

CONFERÊNCIAS SOBRE **LIDERANÇA**



Liderança da Inovação

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$$I^3 = (P+P)^C \times L$$



Innovation Management Principles



1 Realization
of value



2 Future-focused
leaders



3 Strategic
direction



4 Culture



5 Exploiting
insights



6 Managing
uncertainty



7 Adaptable
structures



8 Systems
approach



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Invenção
Inovação
Impacto



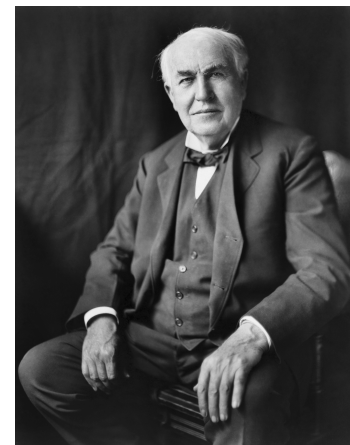


Da Vinci

INVENTION...



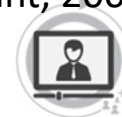
...INNOVATION



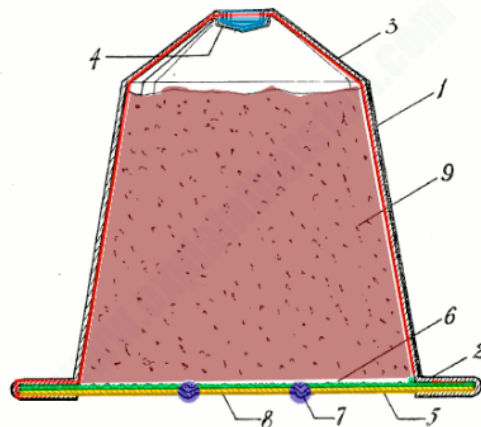
Thomas Edison

INVENÇÃO + EXPLORAÇÃO
= **INOVAÇÃO**

Inovação não é apenas uma ideia, mas uma nova prática (Bessant, 2003)



