

# The Egg-shaped Model

## Organisational Innovation

The business core is represented by the yolk where 3 levels of Innovation exist viz. **Business Model** Innovation, **Product** Innovation and **Process** Innovation.

Around the core is a fluid gel of **Resources** that keeps the core nourished. These are contained by a membrane around the organisation through which internal resources can mingle with external energy. **Technology** (Know-how + IT), **Culture** (People), **Ecosystem** (Society) -- each lending a broader scope to the possibilities of innovating.

The shell is the **Brand** the world interacts with, that has the property of protecting the 'softer' parts of the organisation.

**INNOVATION MANTRA**  
 "Don't look for needs to fill them.  
 Create a need that only you can fill!"

### BUSINESS MODEL INNOVATION

Creation, or reinvention, of a business itself. BMI provides companies a way to break out of intense competition, under which product or process innovations are easily imitated. It can help address disruptions - such as regulatory or technological shifts - that demand fundamentally new competitive approaches. BMI can be **most powerful when it is approached proactively to explore new avenues of growth.**

### PRODUCT INNOVATION

Creation and subsequent introduction of goods or services through radical or disruptive innovation, or steady, incremental changes on existing goods or services of its kind.

### PROCESS INNOVATION

Processes with new structures, more accurate data, new organizational responsibilities, new activities or better deliverables of the process. Innovation within process-oriented technologies shows the direct link between "process" and "innovation."

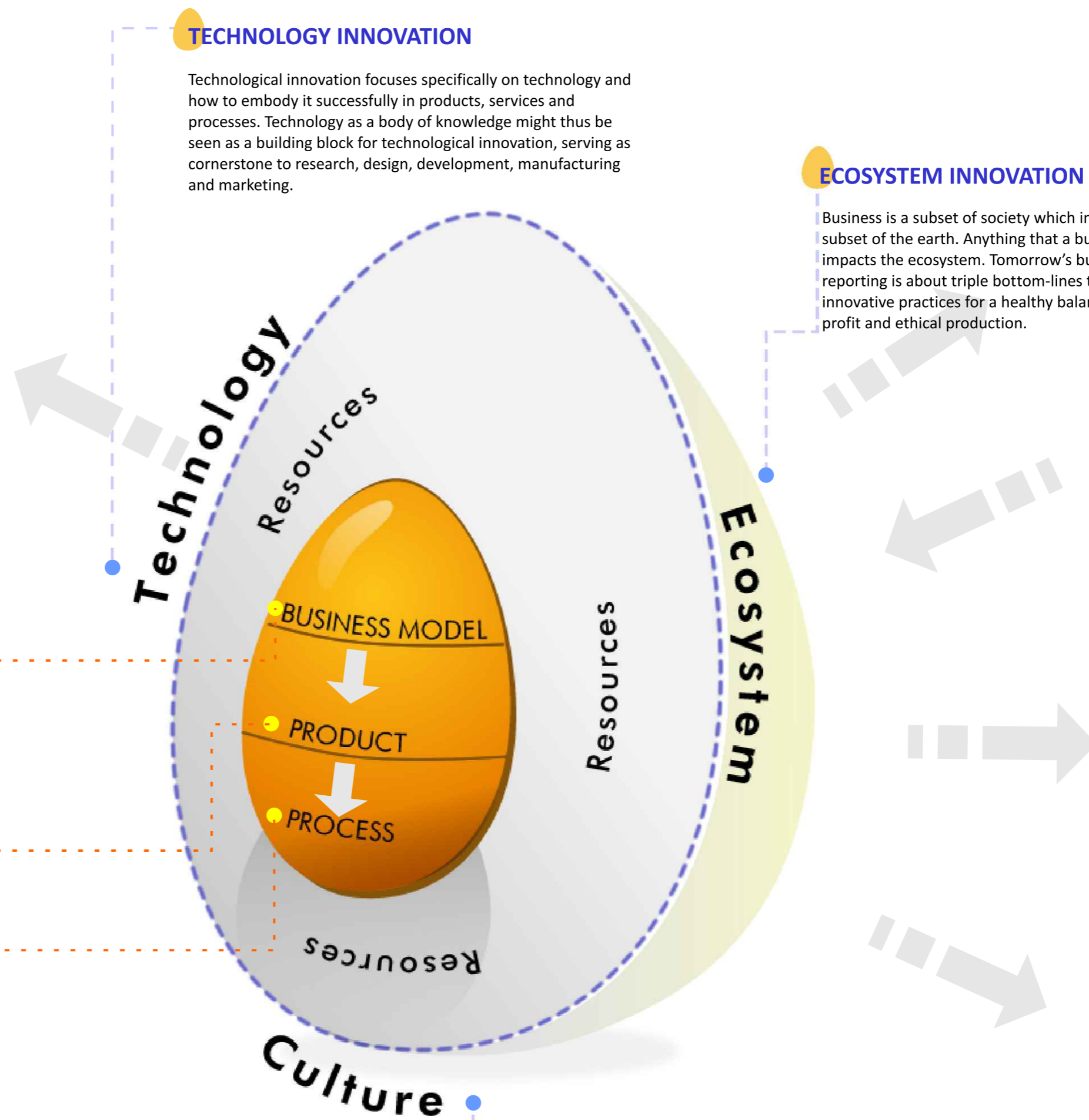
New value propositions and the expansion into new markets require appropriate processes. A product innovation generally leads to new production or distribution processes, resulting in an indirect link between "business processes" and "innovation."

### TECHNOLOGY INNOVATION

Technological innovation focuses specifically on technology and how to embody it successfully in products, services and processes. Technology as a body of knowledge might thus be seen as a building block for technological innovation, serving as cornerstone to research, design, development, manufacturing and marketing.

### ECOSYSTEM INNOVATION

Business is a subset of society which in turn is a subset of the earth. Anything that a business does impacts the ecosystem. Tomorrow's business reporting is about triple bottom-lines that ensure innovative practices for a healthy balance between profit and ethical production.



## INNOVATION POTENTIAL

### Your Organisation

Put your logo here

**Business Model Innovation (Why we do what we do)**  
 Is there a need to review the business model?  
 Should our Vision statement reflect our Innovation culture?  
 What does your organisation of 2030 look like?

**Product Innovation (What we do)**  
 Are our products suited to our location - manufacturing, distribution, sales? Do customers need a new 'flavour'? Does our packaging need review/redesign? Does the market expect anything else (logically) from us? (eg. Services)

**Process Innovation (How we do what we do)**  
 How can we connect Business Functions and have them working in tandem?  
 How can we maximise the benefits of ICT?  
 How can we harness the power of Social Media?  
 How do we create a culture of innovation?

#### Technology, Culture, Ecosystem

The constant endeavour to align your organisation and vision to achieve the 'triple bottom-line' target - Performance, People and Planet. (*Economic, Social and Ecological sustainability*).

Innovation is about **culturally diverse people** distributed across the planet co-creating **value concepts** for business and society AND developing them in the **context of use** in **eco-friendly and sustainable** ways.

The role of technology - including ICT - is merely that of an enabler of value concepts.

### CULTURAL INNOVATION

Consumers – the ultimate arbiters of market innovation efforts – often find offerings to be innovative even though they may seem quite pedestrian from a product-design standpoint. It turns out that blockbuster new businesses do not necessarily require radically new features that fundamentally alter the value proposition.

What it needs instead is to transform based on what people emotionally connect with – their ideology, which, when staged through myth and cultural codes, becomes a distinctive cultural expression.

People are the link.

### Multiplying Innovation

