



# 21st Century Futures *Red Monkey® Domination*

Jef Staes  
www.eoi.be - jef.staes@eoi.be



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The future = Red Monkey® Domination

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## GOALS FOR THIS PRESENTATION

Cause an information overflow.

Challenge your paradigms.

Explore new paradigms.

I don't have to be right.

Create a 'Sense of urgency'.

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Why do we need much more power to innovate?



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Global information wave  
*Powered by the Internet*



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*Info becomes 5th element*

**What's the meaning of?**

1850	-	45
1930	-	14
1976	-	6
1990	-	3

The fifth element :  
INFORMATION  
EDUCATIONAL INSTITUTES  
CORPORATE CULTURES



The New Global Reality

Information 'becomes' the 5th element

PASSION

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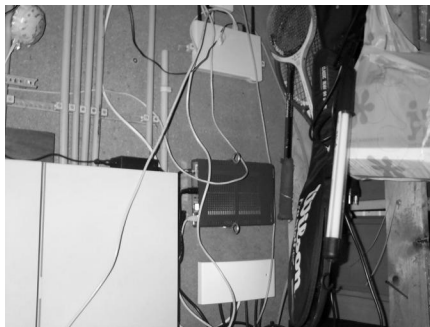
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### "Tough Statement"

*Online gamers have a better learning & information culture than most of the organisations ... this should be the opposite.*



A = Affirmative    B = Negative

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Global innovation wave  
*Powered by Information*

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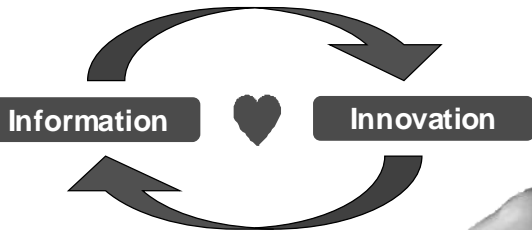
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EUROPESE COMMISSIE  
**GROEI  
CONCURRENTEVERMOGEN  
WERKGELEGENHEID**  
NAAR DE 21e EEUW :  
WEGEN EN UITDAGINGEN  
Witboek  
1992

**Geopolitiek**

— nieuwe concurrenten betraden de markt en bleken in staat de laatste technische ontwikkelingen te assimileren;

Global Village - 'no mercy'

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**PROGRAMMERS' SALARIES**  
*average wage/year ...*

Romania	\$2,400
India	\$5,880
Czech Republic	\$6,400
Philippines	\$6,500
Malaysia	\$7,200
China	\$8,900
Israel	\$25,000
Ireland	\$28,000

Source: Nasscom

**INDIAN IT PROFESSIONALS**



1991: 56,000  
1997: 160,000  
2000: 284,000  
2003: 650,000

Source: Nasscom

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Question : Adaption is priority

**"Question"**

***Adaption to the ever changing market (world) is one of our major challenges and concerns.***

 **A = Affirmative    B = Negative**

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What's the impact of information & innovation?

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2D becomes 3D

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Power of the market

2D-Age  
2 Dimensions

3D-Age  
3 Dimensions

Information & Innovation age

Yesterday Today Time

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## Organisations need much more Power to Innovate!

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### Power to Innovate

Merriam Webster's Online Dictionary

**innovation**

1: the introduction of something new

2: a new idea, method, or device

2D-Age                      3D-Age                      Time

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### Power of the market

**2D-Age**  
2 Dimensions

**Barrier or  
opportunity**

**3D-Age**  
3 Dimensions

Yesterday                      Today                      Time

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How do you transform a  
2D-organisation into  
a 3D-organisation?

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2D



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3D



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How do you transform a  
2D-crew into a 3D-crew?

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2D



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3D



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Organisations in search  
of new balance

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Power of the market

2D-Balance

Unbalance

3D-Balance

2D-Age

3D-Age

Time

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Introduction

Ships in trouble ...

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Chicken



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Schiemann

**One of the major challenges in business today is to keep ahead of the rapid changes in the market environment.**

**However, while most managers are well aware of the main drivers for change, actually making change happen is difficult, with an estimated success rate of less than 50%.**

*Schiemann, 1992*

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**Engine of Innovation®** Too late  
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Maar intussen evolueerde de markt, en [ ] evolueerde niet mee. De groep kwam altijd te laat. Te laat met de invoering van scanning en elektronische betalingen. Te laat met de invoering van getrouwheidskaarten om zijn klanten aan zich te binden. Te laat met de [ ] die van zijn eigen [ ] schaalvergroting in de doe-het-zelfsector, blijkt nu ook.

