

# Leadership & Innovation

**Shiv**

**Swiss Indian Chamber of Commerce**



# Structure

- **CEOs and Innovation**
- **Most Innovative Countries and Companies**
- **The Statue of Liberty, Jeff Bezos and Ford Model T lessons**
- **Digital drives innovation**
- **Myths around Ideas, Adoption, Failure**
- **Summary**

100 % of CEOs say their company is innovative while only 20 % of them have innovation as a strategic pillar.

What your CEO needs to know about innovation



# Most Innovative Nations 2023

80 indicators across 7 sets

Set	Some Points
Knowledge and Tech Output	Patents, Hi tech manufacturing
Human capital and Research	Researchers per million, Global R+D
Business Sophistication	Knowledge , University + Industry partnerships
Market Sophistication	Finance for Start Ups, VC s
Creative Output	Trademarks protection, Global brand value
Infrastructure	Environmental performance, ICT development
Institutions	Regulatory quality, Policies for business

# Most Innovative Nations

Rank	Country	Score
1	Switzerland	67.6
2	Sweden	64.2
3	USA	63.5
4	UK	62.4
5	Singapore	61.5
6	Finland	61.2
7	Netherlands	60.4
8	Germany	58.7
9	Denmark	58.7
10	South Korea	58.3

## Other Ranks:

#12 China

#14 Israel

**#40 India**

#49 Brazil

#51 Russia

#90 Sri Lanka

#105 Bangladesh



# Most Innovative Companies 2023

Rank	Company
1	Apple
2	Tesla
3	Amazon
4	Alphabet
5	Microsoft
6	Modena
7	Samsung
8	Huawei
9	BYD
10	Siemens

Tata is at No 20

# Last Ten Tears shift by sectors of Top 50

- Tech has remained more or less same at 40 % on this 50 list
- Transportation and Energy is at 25 % of the list has gone up marginally
- Healthcare is now about 11 % and has gone up 900 bps
- FMCG is now 12 % , used to be 20 % of the top 50 list
- Chemicals is ZERO now, used to be 4 %
- Financials is blank



---

## Why large companies struggle with Innovation

- They were built in the 19 th century
- They do not understand 21 st century problems
- Managers rewarded for keeping status quo
- Short term tactics picked over longer term innovation
- Have knowledge illusion effect, they think they know when they don't





This idea started with the opening  
Of the Suez Canal



He was not the first in E Com but had  
Three principles to pick products to sell:  
Non perishable  
Consistent and  
Inexpensive



Ford learnt from the meat processing  
plant and a cheap lacquer that passed  
off as black paint.

Most times Innovation is taking something that's there and applying your idea to it.

# Digital Technology and Innovation

- **Service innovation explosion**
- **Time is a monetization vehicle**
- **Reviews are ads**
- **Middleman who adds no value dies**  
**Eg Travel agent, music store, book store**
- **Information asymmetry drops**
- **Direct to ...**



## Is idea the issue?

You need to generate  
10,000 ideas to get ONE  
good idea.



Is adoption the issue?

Innovation adoption is  
faster if there is equivalent  
pre technology

e.g. Phones





**Dual sim team lead**

Kaustav Chatterjee, ex Nokia, Navbharat Times



**Dare to fail award architect**

Raman Singh Ex PepsiCo, ABB

**Failure is a step to success**



**Summary**