

# What Kills Innovation

A hands-on workshop introducing a framework to understand innovation killers, and antidotes to them

[Register Here](#)



In cooperation with Ideactio and System 180 we are inviting you to our next event: In a world that is fast-changing, it is not a question of “why must we innovate?,” but “why don’t we innovate?” and “how can we innovate?”

## Date

May 17, 2019

## Time

10:00am - 1:00pm  
(Registration starts at 9:30am)

## Location

System 180  
Ernst-Augustin-Straße 3  
12489 Berlin

## Who should attend\*

C-level executives, business heads,  
decision makers from midsize to  
large companies

### *\*Two people per company*

*We recommend having two people from each company should participate in the workshop.*

*This is to practice co-design approach to innovation in the context of your company.*

## Registration & Tickets

For members: Free

For non-members: 69 €

There are two major trends shaping our lives and world of business – **Servitization and Digitalization**. In such a world, innovation is not a ‘nice to have function or department’, rather innovation is the business. How do we bring innovation into the business? Is it possible “to learn” innovation?

Innovation succeeds and ends in mind first before it takes any material form. From this lens innovation is first and foremost a mindset. In other words we need to **start by asking ourselves ‘what kills innovation’** in organisations and what can we do to address those innovation killers.

To nurture and **cultivate innovative mindset in organisations** it is imperative to understand which impediments are in the way of innovation, and how we can overcome them. Such an approach to innovation is about ‘awareness’ and ‘action’ to unlock value.

In this talk, the speakers will share insights about innovation killers and what organisations can do to identify them and develop ways to address them.

## What to expect

**Talk** | A talk on how the world is being shaped by two major trends that are defining our lives and world of business – Servitization and Digitalisation. we will share relevant case studies from Asia and elsewhere.

**Workshop** | We will conduct hands on exercises where you will get to identify ‘innovation killers’ for your business, and then use innovation framework to address them and create breakthrough change.

## Learning Outcomes

**Innovation Killers** | You will learn what kills innovation and how to identify and address innovation killers in your organisation.

**Design Innovation Framework** | You will get to learn the Innovation framework by hands on exercises to apply it to your business context and problems

**Servitization and Digitalization (Platformization)** | Understanding of two mega trends trends that are shaping our world and business, and how they can disrupt your business sooner than later.

## Programme

*10.00am – 10.30am*

**Talk** | How two major trends of servitization and digitalisation are changing the world (with examples)

*10.30am – 10.45am*

**Exercise** | Problem Framing – how to uncover the right business problem

*10.45am – 11.00am*

**Tea Break**

*11.00am – 11.15am*

**Talk** | An introduction to Innovation Killers and Design Innovation Framework

*11.15am – 12.15pm*

**Exercise** | Apply innovation framework to your identified business problem and develop a solution

*12.15pm – 1.00pm*

**Presentation, Discussion and Conclusion** | Each team will present their problem and solution concept and we will have a discussion of what are the learning takeaways of each team

## Partner Company

Ideactio is a service design and business innovation consultancy with HQ in Singapore and an outpost in Berlin, Germany. Ideactio works with organisations to create, deliver and capture value. It offers its service under three overarching offerings : 1. **Academy** – workshops and study tours for C-level executives to inspire them, 2. **Consultancy** – orchestrate business transformation driven by deep user research and principles of service design, 3. **Studio** – to bring to life products, services and brand experiences that make your strategies real and impactful.

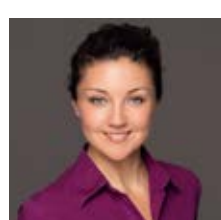
## Speakers / Facilitators

We have speakers and facilitators who have extensive experience in consulting organisations around the world on innovation and business transformation. The workshop will be conducted by



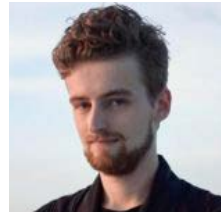
### Nav Qirti

Nav Qirti is Principal of Ideactio, a Singapore based service design consultancy with an outpost in Berlin. He spends his time between Singapore and Berlin. Nav has been one of the pioneers in introducing human centred innovation in Singapore having consulted organisations like Singapore Police Force, DBS Bank, TATA Steel, National Environment Agency, Singapore, Singapore Tourism Board to name a few. He has also been a growth partner for a number of small & medium enterprises in sectors such as Retail, F&B, Education, Travel, Engineering and Accounting. His area of focus is understanding major trends like servitization and platformization, and how these will impact the world.



### Viktorija Rakucha

Viktorija Rakucha is Resident Manager for Ideactio, based in Berlin. Her mandate is to develop Ideactio business in Germany. She spends her time between Berlin and Singapore helping German companies make sense of Asia. She is also an expert in verbal and non-verbal Communications and Human Knowledge.



### Felix Mollinga

Felix Mollinga is a Dutch product and service designer at Ideactio, based in Singapore. He’s greatly interested in designing products that solve problems for the near future, driven by innovation, technology, and ethical issues. He has worked on diverse projects ranging from product design to user research to business transformation.

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