U.S. Patent Jan. 23, 1979 4,136,202
www.explainthatstuff.com



Courtesy US Patent and Trademark Office

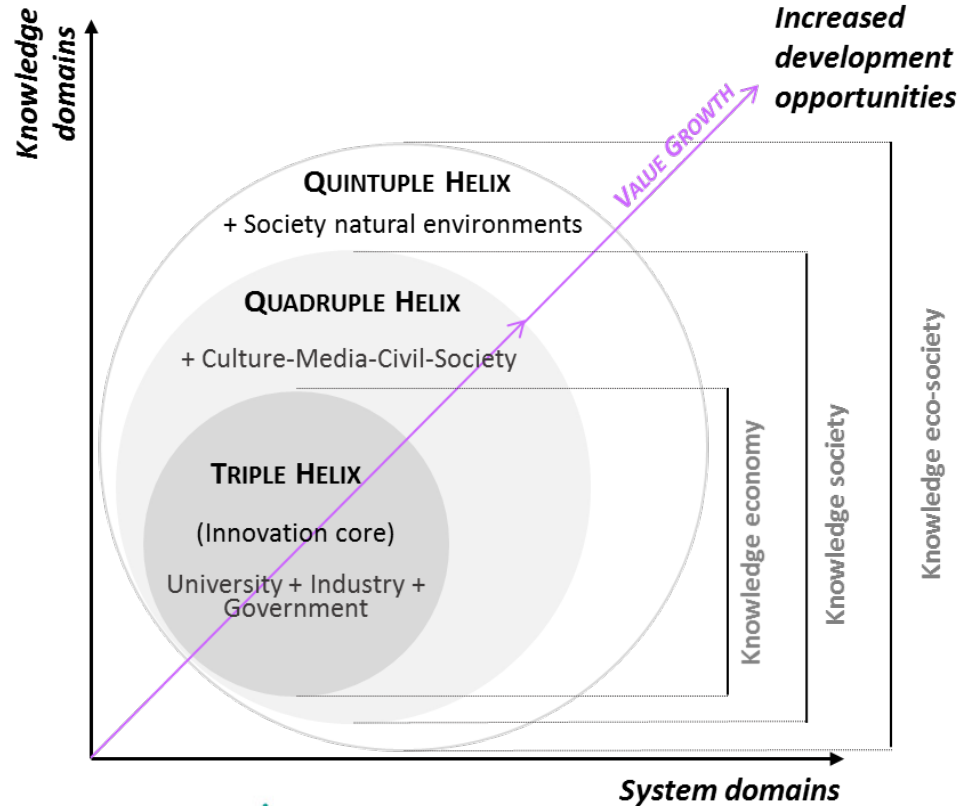


1979

1986

2003
(PT)

A COMPREHENSIVE INNOVATION SYSTEM



Na administração pública...

- Inovação de produto — novos produtos (por exemplo, novos instrumentos hospitalares).
- Inovação de serviço - novas maneiras de fornecer serviços aos utilizadores (por exemplo, formulários de impostos on-line).
- Inovação de processo - novas maneiras de desenhar e projetar os processos organizacionais (por exemplo, reorganização administrativa em processos de front e back-office; mapeamento de processos que leva a novas abordagens).
- Inovação de posição - novos contextos ou utilizadores
- Inovação estratégica - novos objetivos ou propósitos da organização (por exemplo, policiamento comunitário).
- Inovação em governança - novas formas de relacionamento entre o cidadão e instituições democráticas (por exemplo, fóruns de área).
- Inovação retórica - nova linguagem e novos conceitos (por exemplo, um imposto sobre o carbono).



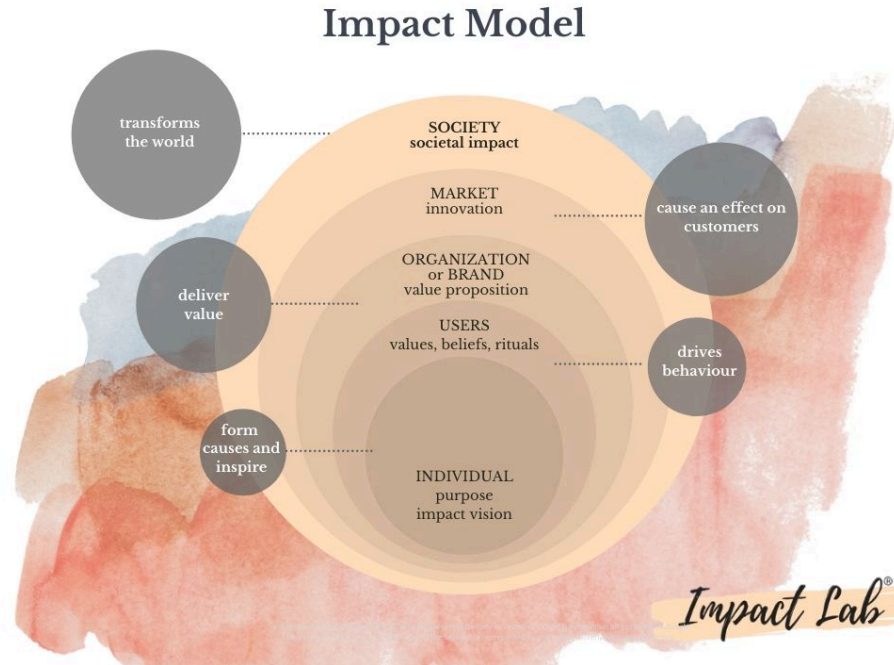
Sector privado | inovação bem sucedida é vista como uma forma de garantir competitividade em mercados existentes ou novos mercados.

Sector público | inovação é justificável apenas quando aumenta ou contribui para o **valor público** na qualidade, eficiência ou adequação para fins de governança ou serviços.

