# Leadership & Innovation

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#### 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	arch 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

Source : Visual Capitalist

#### 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

# 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.

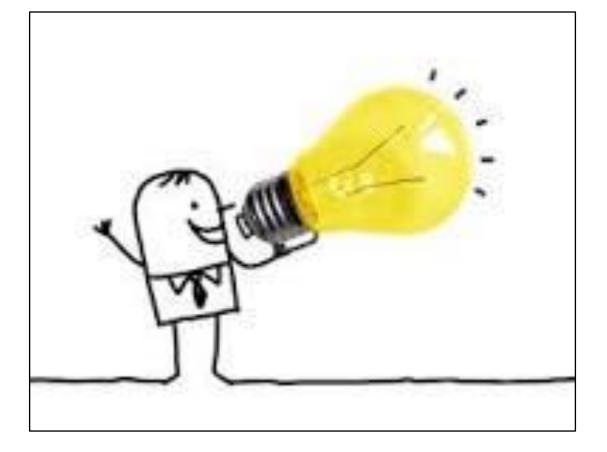
### **Digital Technology and Innovation**

- 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





Kaustav Chatterjee, ex Nokia, Navbharat Times

Raman Singh Ex PepsiCo, ABB

# Failure is a step to success

