

# The **POWER** of **INNOVATION**



by Dato' Ghazi Sheikh Ramli,  
at 2ND MSC MALAYSIA R&D SERIES 2009, 7th July 2009

Do you know...  
there are **3 GROUPS** of people in this world?



1. Those who **MAKE** things happen
2. Those who **WATCH** things happen
3. Those who say,  
**“Wow! What happened?”**

Looking back...  
The History of Human Economic Development



1st wave  
**AGRICULTURE** Revolution

Farming



2nd wave  
**INDUSTRIAL** Revolution

Factories

Computers



3rd wave  
**INFORMATION** Revolution

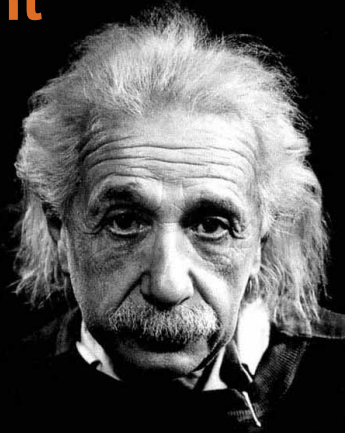


Imagination

4th wave  
**INNOVATION** Revolution

**IMAGINATION** is  
more important  
than  
**KNOWLEDGE**

Albert Einstein



## The New Economic Model



To begin with...



What is  
**CREATIVITY?**

What is  
**INNOVATION?**

Is there any difference?  
What do you think?

## **CREATIVITY** is



The process of gathering and generating

## **NEW IDEAS**

**CREATIVITY** may be defined as 'IDEA GENERATION'

## **INNOVATION** is



Putting the new idea into practice;  
adding **VALUE** to the new idea

**INNOVATION** may be defined as 'CREATIVITY IMPLEMENTED'



## Overcoming 3 major **MISCONCEPTIONS**

or misunderstandings, or pre-conceived ideas

### about **CREATIVITY & INNOVATION**

Let us see what Creativity & Innovation is not!

## MISCONCEPTION No.1



**CREATIVITY**  
is the private domain of  
musicians, song writers,  
composers, artists, etc.

But is this the case? Is this type of thinking sound?

## MISCONCEPTION No.2

**INNOVATION**  
is the exclusive territory  
of researchers, scientists,  
designers, inventors, etc.



But is this valid? Is this point of view a correct one?

## MISCONCEPTION No.3

**INNOVATION**  
is all about  
making new and better products



But is innovation only confined to product development?

But the truth is...

**CREATIVITY &  
INNOVATION**  
is meant for  
**EVERYBODY**



Young and old, clerks and managers, male and female

Plus the fact that...



**CREATIVITY & INNOVATION**  
can be applied in many areas!

Products, Processes, Services, Systems, Models, Methods

→ 2PSM

Within a business environment,  
who needs to INNOVATE



**SHAPER**  
**COMPETITOR**  
**IMPROVER**  
**DESPERADO**

Those who shape the market  
and the way business is done

Those who differentiate the  
offering on a competitive market

Those who seek to achieve  
operational excellence

Those who fight for survival or seek  
ways to keep up with the competition

## INNOVATION in Turbulent Times



**HARVARD  
BUSINESS  
REVIEW**  
June 2009

## Pairing LEFT and RIGHT Brains

### Paired for Innovation

LEFT BRAIN					RIGHT BRAIN
<ul style="list-style-type: none"> <li>Rational, logical, linear</li> <li>Sequential analytic processing</li> <li>Language, grammar, verbal</li> <li>Literal</li> <li>Objective</li> <li>Time-sensitive</li> <li>Accuracy</li> </ul>	 <p><b>HEWLETT-PACKARD</b> DAVID PACKARD    BILL HEWLETT</p> <p>Both trained as engineers, but Packard became the executive leader and Hewlett supplied the engineering spark.</p>	 <p><b>PARFUMS CHANEL</b> PIERRE WERTHEIMER    COCO CHANEL</p> <p>Perfume legend Coco Chanel teamed up with Wertheimer to provide business discipline to her fledgling enterprise.</p>	 <p><b>PIXAR</b> JOHN WALKER    BRAD BIRD</p> <p>Creative tension between the producer Walker and the director Bird sharpens the resulting movies.</p>	<ul style="list-style-type: none"> <li>Imaginative, intuitive, whimsical</li> <li>Holistic framing, pattern synthesis</li> <li>Visualization, pictures, gestures</li> <li>Perceptual, metaphorical</li> <li>Subjective</li> <li>Time free</li> <li>Ambiguity, paradox</li> </ul>	

HARVARD BUSINESS REVIEW June 2009 pg 84~85

## INNOVATION in Turbulent Times

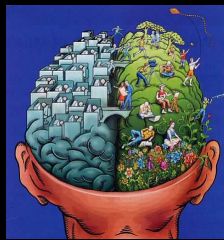
We are in an  
**economic  
 downturn**  
 but in an  
**INNOVATION  
 UPTURN**



Bill Gates

Do we think enough?  
What is the brain to you?

