

Guilherme Victorino
Professor Auxiliar Convidado
NOVA IMS e NOVA DOCTORAL SCHOOL

Telco's - eHealth Project
Ministério da Saúde
Diretor Marketing HPP Saúde (Lusíadas)
Professor Universidade NOVA de Lisboa



HOW DO YOU
DEFINE
INNOVATION

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Innovation:

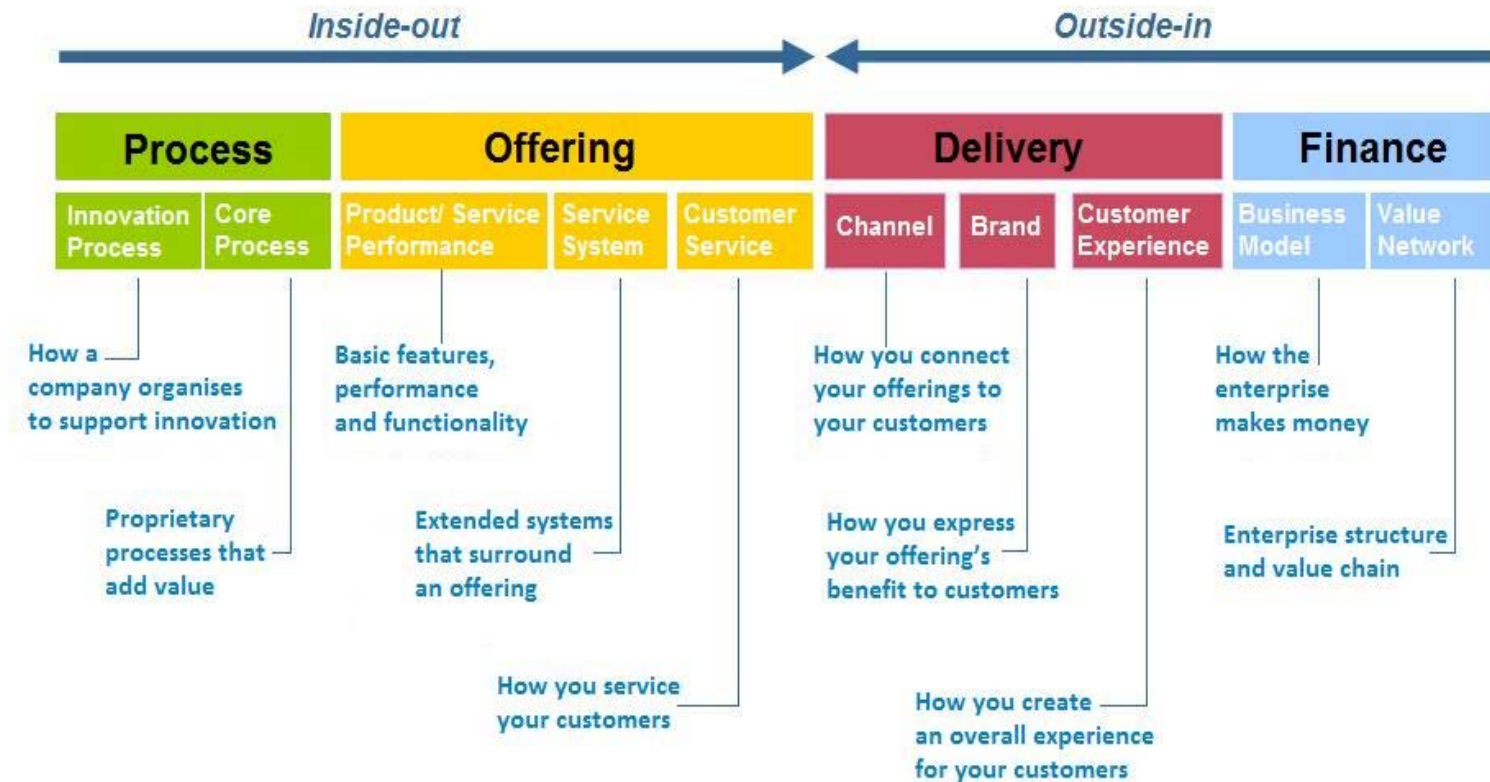
everyone wants it,
few know how to define it,
and even fewer know how
to do it well.

5 COMMON CHALLENGES

1. We ask for innovation but people keep doing the same they've always done
2. It's nearly impossible to innovate in our sector
3. We don't have enough time to innovate
4. We're too focused on the present
5. We don't have the right people (we're not creative)



Innovation Challenges



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“The naked truth about innovation is ugly, funny, and eye-opening, but it sure isn’t what most of us have come to believe. With this book, Berkun sets us free to try and change the world...”

