



Innovation Keynote

"IGNITING INNOVATION INITIATIVES"

AndrewVorster.com



OVERVIEW

Innovation is crucial to the long term success of any organisation.

Successful organisations don't (just) "have an innovation team" - they understand that the key to success lies in nurturing an Innovation Ecosystem which includes employees, suppliers, academics, analysts, customers, industry organisations and even society at large.

This is the fundamental difference between "doing innovation" and "being an innovative organisation".

With over three decades of experience of leading innovation initiatives across a wide range of industries and organisations, Andrew has a wealth of anecdotes and insights to share on the topic of innovation.

He has developed his own unique, colour metaphor (not another framework or method) to bring the wonderful world of innovation to life for your audience, inspiring them to join the journey to become more innovative in everything they do!



This keynote session can be delivered in a wide variety of formats from a fast paced, 18 minute "TED Talk" style overview to a more relaxed 50 minute session full of colourful anecdotes tailored to resonate with your audience.

Please contact Andrew directly to discuss your bespoke requirements.

A man in a black t-shirt is speaking at a podium with a microphone. The background is a collage of various words related to innovation and technology, such as 'developments', 'insightful', 'audience', 'technology', 'storytelling', 'passionate', 'public', 'speaker', 'work', 'story', 'known better', 'background', 'acclaimed', 'shaping', 'thought', 'agitation', 'understanding', 'culture', 'years', 'widely', 'pr', 'making', 'storytelling', 'insightful', 'audience', 'technology', 'storytelling', 'passionate', 'public', 'speaker', 'work', 'story', 'known better', 'background', 'acclaimed', 'shaping', 'thought', 'agitation', 'understanding', 'culture', 'years', 'widely', 'pr', 'making', 'storytelling'.

AUDIENCES

Companies & Teams

A report by Harvard business review identified 4 important variables driving innovation activity in organisations :-

- Scale
- Frequency
- Engagement
- Diversity

As this session is designed to provide context and inspire participation and action, it is applicable to every department and every employee in an organisation from the bottom to the top :

- Inspiring employees at "all staff" or team meetings
- Accelerating participation in change and transformation programs
- Encouraging new behaviours and new ways of thinking
- Driving cultural change
- Opening executive management's eyes to the opportunities within the innovation ecosystems
- Stimulating thinking around establishing or enhancing your own innovation initiatives
- Exploring opportunities with customers, suppliers and business partners

Conferences & Events

Being of a non-technical nature, this keynote is suitable for all audiences with an interest in innovation across any industry.

Many conferences and events focus on stimulating and sharing ideas through thought provoking content - but what does your audience end up DOING with those ideas?

Kick off your conference or event with this high impact session to engage your audience right from the start. This will provide them the context they need and inspire them into impactful action lasting long after the closing keynote.

This session is also a perfect way to close an event by drawing together many disparate threads in one meaningful metaphor.

Universities & Colleges

Students and faculty will benefit from the real world examples and anecdotes that are used to bring this extremely colourful metaphor to life, forcing them to consider the role they will play in driving innovation and shaping the organisations of the future.



APPROACH

PROVOCATION

Opening with a provocation, Andrew challenges the narrow focus of the "idea funnel" approach considered by many organisations to be the way that innovation works.

CONCEPTS COVERED

Whether it's incremental, sustaining or disruptive, innovation is undoubtedly a blend of both Art and Science :

- the innovation mindset
- finding sources of inspiration
- removing fear of the unknown
- generating ideas
- identifying concepts to test
- validating and refuting hypotheses
- dealing with failure
- tips, tricks and traps along the way
- benefits beyond the obvious
- expanding the eco-system
- repeating the cycle

Although often used interchangeably, innovation does not necessarily require "invention" and the most innovative ideas are often the application of something that already exists, but in a new (and often unexpected) way.

CLOSING MESSAGE

A reflective and inspirational call to action



Andrew worked with a children's book illustrator to bring the "Moonshine" metaphor to life. The vivid scenes cut through pre-conceptions and bias resulting in an extremely engaging keynote.



ABOUT



ANDREW VORSTER - INNOVATION CATALYST

Having spent over 30 years driving innovation across a wide range of industries, Andrew has built up a reputation as a passionate technologist, innovator and disruptor. A published author with a background in research and a qualification in foresight, he is best known for “Igniting Innovation Initiatives” through his briefings, keynotes and workshops in his work as an Innovation Catalyst.

The majority of his time is spent scanning and scouting for changes in the TIPS (Technologies, Innovations, Patents and Start-ups) behind the trends that are driving new business models and shaping consumer behaviour today. He contemplates the impacts and implications these will have on society, industry and the individuals within. Weaving these into colourful and credible stories, specifically designed to inspire audiences and clients across the world, he helps them to envisage a wide range of multiple possible futures that will be fuelled, accelerated and enabled by technology & change.

WWW.ANDREWVORSTER.COM