...just an **ORGAN** that  
controls body functions?



...or just an **ORGANIZER**  
of our daily tasks?

Better still...

The **BRAIN**  
performing  
as our  
**NECKTOP  
COMPUTER!**

WANTED!  
powerful  
software



Do we think enough?  
Try this!

Which is the **ODD ONE OUT?**

1) 17

2) 19

3) 13

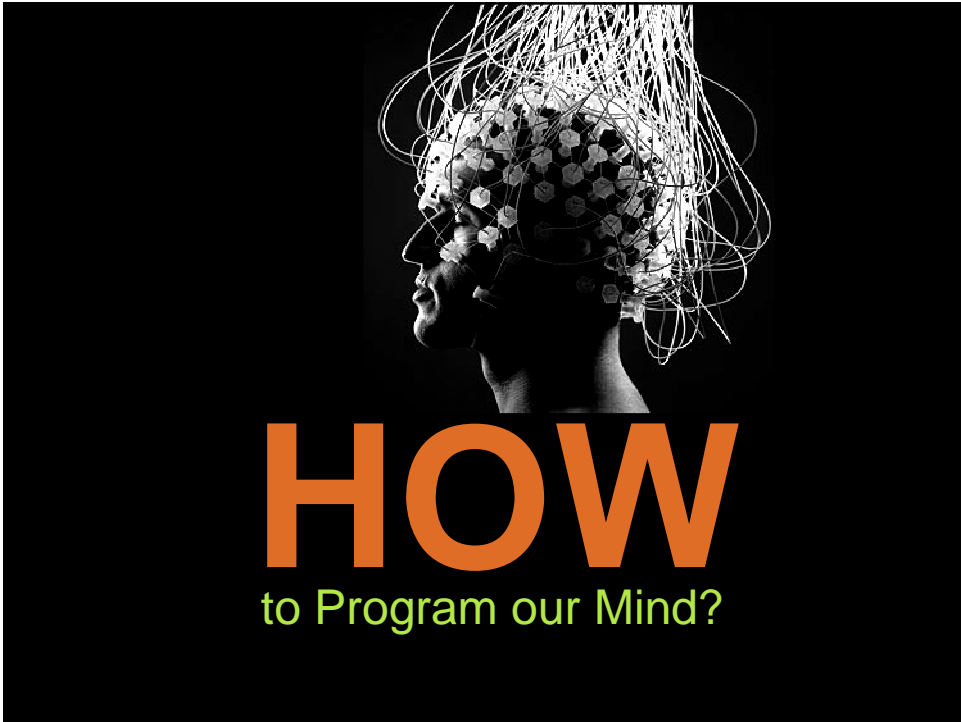


Do we think enough?  
Try another one!



What's the **NEXT LETTER**  
in the series?

**w, t, n, l, i, t,...**



The Need for  
Innovative Thinking Tools

But plenty of choices!

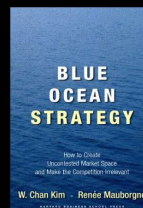
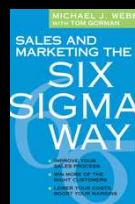
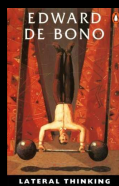


Google search:

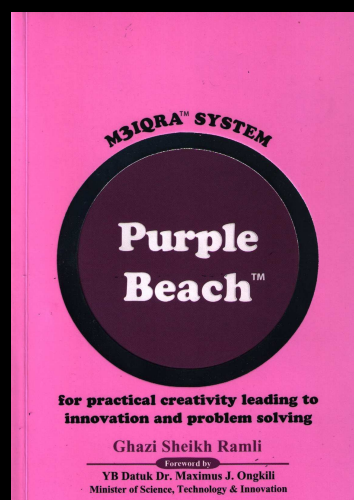
Innovation	104,000,000 links
Creativity	6,600,000 links
Innovative Thinking Methods	196,000 links
Innovative Thinking Tools	354,000 links

## Some Well-known Programs

Lateral Thinking	- Edward de Bono
Mind Mapping	- Tony Buzan
TRIZ	- Genrich Altshuller
Six Sigma	- Bill Smith
Systematic Inventive Thinking	- Roni Horowitz
Blue Ocean Strategy	- Kim & Mauborgne



## A Home Grown INNOVATION Program



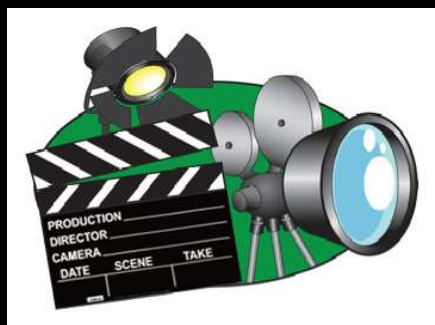
**M3IQRA™  
System**  
Made in Malaysia!

## PURPLE BEACH™ Launched 21-4-2008



by Minister of Science, Technology & Innovation  
YB Datuk Dr. Maximus J. Ongkili

## WHAT'S NEXT



**LIGHTS  
CAMERA  
ACTION!!**