(Moore, 1995)



IMPACTO – benefícios gerados pela inovação



$$I^3 = (P + P)^C \times L$$



MINDSET



SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



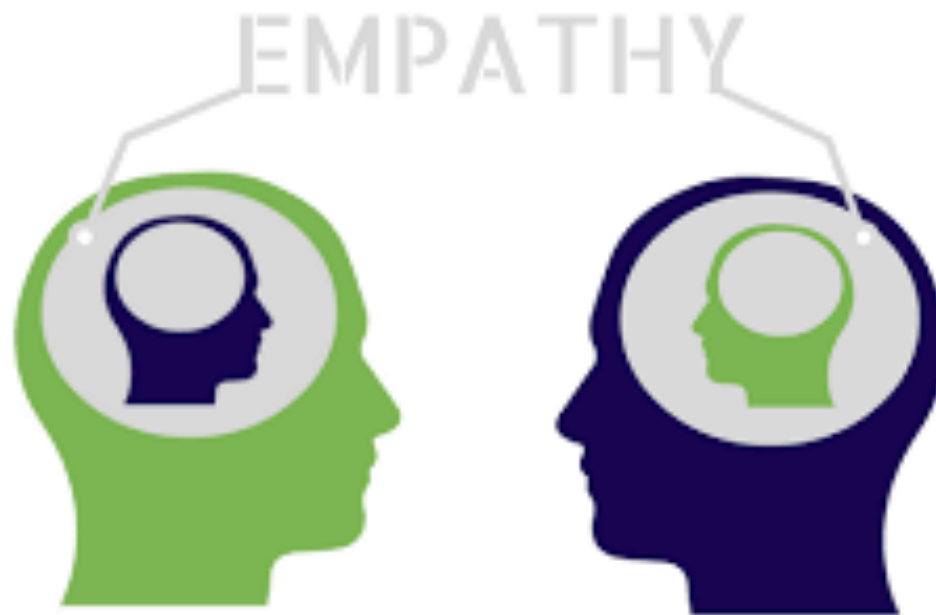
Sensory appeal



Informs

Piramide de valores







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1. Define (The Problem)

Design Thinking Model

Customer Problem

Define the problem you are trying to solve. It's not just about the problem, it's about the people who are affected by it.

1. Define the problem

2. Define the problem

2. Empathize

Customer Interviews

Interview Goal & Number of Interviews

Interview Status: 4 Interviews

Interviewer	Date	Duration	Status
Interviewer 1	16.01.2020	30 min	Completed
Interviewer 2	16.01.2020	30 min	Completed

Interview Guide

Questions to ask during the interview to explore customer experience, identify needs, and generate ideas.

1. How do you feel about...?

2. How do you feel about...?

Notes & Key Insights

Interviewer	Insights	Notes
Interviewer 1	Insight 1	Note 1
Interviewer 2	Insight 2	Note 2

3. Ideate

Opportunity Portfolio

Jobs to be Done

Job to be Done	Level of Urgency	Level of Effort
Job to be Done 1	High	Low
Job to be Done 2	Medium	Medium
Job to be Done 3	Low	High

Customer Need Map

Customer Need	Frequency	Effort to Solve	Value to Customer
Customer Need 1	High	Low	High
Customer Need 2	Medium	Medium	Medium
Customer Need 3	Low	High	Low

4. Prototype

Concept Template

Fill in the blanks to create a concept template.

Problem to be Solved: _____

Value Proposition: _____

Market Opportunity: _____

Idea 1

Fill in the blanks to create a concept template.

Problem to be Solved: _____

Value Proposition: _____

Market Opportunity: _____

Idea 2

Fill in the blanks to create a concept template.

Problem to be Solved: _____

Value Proposition: _____

Market Opportunity: _____

Idea 3

Fill in the blanks to create a concept template.

