ABSTRACT

In the last 20 years, there was 50% turnover of the S&P 500 and another 50% turnover is expected in the next 10 years. How do you future-proof your business? The rate of innovation is accelerating at an exponential pace but many of our companies are still growing at a linear pace – why? It seems like many of our companies are like a Rip Van Winkle. We fell asleep in the 20th century. We have woken up in the 21st century and this digital thing is transforming everything in its path. We are seeing exponential organizations that are deceptively small one minute and then completely disruptive the next with new business models, new channels, new operating systems, and new payment methods (think Facebook, Amazon, Alibaba, and Bitcoin). At the same time, our business partners in our own companies want more from R&D and the people in R&D sometimes “play the victim” waiting for someone to tell them what to innovate. In many companies we see a vicious cycle of people fearful of their jobs playing politics and these politics leading to poor performance and this poor performance leading to further insecurity; round & round we go. This presentation discusses how to get out of our comfort zone and drive better business performance. In addition, this presentation will discuss some of the most transformative technologies shaping our world today and offer a model to help create a “Moore’s Law” for your business with the aim to double your revenue with half the cost in twice the speed, and to make R&D the very best investment possible for your company.