**Too late ...**

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**Who is to blame?**

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**Engine of Innovation®** Introduction  
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**The quest ...**

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Jef Staes ... the question ...



**Jef Staes**  
*Architect Innovative Organisations*  
 FeNESTRA bvba

As a Training manager,  
 Corporate Learning Officer, ...  
 I became determined to solve  
 one question ...

"What's the reason  
 organisations don't learn,  
 change & innovate ...  
 ... **fast** enough?"

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Book, Jef's Law®

English version May 2008





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How to create a huge increase  
 in the power to innovate?

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Culture Change

We need a dramatic  
 culture change.  
 We need  
 culture innovation.

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Vision Strategy Drama

**Culture innovation ...**

STRATEGY?      VISION?

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We have to face the drama's

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**BORN TO BE WILD**




Too much resistance to change

**The innovation drama**

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Why are organisations too slow?




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Continuous Improvement  
has to change into  
Continuous Innovation

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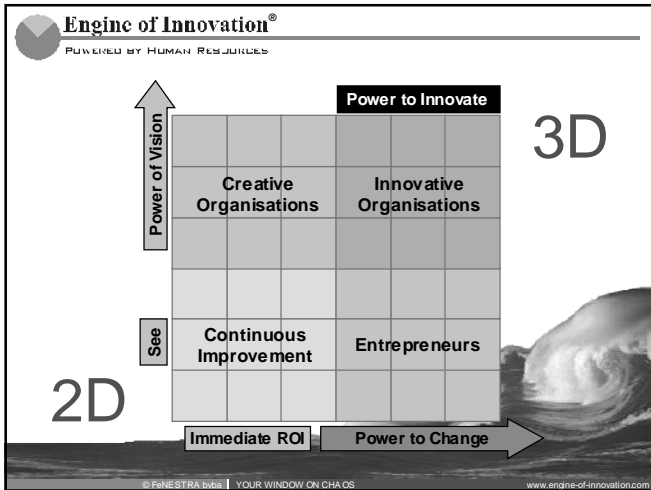
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*"Continuous improvement in 2D is based on consensus.  
Continuous innovation in 3D is based on conflicts."*

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**The origin of the new**

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**Engine of Innovation®** Where is the source?  
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*Where is the source of the bio-diversity in a jungle?*



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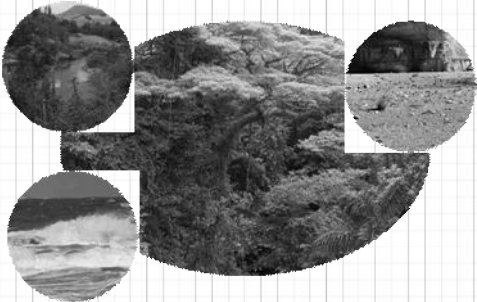
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**Engine of Innovation®** Where is the source? Answer  
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*From the edge (verge) ... Open Innovation*



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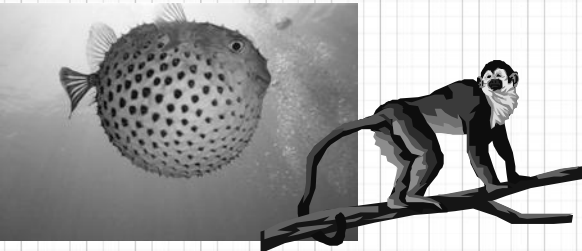
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**Engine of Innovation®** Where is the source? Answer  
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*Open Innovation ...*



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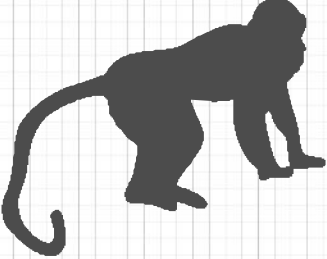
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**Engine of Innovation®** New Specie ... Red Monkey  
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*Result... a red monkey*



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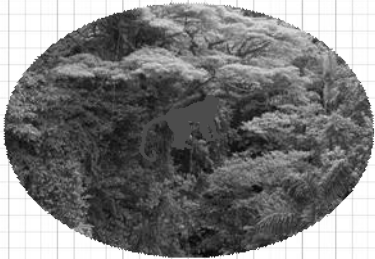
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*Drop the red monkey in the middle of the jungle ...  
what happens?*



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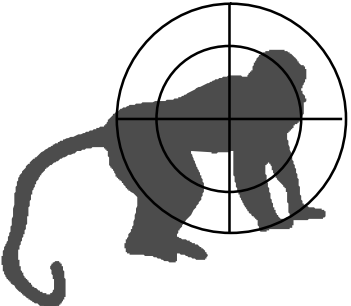
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## Red Monkey® Hunters