Problem to be Solved: _____

Value Proposition: _____

Market Opportunity: _____

5. Experiment

Assumption Testing

Assumptions Tested

8

GOAL 10

Validation Status

Validated: 37.5%
Not tested: 37.5%
Invalidated: 25.0%



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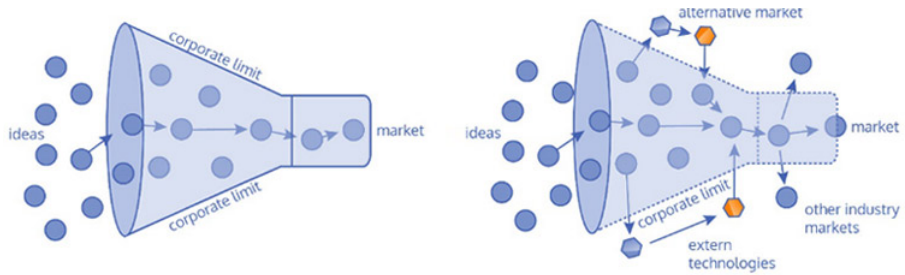
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structures



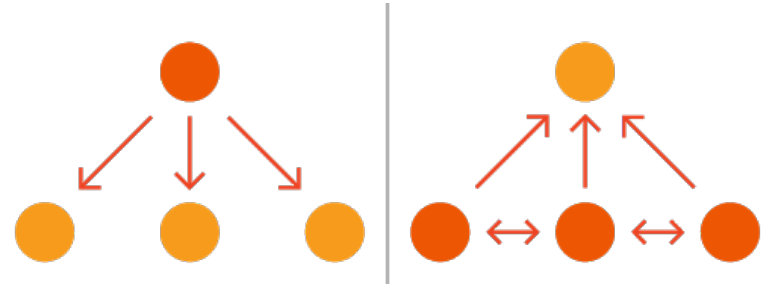
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approach



Closed vs Inovação



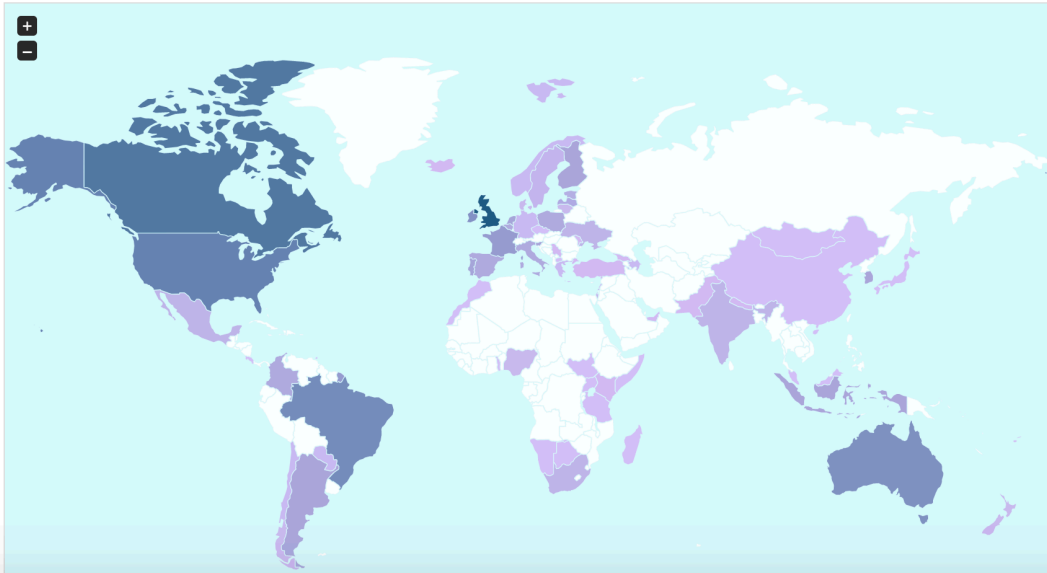
Top Down vs Bottom-up



🏠 > OPSI Case Studies

Please enter a country name or keyword 🔍

▼ Hide Map



Líderes informais



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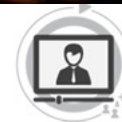


