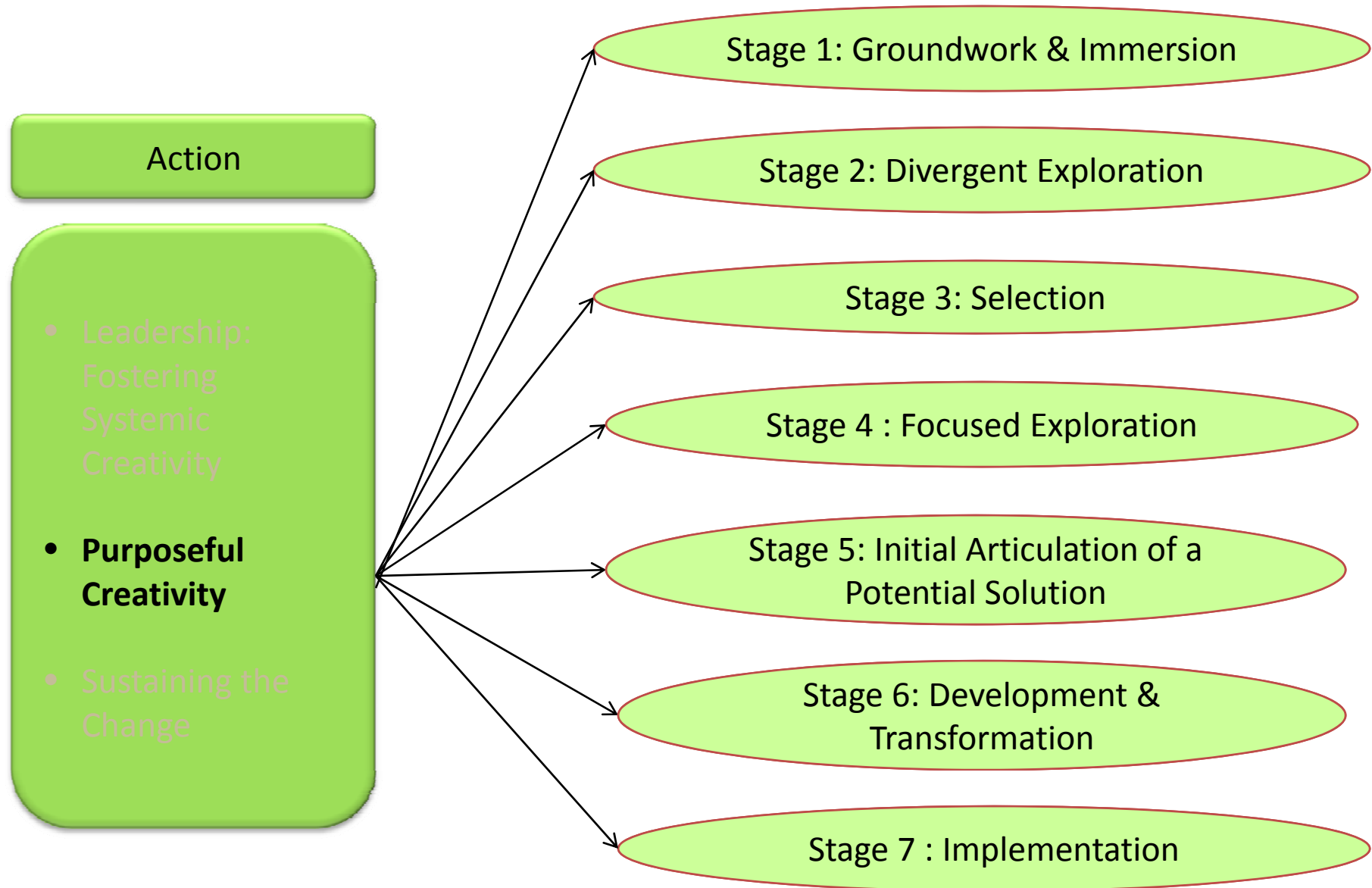












Action

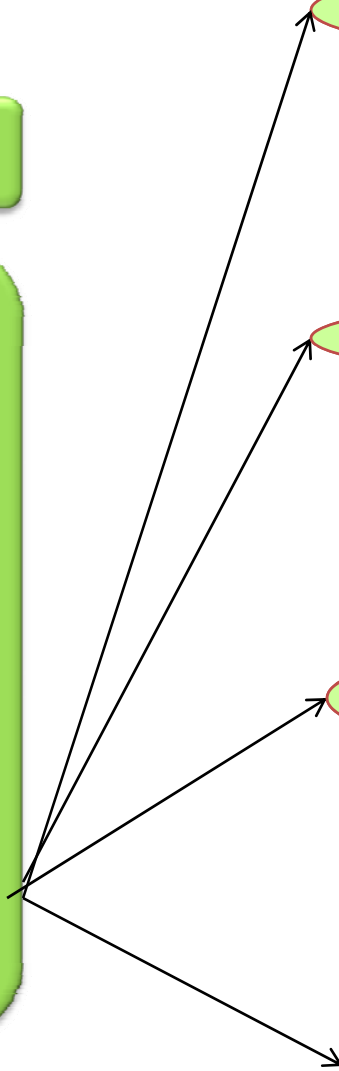
- Leadership: Fostering Systemic Creativity
- Purposeful Creativity
- **Sustaining the Change**

Plan Ahead

Record Result

Expect Resistance

Encourage The Flow of Information



1. Creativity, Inc., Jeff Mauzy, Richard Harriman, Harvard Business School Press, 2003
2. Innovating at the Top, Roland Berger, Soumitra Dutta, Tobias Raffel & Geoffrey Samuels, INSEAD Business Press, 2009
3. Blue Ocean Strategy, W. Chan Kim, Renee Mauborgne, Harvard Business Press, 2005
4. “PT Pamapersada Nusantara’s (PAMA) Continuous Transformation: Sudiarso Prasetio’s Value Based Leadership”, Tubagus Hanafi Soeriaatmadja, BINUS Business School Case Study, 2009
5. BINUS Business School Study on Indonesia Group of Companies vs. Fortune 500 Company’s Growth, 2009



People. Innovation. Excellence.

Executive Education

Thank You !

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