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## Red Monkey® Hunter profiles

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**We are invincible ...**

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**Don't think about changing ...  
it has always worked this way ...**

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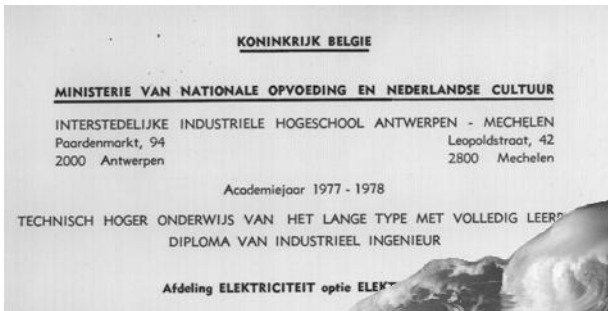
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**Red Monkey® Politics**

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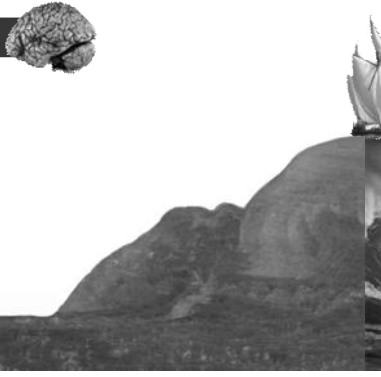
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**Red Monkey® Politics**



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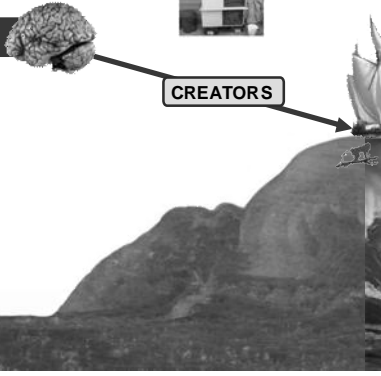
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**Red Monkey® Politics**  
Creation red monkeys



**CREATORS**

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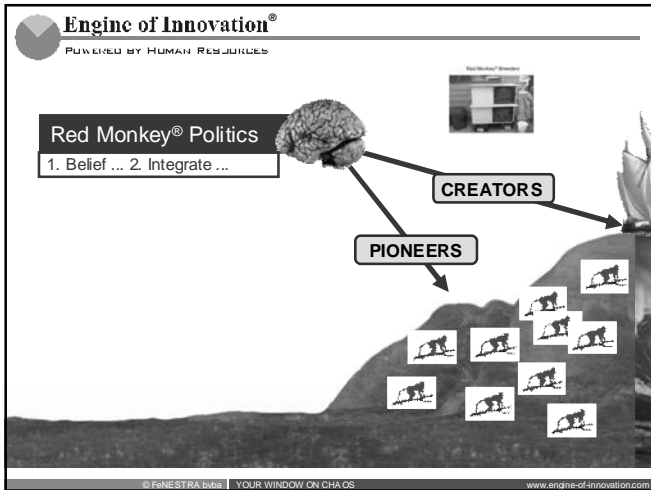
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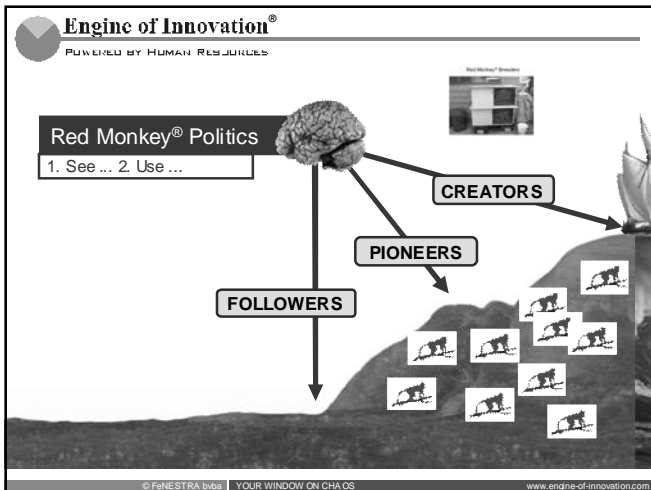
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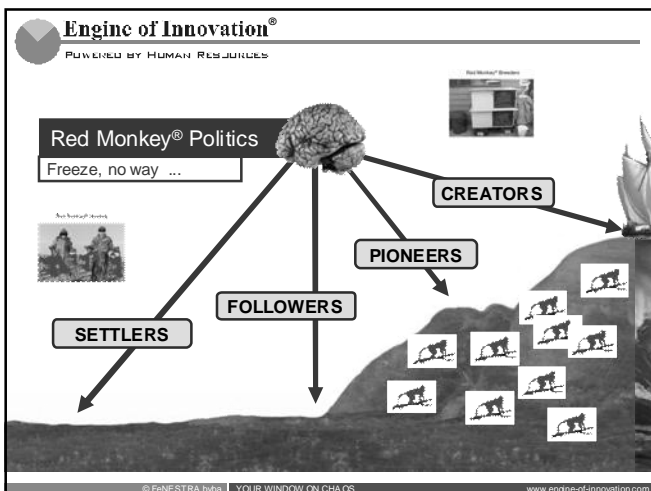
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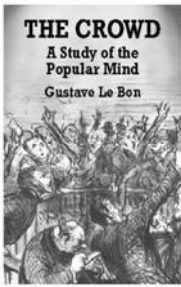
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### Innovation is a battlefield

