

# Når hodet er fullt av gamle tanker

Sjur Dagestad  
Professor II i Innovasjon ved NTNU  
Seriegründer

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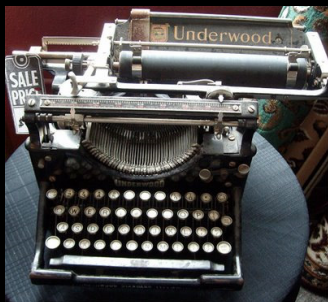
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## Skrivemaskina kom på 1860-tallet



[www.innoco.no](http://www.innoco.no)

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## Problem: Skrivemaskinarmkollisjon



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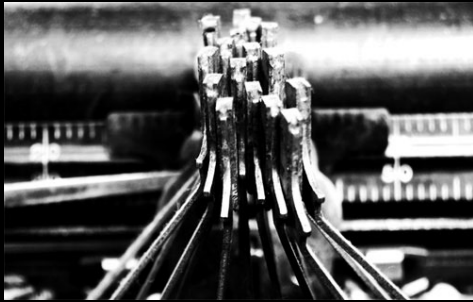
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## Skrivemaskinarmklyse



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## Løsning: QWERTY



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**Det er ikke den beste som  
vinner.  
Det er ikke den første som  
vinner.  
Det er den brukeren er mest  
fornøyd med som vinner!**

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## Noen tror at nytenking er en form for prostitusjon

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## De 5 fundamentene

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Suksess =  
**Behov x**  
Løsning x  
Ildsjel x  
Team x  
Forankring

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Please do not power off or unplug your machine.  
Installing update 2 of 5 ..

Think

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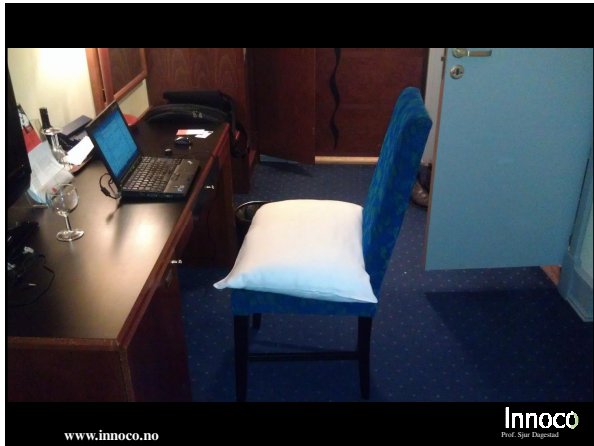
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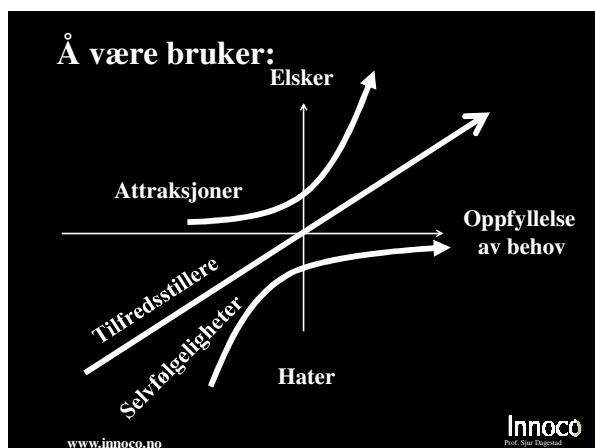
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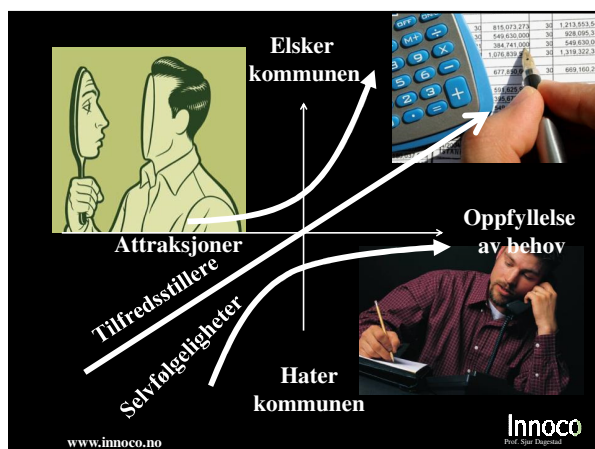
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De 3 viktigste ting for de fleste mennesker er:

**Meg,  
meg  
og  
meg**

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**Kundeverdi består av  
hva kunden mottar og  
hva han må gi.**

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Prod. Sør Østlandet

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**Ikke glem at vi er alle  
forskjellige!**

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**Suksess =**  
**Behov x**  
**Løsning x**  
**Ildsjet x**  
**Team x**  
**Forankring**

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**Vi har.....(Reagan 1, 2 og 3)**

**R1: De som får ting til å skjje**  
**R2: De som ser på at ting skjer**  
**R3: De som lurar på hva som skjedde**



**Fritt etter Ronald Reagan**

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**Pådriveren forsøker å flytte grenser**



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## Ra II (Marokko-Amerika) 1970



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**Suksess =**

**Behov x**

**Løsning x**

**Ildsjel x**

**Team x**

**Forankring**

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Forankring =

**Kommunikasjon  
+  
involvering**

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**Suksess =**

Sum: **Behov x**  
**24 Løsning x**  
**Pådriver x**  
**Team x**  
**Forankring**

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**Halvbra  
(1,5) på  
alt gir 8  
poeng**

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Da ender du opp her:



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| <u>Dårlig</u> | <u>Bra</u>      | <u>Meget bra</u> |
|---------------|-----------------|------------------|
| 1             | 2               | 3                |
| 'Nedre 1/3'   | 'Midt på treet' | 'Virkelig bra!'  |

**Suksess = Behov x Løsning  
x Ildsjel x Team x Forankring**

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80%

↓

| <u>Stryk</u> | <u>Lg</u> | <u>Ng</u> | <u>G</u> | <u>Mg</u> | <u>Sg</u> |
|--------------|-----------|-----------|----------|-----------|-----------|
| 0            | 10        | 20        | 30       | 100       | 250       |

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La oss se på verdi og  
løsning for

[yellow tail]  
CABERNET SAUVIGNON



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Kunden er øldrikkeren:



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Slik får vi det i Norge:



Svakt sitrus- og mineralpreget  
på duft. Middels munnvekt,  
litt robust krydret  
stikkelsbærfruktighet.  
Fennikel og svakt preg av  
bladverk og ferske  
kryddersorter. Ørliten  
urtebitterhet i finishen.

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**Slik er denne vinen:**



**Lett å velge  
Lett å like  
Fest og moro**

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**Slik er den på Vinmonopolet**



**Fruktig med  
aromaer av  
vannmelon og  
preg av sitrus  
og honning.  
Floral og  
saftig.**

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**Dette ville solgt på Hedmarken:**



**Tranebær med en hint av  
oljegrus, ispedd  
granbar og en anelse  
knuste poteter. Lang  
ettersmak med diesel-  
preg og med klare  
assosiasjoner til  
damekjørt Volvo PV  
fra Rena.**

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Hva er mest verdifullt for kunden?



Lett å velge  
Lett å like  
Fest og mor

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Yellow Tail sells more wine in the U.S.  
than all French producers combined.

The Wine Economist

2008: 8.000' kasser

2001: 60' kasser

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Innovasjon i norske kommuner

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