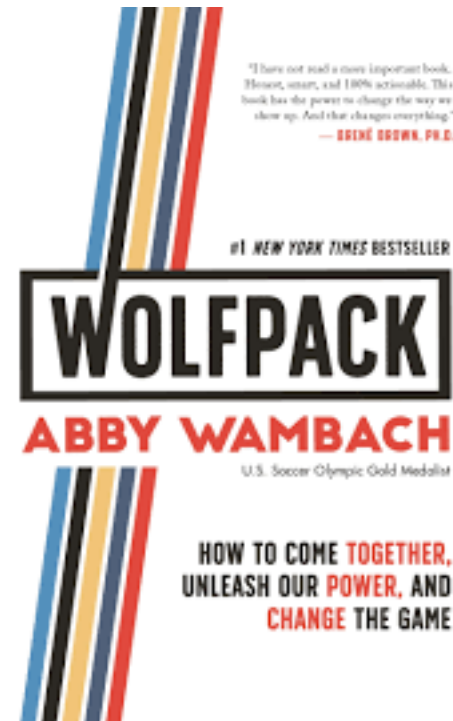
7 Adaptable structures



8 Systems approach







“Leadership is not a position to earn.
It’s an inherent power to claim.
Leadership is the blood that runs through your veins.
It’s born in you.
It’s not a privilege of a few.
It is a right and **responsibility** of all.

Leader is not a title that the world gives to you.
It’s an **offering** that you give to the world.”