— Guy Kawasaki, author of
The Art of the Start

The Myths of Innovation

Scott Berkun

O'REILLY®

Expanded and revised
with four new chapters

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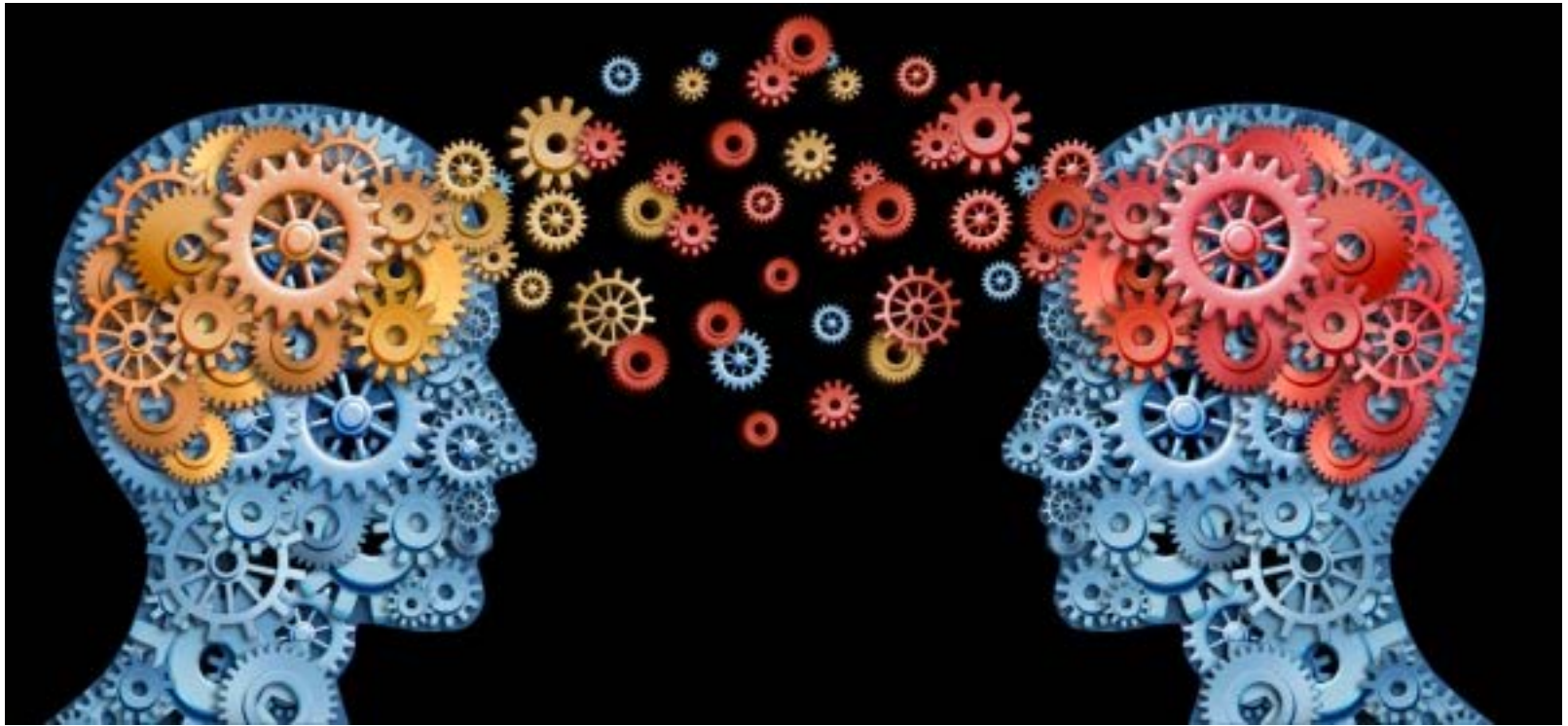
Question:
What is innovation?

Answer:
“significant”
positive change”

Innovation & Behaviour

// Innovation is the introduction of change into inherently stable systems. You must manage it, or prepare for disappointment

— ME, from PAINFUL EXPERIENCE



“a threat to our status can activate the same networks in the brain as a threat to our life”

David Rock



when doctors tell heart patients
they will die if they don't change
their habits, how many change?

1 in 7

Desire and motivation aren't enough: even when it's literally a matter of life or death, the ability to change remains maddeningly elusive.

Given that the status quo is so potent, how can we change ourselves and our organizations to be more innovative?



HOW TO CREATE
A CULTURE OF
INNOVATION?