Red Monkey® Hunters



Red Monkey® Breeders



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Recipe for successful innovation projects in 3D?



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Title Organic evolution

**We need Organic Evolution**

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Organic evolution

**Organic Evolution**

**CREATORS**

**PIONEERS**

**FOLLOWERS**

**SETTLERS**

**RED MONKEY®**  
Innovation Management

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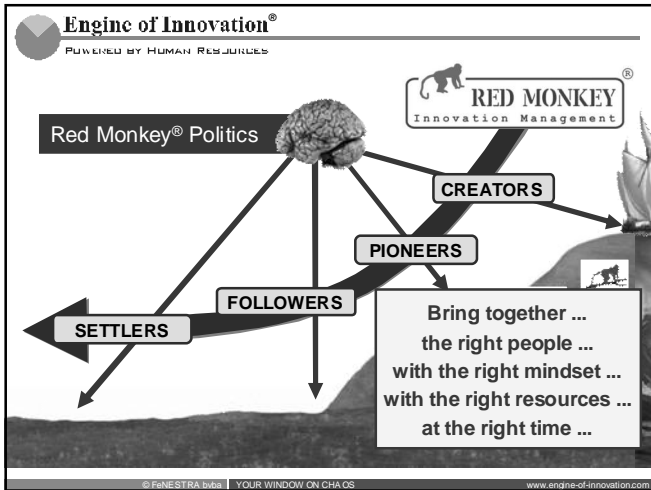
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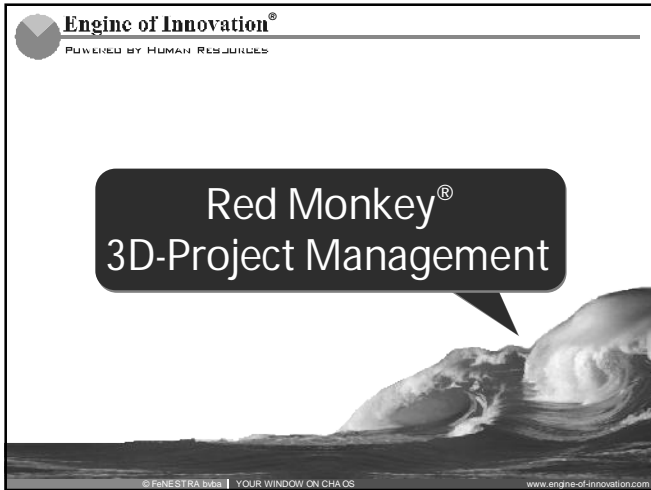
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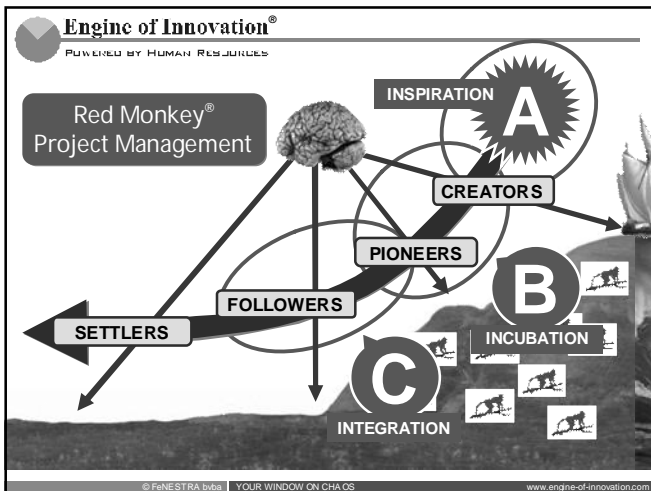
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Don't **EVER** give up!!!

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