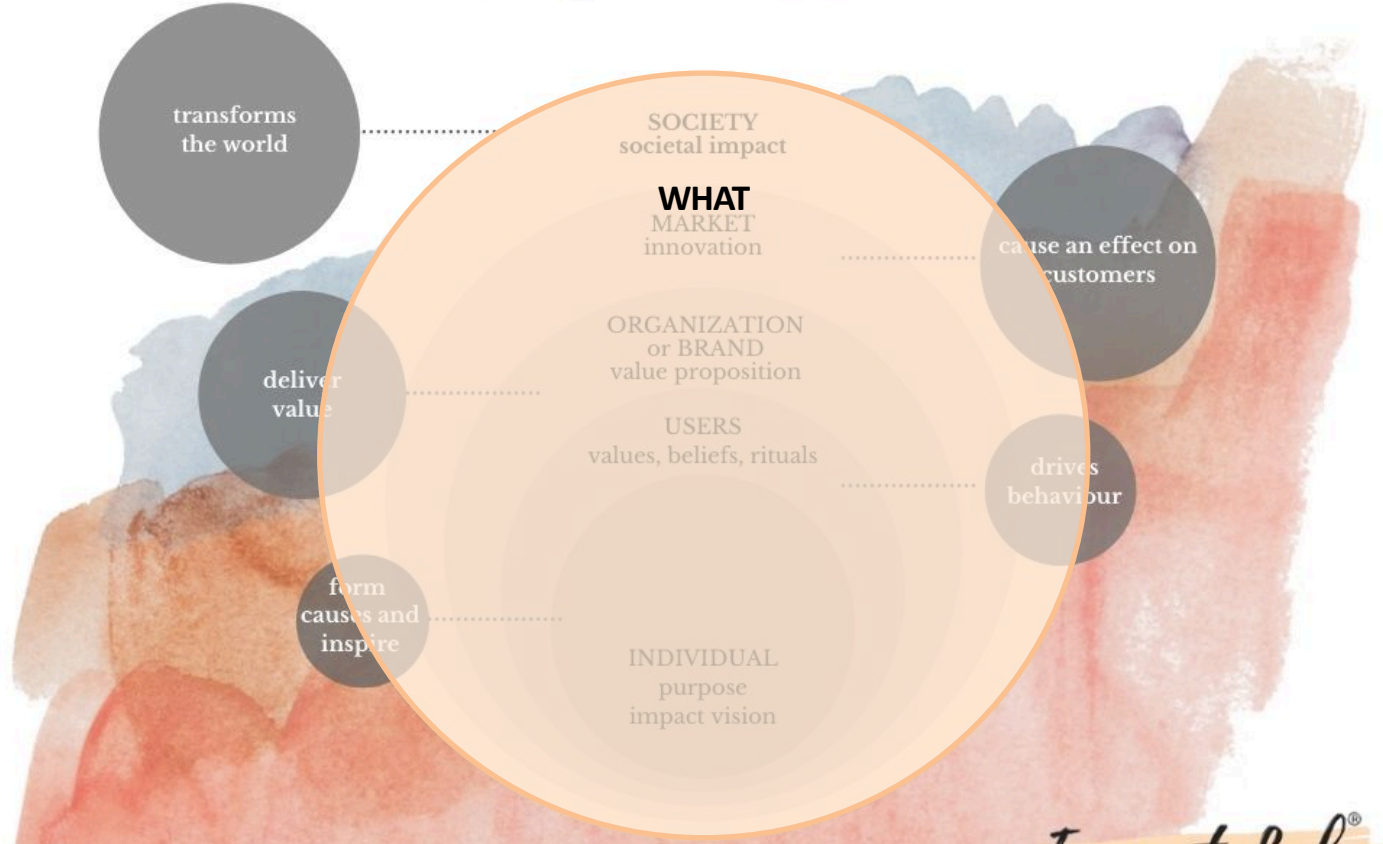
**WE NEED
YOU**



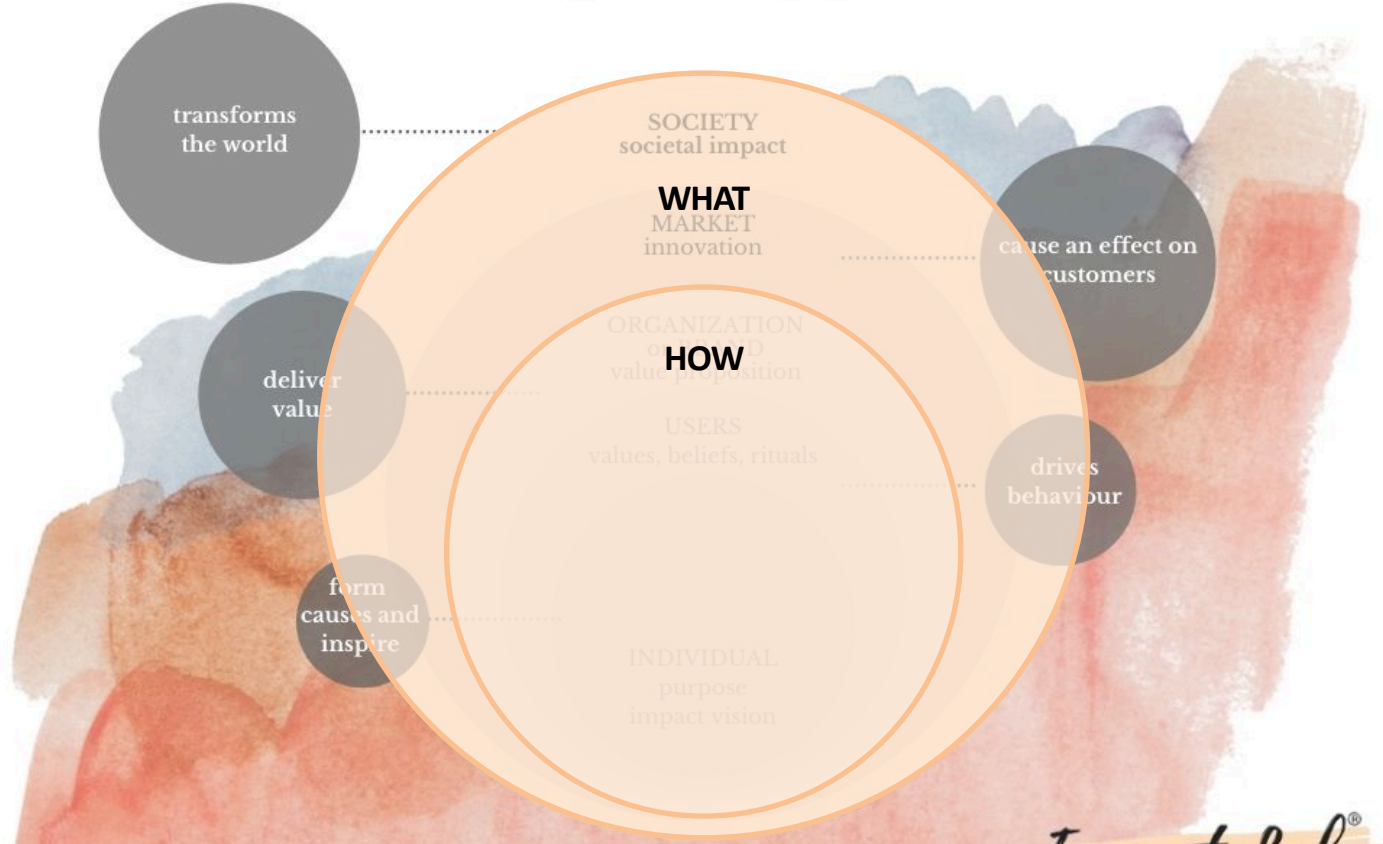
“There are many things in our organizations and markets that we can't control, but your mindset and your approach to your challenges - those are up to you.”