*MOST ORGANISATIONS HAVE BEEN DESIGNED
TO SOLVE YESTERDAY'S PROBLEMS, RATHER
THAN CAPITALIZING ON TODAY'S
OPPORTUNITIES TO EFFECTIVELY CONFRONT THE
ISSUES OF TOMORROW*

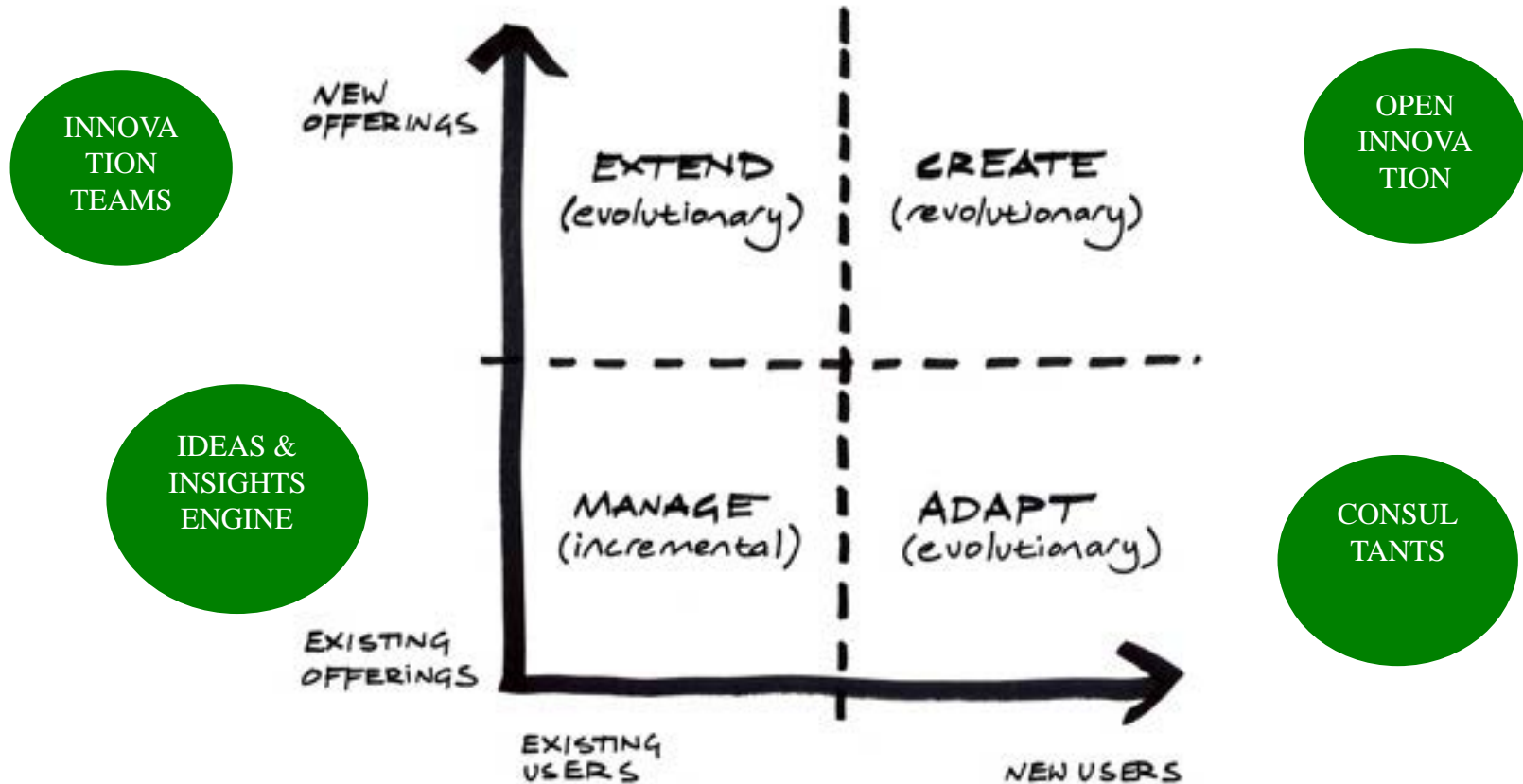
Six mindset shifts

1. from ***knowing*** to ***being curious***
2. from ***skeptical*** to ***optimistic***
3. from ***quantitative*** to ***qualitative***
4. from ***judgmental*** to ***empathic***
5. from ***abstract*** to ***concrete***
6. from ***planning*** to ***experimenting***

Peter Coughlan

(Lisbon, Dec. 2013)

! Innovation Challenges



Knowledge Management Platform

The future challenges are complex and need radical multidisciplinary collaboration, co-creation and creativity skills and...

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Achieves
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gmvectorino@novaims.unl.pt

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obrigado!