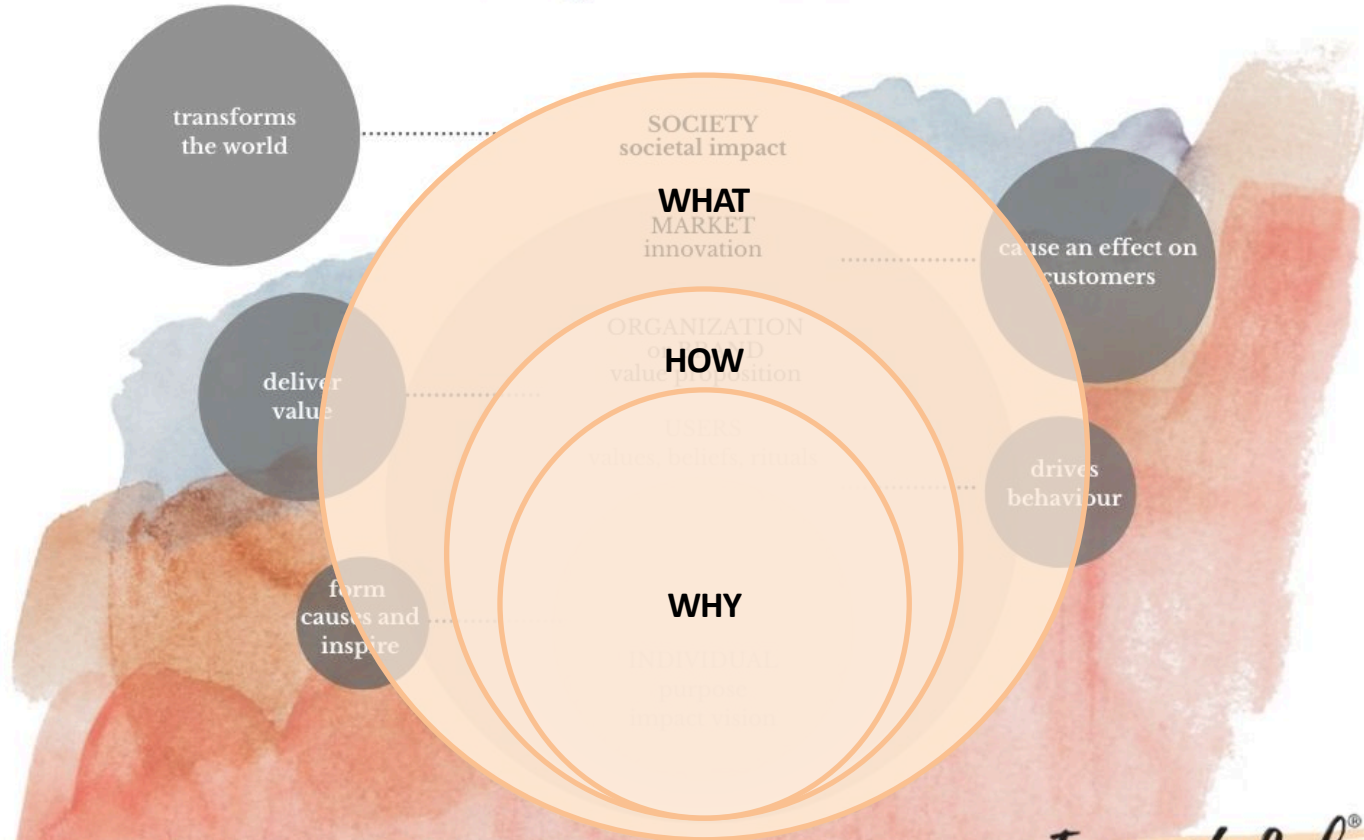
Impact Model



Impact Model



Impact Model



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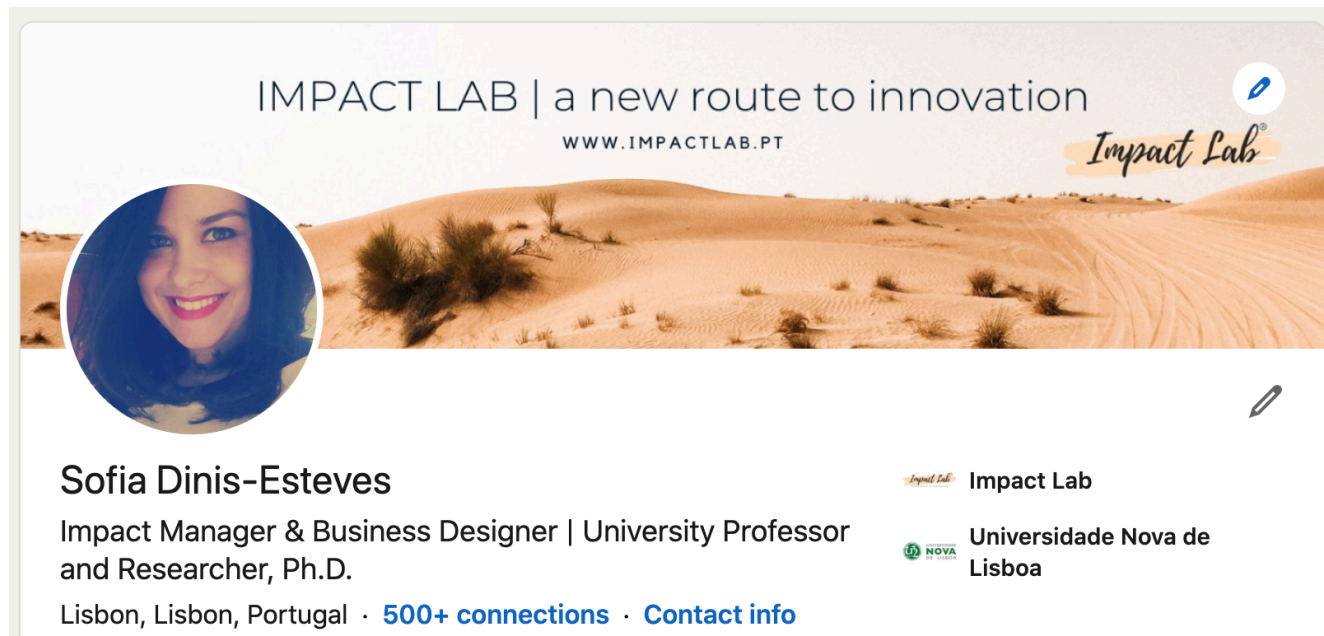
Transformação organizacional para o impacto

- Pessoas e mindset
- Ferramentas e processos
- Cultura organizacional
- Trabalhar em todos os níveis de liderança da inovação




Obrigada

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